

Advance Study Essential

NFD&MA Post- Convention Seminar

The August 4 CPC Seminar will help you prepare for the certification exam given on the morning of August 5. Upon application approval, you will receive the *CPC Standards Manual* by mail.

Seminar August 4 9 a.m.-5 p.m.

Exam August 5 9-11:15 a.m.

Continuing Education

Approved for **8 CE hours** by **APFSP** and most state funeral and insurance licensing boards. CE hours may vary by state. For state-specific CE information, call NFDA at 800-228-6332.

Seminar Fee: \$365

Advance application required.

Fee includes *CPC Standards Manual*, seminar presentation, lunch & refreshments, CE processing, exam & scoring, CPC certificate, Code of Ethics, Statement of Use, CPC Community Relations package, and post-exam access to online CPC community.



**The standard of excellence
for advance funeral planning!**

- Sets you apart from competitors
- Shows professional commitment
- Increases consumer confidence
- Helps promote preplanning

NFD&MA 74th Annual Convention

**CPC Seminar Sponsored by the
100 Black Women of
Funeral Service**

**Post-Convention Seminar
OMNI Hotel ~ Atlanta
August 4-5, 2011**

**Recommended seminar application
deadline July 7 ♦ Call 800-228-6332**



National Funeral Directors Association

*Informs *Educates *Advocates

nfda@nfda.org



**Add 'CPC' to
your credentials!**

CPC Seminar

**NFD&MA
74th Annual Convention
Post-Convention
Seminar**

ATLANTA Aug. 4-5



CPC Seminar Sponsor

What is NFDA CPC Certification?

The NFDA CPC Program

is the only national credentialing program in the specialized field of advance funeral planning.

Since 1996, more than 1,220 preplanners in the United States and Canada have earned the distinguished Certified Preplanning Consultant (CPC) designation.

MISSION

The mission of the NFDA CPC Program is to promote professionalism and expertise in funeral preplanning by recognizing Individuals who have met defined criteria and who have demonstrated their knowledge through a certification examination on preplanning standards as presented in the NFDA *CPC Standards Manual*.

Apply early ♦ Study in advance
For seminar application
call 800-228-6332

ELIGIBILITY REQUIREMENTS

- Pledge to abide by CPC Code of Ethics and Statement of Use
- 18 years of age minimum

CPC Eligibility

Actively involved in direct advance selling of funeral goods and services to the public as permitted by state law.

Funeral directors: no employment minimum in field.
Non-funeral directors: verifiable 12-month minimum employment in field prior to application.

Associate CPC Eligibility

Actively involved in the funeral preplanning field as supervisor, manager, instructor or other type of preplanning-related support position. Verifiable 12-month minimum employment in preplanning field prior to application date.

CERTIFICATION EXAM

Advance Study Important!

The CPC certification exam was developed by a national testing institute that provides validated and unbiased scoring of exams. There are 75 multiple-choice questions on the exam, with a 2-hour time limit. Candidates must score 72% or higher to pass.

To score well on the exam, it is important to study the CPC Standards Manual in advance of seminar participation.

TOPICS COVERED

Preparing for certification requires mastery of the following *CPC Standards Manual* topics that address the consultant's general scope of work.

- Funeral Preplanning Principles
- Creating Meaningful Ceremonies
- Ethics
- Customer Service
- FTC Funeral Rule
- Contract Standards
- Listening Skills for Success
- Marketing Principles
- Targeting Primary Markets
- Funding Options

*Just as I promote
preneed, I advertise
that I have met
national standards of excellence
in preplanning. This I feel adds a
great deal of credibility
to my presentation.*

Dottie Hector, CFSP, CPC