



Mid-Summer 2010

Events/Dates



Fall Forum 2010

[Details online](#)

OGR Audio Seminars

September 30

[Leveraging Social Media to Optimize Website Traffic & Revenue](#)

November 18

[Pet Services Pros and Cons](#)

Golden Services Group

GSG to offer Pre-need, At-need, Aftercare booklets in Fall

Several members have expressed an interest in having informational booklets and brochures available for families and designed to address a wide range of needs.

OGR is in the final stages of preparing a new series of booklets called **The Golden Rule of Care – Pre-need, At-need and Aftercare.**

As you likely know such booklets can save you time and give you a head start on working with families. Another OGR benefit that helps make OGR funeral homes exceptional.

The booklets will be available in three sets of five booklets each to meet the needs of families during **Pre-need:** "Planning a Funeral: Practical Steps to the Hard Work of Making Funeral Arrangements," **At-**

'The Best Teacher You Will Ever Have Is You' 2010 Fall Forum, Oct. 31 - Nov. 2, in Cincinnati

That's right. You will provide the content for nationally recognized funeral industry consultant Dan Isard's session at the 2010 Fall Forum. After registering for the forum, you will

receive a spreadsheet to complete with your firm's data. Bring your completed spreadsheet with you (either on your laptop or a hard-copy) and Dan will review the data to provide insight on at-need, financial, operational and personal risk assessment issues in this hands-on workshop to address common financial problems and how to correct them. Visit the Fall Forum [website](#) for the complete schedule of events, speaker information and registration details. See you in Cincinnati in October.



Call for Presentations – 2011 OGR Annual Conference & Supplier Showcase

OGR wants you to share your ideas, knowledge and experience with colleagues at the 2011 Annual Conference April 8-9, 2011, in Atlanta, Ga. Whether it's creating unique family experiences, utilizing technology, implementing community service activities, applying restorative techniques, streamlining financial management, or something in between, your fellow OGR members want to learn how you are making your funeral home exceptional. Submit your proposal [online](#) no later than Aug. 27. Contact [Lisa Krabbenhoft](#) for more information.

OGR membership drive nears starting point

Working with its Membership Committee (Chair Christopher Janowiak) and Membership Standards Task Force (Chair J. D. Slack), OGR is deep into developing strategies and materials to help assure a successful new-member recruiting campaign beginning in the Fall. The campaign will put into motion the new membership direction approved by the general membership during the 2010 Conference & Supplier Showcase last Spring. That direction establishes two levels of membership, basic and exceptional, whereby prospective members, which meet fundamental criteria, would find it easier to join OGR at the basic level. Then during a succeeding period of time, basic members would be required to make strides toward becoming exceptional members with all the OGR benefits and rights. Watch the OGR website and your e-mail for further information.

Other Funeral Home News & Views

FFDA issues annual operational report – profit margin slips

Funeral homes whose 2009 operations were analyzed by Federated Funeral

need: "Useful Tools and Checklists" and **Aftercare:** "Help for Coping with Grief and Loss."

The Golden Rule of Care booklets will be available for inspection during the 2010 Fall Forum in Cincinnati. Watch the OGR website for details.

[Golden Services Group -- Industry Co-op Buying Program](#)

With this supplier network you will get generous discounts and exclusive benefits through a co-op arrangement between OGR and industry suppliers.

Contact OGR Products and Services, Maureen Hayes at 800-637-8030 or mhayes@ogr.org.

Directors of America (FFDA) show an average 5.31 percent profit margin in 2009 compared to 9.24 percent in 1999. The figures for 2009 are based on an analysis of more than 200,000 services conducted by 1,400 small to large FFDA-client firms in rural and urban areas across the United States. The average selling price of a "regular adult funeral" rose merely 2.3 percent -- the smallest annual increase in memory. At the same time, there was a 3.3 percent increase in the average operation cost. Details at [Industry News](#)

Citrin Cooperman invites funeral home owners, directors to join in annual survey

Citrin Cooperman & Company, LLP, an accounting and business consulting firm, invites OGR members to participate in its annual Funeral Directors Survey. The yearly survey of funeral home owners and directors has provided information on the "state of the industry" based on responses from funeral homes primarily in the Northeast for more than a decade; however, it has expanded its geographic scope over the last several years and is now open to funeral home directors throughout the United States. The survey covers areas including industry issues and trends, mergers and acquisitions, pricing, payments and financial issues, technology, value of services, the expansion of services, and insight into specific revenue generators such as caskets and preneed planning. The results allow funeral homes to compare and contrast the issues they're facing with the rest of the industry. Take the survey at [Citrin Cooperman & Co.](#)

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