



It is also important to have solid training in place for board members. Do you bring in training or invite board members to attend ICCFA meetings? Of course, for the past year and a half, much of the training has been done virtually.

### Where's the Future?

The cemetery business is changing. The cemetery exists to serve the consumers, not vice versa. Every cemetery with a master plan that has not been reviewed within a decade must revisit this plan now. The plan for marketing must be changed.

As cremation rises, we must repurpose the master plan to provide for more cremation inurnment. It is not as easy as learning to divide a grave space into parts.

Five generations from now, we are going to have a void in our personal life histories, as we will have lost memorial points that graves have served in the past due to all the scattering of cremated remains. A grave is a tangible point proving that someone once lived. We lose that if we do not give good value and attractive offerings for cremation consumers.

The future is in the hands of every person that is a board member of a cemetery. No *bored* people should be sitting in those chairs. ☑



**Dan Isard, MSFS**, is founder of The Foresight Companies LLC, a Phoenix-based business and management consulting firm specializing in mergers and acquisitions, valuations, accounting, financing HR

services and family surveys. He is the author of several books and hundreds of published articles in industry magazines, including "The Director's Finance 201" column. He can be reached at 800.426.0165 or [danisard@theforesightcompanies.com](mailto:danisard@theforesightcompanies.com).

# simpliFi®

## REMOTE IS THE NEW REALITY



## REMOTE OR IN-PERSON BURIAL VAULT PRESENTATIONS



### simpliFi:

- At-Need remote arrangements
- At-Need onsite arrangements
- Education of families prior to At-Need arrangements
- Pre-Need arrangements, onsite or remote

Wilbert has several options on bringing simplicity to your vault presentations in ways that will engage and inform your families quickly and effectively...no matter where they are.

Talk to your Wilbert provider or learn more at:

[wilbert.com/funeral-professionals](http://wilbert.com/funeral-professionals)

*Wilbert*  
Commemorating Life with Respect™