

2024 MCA WINTER CONFERENCE



February 5-7, 2024

DOUBLETREE BY HILTON
111 North Grand Avenue, Lansing, MI 48933





MICHIGAN CEMETERY ASSOCIATION

2024 Winter Conference

GUEST SPEAKER



Liza Altenburg is a passionate advocate for transforming the deathcare sales experience. She has over two decades of experience in sales management and training. Liza's approach centers on Selling with Sensitivity, a concept she developed to bridge the gap between sales targets and empathetic customer service. As a speaker, author, and trainer, Liza is committed to helping deathcare professionals navigate the delicate balance between compassion and results. Her engaging presentations and workshops inspire individuals and teams to transform their sales mindset, cultivate meaningful connections with families, and achieve outstanding results while maintaining the utmost sensitivity to the needs of those they serve.

CONFERENCE SESSIONS

- ◆ **DIScovering Excellence: Designing a Selling Culture** – Explore a framework of understanding to create a tailored selling culture that enhances sales.
- ◆ **Personal Branding: Empowering Your Sales Team to Elevate Their Presence** – Learn strategies for building a compelling personal brand that boosts sales team credibility and customer engagement.
- ◆ **The Heart of Success: Cultivating a Values-Driven Sales Team** – Discover how to instill custom core values in your sales team, aligning strategies with the compassionate ethos of the cemetery business.
- ◆ **Building Your Dream Team: Recruit, Train and Retain the Best Sales Team** – Gain insights into recruiting, training, and retaining a high-performing sales team.

CONFERENCE AGENDA

Monday, February 5

- 4:00 – 6:00 p.m. Vendor Set Up
5:00 p.m. Board of Directors Meeting

Tuesday, February 6

- 8:00 – 9:00 a.m. Registration
8:00 – 9:00 a.m. Breakfast with Suppliers
9:15 – 10:15 a.m. **DIScovering Excellence**
10:15 – 10:45 a.m. Supplier Introductions/Presentations
10:45 – 11:00 a.m. Refreshment Break with Suppliers
11:00 a.m. – 12:00 p.m. **Personal Branding**
12:00 – 1:15 p.m. Lunch & Legislative Update

Tuesday, February 6 continued

- 1:30 – 2:15 p.m. **The Heart of Success**
2:15 – 2:45 p.m. Supplier Introductions/Presentations
2:30 – 2:45 p.m. Refreshment Break with Suppliers
3:00 – 3:45 p.m. **Building Your Dream Team**
3:45 – 4:00 p.m. Announcements
5:00 – 6:00 p.m. Cocktail Reception & Appetizers
6:00 – 8:00 p.m. Dinner

Wednesday, February 7

- 8:30 – 9:30 a.m. Breakfast
9:45 – 11:00 a.m. Roundtable Discussions
11:00 a.m. Conference Adjournment



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REGISTRATION FORM

	<i>Registration Before January 15</i>	<i>Registration After January 15</i>
Full Conference Registration	\$260.00 _____	\$285.00 _____
Non-Member Full Conference Registration	\$315.00 _____	\$340.00 _____
Conference Registration (Spouse)	\$175.00 _____	\$200.00 _____
Tuesday only - Daytime Activities Only	\$150.00 _____	\$175.00 _____
Tuesday Reception/Dinner - Additional tickets	\$70.00 _____	\$95.00 _____

*** Tuesday (DAYTIME ONLY) Includes:** Breakfast, Legislative Luncheon, and Refreshment Breaks
(Does not include Tuesday Night Reception/Dinner)

To assist with meal counts and commitments, please mail your registration and check no later than January 15, 2024. Please make checks payable to MCA.

Cancellations must be received by January 26, 2024 to receive a full refund.

Mail to: Michigan Cemetery Association
Attn: Kristen McCue
120 N. Washington Sq., Suite 110A
Lansing, MI 48933

REGISTRANT	CEMETERY OR COMPANY NAME	EMAIL
_____	_____	_____
_____	_____	_____
_____	_____	_____

I am a supplier planning to attend and will need:

a display table

electricity

Questions? Contact Kristen McCue at Mccue.k@gcsionline.com or via phone at 517-484-6064.



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SPONSORSHIP OPPORTUNITIES

On behalf of the Michigan Cemetery Association, we hope you will join us February 5-7 at the DoubleTree by Hilton Lansing for our Annual Winter Conference.

We invite all suppliers and members to participate as conference sponsors. We very much appreciate your support as sponsorships fund receptions, meals, breaks and prizes.

Please take advantage of this opportunity for you and your company to be recognized by sponsoring one or more of the following events.

Completed forms must be returned with payment no later than **January 19, 2023**.

We appreciate your support and commitment to the future of MCA.

I would like to sponsor:

- Guest Speaker @ \$500*
- Breakfast on Tuesday @ \$400*
- Lunch on Tuesday @ \$450*
- Morning Refreshment Break on Tuesday @ \$350*
- Afternoon Refreshment Break on Tuesday @ \$350*
- Cocktail Reception on Tuesday @ \$400*
- Dinner on Tuesday @ \$500*
- Breakfast on Wednesday @ \$400*

Name: _____ Company: _____

Email: _____

Please remit completed form, with payment, to Kristen McCue at the address below. Please make checks payable to MCA.

*Michigan Cemetery Association
Attn: Kristen McCue
120 N. Washington Sq., Ste. 110A
Lansing, MI 48933*



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HOTEL ACCOMMODATIONS

The conference will be held at the DoubleTree by Hilton Lansing (formerly The Radisson Hotel), 111 N. Grand Ave., Lansing, MI 48933. Located in the heart of downtown Lansing, the area offers a variety of dining options and small-business shopping experiences.

Guests may make hotel reservations via telephone or online.

Telephone

Call the hotel at (833) 904-2206 and reference **promotional code: AMC.**

Online

Book online at [DoubleTree by Hilton Lansing](https://www.doubletree.com/hotel/lansing).

Please note: The room rate for MCA is \$133 per night for a standard room. To receive this rate you MUST use the code, AMC.

