

## Benefits and Features of CFSA Membership

Being a member of CFSA is more than a wall plaque in the office, or a sticker on the door to your business. It's a network of people who not only **understand** what you **do**, they do what you do. When asking a CFSA member why they wouldn't be without their membership, the number one reason they will cite is the people of the association - their collective experience, as well as their willingness to assist fellow members with business challenges and opportunities alike. The network of CFSA - considered by many members as their "professional family" - is indeed a powerful asset to anyone in the supply chain of funeral service!



### Professional and Social Networking

The "magic" of any association is the relationships we create with fellow members, and how those add value to our lives and our businesses. The *Fall Conference & Trade Show*, for example, is designed not only to inform and educate, but also to facilitate networking between and among members, future members, and friends, all in an atmosphere of camaraderie and fun. The value of such gatherings has been magnified earlier this year, as we lived through a period when we couldn't gather and network as we would have liked. This experience as we navigated a global health crisis has reminded us why we need to do events like these, and the importance of providing these wonderful opportunities for our members.

### Online Funeral Home Credit Guide

Considered by members to be among the most valued membership benefit offered, the funeral home credit guide is accessible online all the time, when you need it. Members share their credit experiences via this proprietary tool, which is used daily by the credit managers and owners of CFSA member firms to make important business decisions. This tool alone has saved members tens of thousands of dollars annually!

*The credit guide is undergoing a makeover currently, featuring more meaningful reports, easier data entry, and even easier searches to find what you need quickly and easily, with reporting easy to understand and use in credit-granting decisions. The unveiling of the new credit guide will occur this fall!*

### First-Class Communications Strategy

With features like the *CFSA Insider* monthly newsletter, along with timely as-needed email news pieces of breaking news and important developments, CFSA keeps members informed of issues that affect their business individually, and our industry collectively. We keep members in tune with everything from industry trends to various compliance issues, and anything else critical to the funeral service supply world. When critical information is needed, CFSA delivers in real time.

### Industry Visibility and Credibility

CFSA regularly features member news online at [CFSA.org](http://CFSA.org), as well as through its presence on social media platforms such as Facebook, Twitter, and LinkedIn. Members routinely send us their company news releases, which we plug into the several professional media outlets serving the death care sector. Garnering positive press and good visibility is just one of the many services CFSA provides its membership family. Members enjoy using the universally-recognized and respected CFSA logo in their own marketing materials and on their web sites, demonstrating to their customers and stakeholders their proud adherence to the high professional standards upheld by CFSA.

### Industry Statistics

Like many trade and professional associations, CFSA gathers information on a variety of important data points, and shares these trending reports with members, helping them to make critical directional business decisions. Our areas of data collection and analysis include casket sales statistics, import and export of funeral merchandise, disposition trends, and other supply-related statistical tendencies meaningful to the funeral service supply chain pros.



### Casket Sales Data

Also in a new, updated platform, the casket sales program allows members to input data regarding the various types of caskets and containers they manufactured and shipped, quarter-by-quarter. By examining the trends, members can see not only amalgamated sales figures, but also what the market is demanding regarding shell material, features, and trending tastes in caskets and other burial/cremation containers.

### Debt Collection Services

Sought-after discounted rates and preferred access to professional debt collection services through our professional partners at the CST Company, one of the most respected names in professional collections. CFSA members receive discounts of 20-25% on services provided by CST.

### Searchable Member Directory

Quickly locate information about fellow CFSA member companies and employees using our online or printed directories.



### Find a Supplier

The "Find A Supplier" searchable feature on [CFSA.org](http://CFSA.org) allows you to promote your business to the death care industry and easily find the product or service you need. In essence, this facilitates new business opportunities looking for and finding you!

### Department of Transportation Drug & Alcohol Testing Program

*Your job is to sell product and make money. Let us handle your DOT compliance and remove that burden from your desk. Designed especially for CFSA members who have logistics/trucking operations with CDL drivers.*

Managing Department of Transportation (DOT) requirements can be a tremendous undertaking; and can even be quite scary, especially when fines for even minor violations can exceed \$ 20,000. As a supplier pro, you have better ways to use your time than to be constantly monitoring and wondering if you are going to survive the next DOT audit.

That's why CFSA brings to you a DOT compliance program that addresses your compliance needs, regardless of the size and scope of your operation. And, with pricing at member-only discounted rates, your participation in this program will take a mandated requirement and make it an efficient, seamless experience for you. No more guessing if you're actually compliant. That peace-of-mind itself is worth your participation.

Features of this improved program include:

- No "access" or "registration" fees. Your CFSA dues payment is your access.
- Driver Qualification Files (DQFs) available to you 24/7 via secure web access.

- Drug and other testing results quickly and sent electronically
- Pricing that makes your CFSA membership a critical asset to your business
- Program administered by ITI, the leading compliance firm in the nation

### HR Extension

Whether you are a business owner, HR professional, or have been put in charge of handling HR, *HR Extension* is designed to come along side you and your team to provide support and expertise in developing, growing, enhancing, or assisting with your organizations human resources and human capital goals.

Designed specifically for CFSA members, this bundled service approach gives you and the leaders in your company access to HR and Talent

Management professionals from HRD Advisory Group who have over 120 years of collective experience - all for less than the cost of a part-time HR professional. Our focus is on improving business operations through employee processes, development, engagement, and retention. Additionally the program

provides access to resources such as benchmarking, talent development, learning management system, and HR resource libraries.



### Critical Online Compliance Manuals and Tools

Especially in the areas of logistics and transportation, the laws and rules change all the time. CFSA helps you keep up with these by always providing updated resources at your fingertips.

New Benefits and Features developing consistently! CFSA members make terrific service and program suggestions all the time, prompting our Board and staff to start the process of developing these ideas into concrete reality. The members help shape and grow their Association constantly. You can too!

**To find out more about membership in CFSA, visit [cfsaa.org](http://cfsaa.org), and click on the "Membership" tab.**



**CFSA**  
CASKET & FUNERAL SUPPLY  
ASSOCIATION OF AMERICA