



AUSTRALIAN  
FUNERAL  
DIRECTORS  
ASSOCIATION

*Celebrating 75 Years 1935 - 2010*

NSW/ACT DIVISION

# Ladies Influencing Funeral Excellence

Formerly known as WIFS (Women in Funeral Service)

Saturday 11 September 2010

Rydges Parramatta



2009 NSW/ACT Women in Funeral Service Seminar Delegates

## 2010 Program Highlights

Workshop: How to Deal with Difficult People  
Workshop: Self Awareness: Detect, Defuse & Defend  
Funeral Legal Issues  
The Organ & Tissue Donation Process  
Networking



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Rydges Parramatta

116-118 James Ruse Drive, Rosehill NSW 2142



Time	Program	5 CPD HOURS
8.30am	Registration	
9.00am	Welcome Address	
9.10am	Workshop: How to Deal with Difficult People, Customers, Clients & Colleagues Mark McPherson	
11.10am	Morning Tea & Group Photo	
11.40am	Funeral Industry Legal Issues George Szabo	
12.10pm	Organ & Tissue Donation Process Leigh McKay	
12.55pm	Lunch in Stock Café	
1.45pm	Workshop: Self Awareness Detect, Defuse & Defend Chris Fitcher-Coles	
3.45pm	Final Comments followed by Lucky Door Prizes sponsored by Macquarie Park Cemetery & Crematorium	
4.00pm	Conclusion	

The LIFE Organising Committee have great pleasure in presenting the 2010 program which will provide benefit to all women with a professional interest in the Funeral Industry.

The LIFE Seminar is designed for all women who work both in and around the Funeral Industry.

Delegates continue to participate in LIFE for both the networking and educational benefits. We don't want to keep LIFE a secret and encourage new delegates to register and existing delegates to bring a friend / colleague along.

Mark McPherson presented at VIC WIFS earlier this year, some of the comments received about him were "Very dynamic, could have listened to him all day, interesting, informative, interactive and very well presented."

We look forward to seeing you on 11 September 2010!

Julie Eddy  
Lester & Son

Marlene Hewson  
Batemans Bay &  
Moruya District Funerals

Dale Maroney  
Walter Carter Funerals

# Introducing the LIFE Presenters

## Mark McPherson

When individuals don't deal with difficult people efficiently and effectively, everyone suffers. If it's at work: staff get frustrated and it shows; managers get more work to do when they need to be attending to other issues; and onlookers don't like what they see and they tell others. When it's at home or play: people can say or do things they regret; they can ruin relationships; and they can place themselves at risk.

Mark is a master at Dealing with Difficult People and has been successfully dealing with them, and helping others deal with them, for over 35 years. Mark has developed the ultimate package for Dealing with Difficult people and he's grouped the strategies and skills into 9 Competencies:

- \* Help people do their best and help prevent problems
- \* Identify facts, issues & transgressions
- \* Manage external influences
- \* Be impeccable and communicate with flair
- \* Provide help and direction, and negotiate
- \* State your case clearly, objectively and succinctly
- \* Help your mind, and your body, help you
- \* Combine verbal, vocal and visual codes
- \* Get good: Agent Provocateur Role-Plays

## George Szabo

As one of Sydney's leading Wills & Deceased Estates Solicitors, George Szabo from Szabo & Associates Solicitors has made it his quest to help people through the often difficult situation of death with regards to wills, probates and estate planning. Combining empathy, knowledge and years of coal-face experience, George is able to disseminate these often complex rules and regulations to ensure that estates are correctly planned, managed and maintained with positive outcomes for all parties involved. Using case studies, including those submitted by AFDA members as his talking point, George will discuss the ramifications of wills (and lack thereof), estate planning and probate, and how these issues affect the family and friends of the deceased as well as the funeral directors.

## Leigh McKay

Leigh, a Nurse Educator with DonateLife will provide an insight into the full process that surrounds organ and tissue donation from both a regional and metropolitan perspective; from death to deciding to donate, who's involved, what organs/tissues can be donated, the medical procedure and what impacts this has on the funeral.

## Chris Futcher-Coles

Specialists in Personal Safety, Protective Behaviour & Self Defence, the Sydney Self Defence Centre will run a workshop designed for possible 'At Risk Staff'

Realistically Self Esteem and Fear issues can hinder personal and professional growth as well as outcomes however, violence simply cuts them out FULL STOP.

This self empowering and team building workshop will Introduce Verbal Defusing Strategies, Protective Behaviour Principals and Physical Survival Techniques for anyone dealing face to face with the public.

The workshop direction is very specific yet structured to suit all corporate arenas. Aspiring to provide businesses with a 'Duty of Care' second to none and individuals with knowledge and solutions to realistic situations, this workshop will change the way you handle risky situations.

Chris is the Founder, Senior Educator and Chief Instructor for the Sydney Self Defence Centre and School Self Defence. Chris has 32 years experience in Protective Behaviour, Self Defence and Martial Arts.

## Accommodation

If you require accommodation, please contact:

### Rydges Parramatta

116-118 James Russ Drive  
Rosehill NSW 2142

**Phone:** 02 8863 7600 or 1300 857 922

### Room Rates

Single or Double Room

\$189 per night (room only)

Full Buffet Breakfast \$19.00 per person

## Car Parking

Complimentary car parking is available at Rydges Parramatta.

## National Corporate Partners



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The Sydney Morning Herald

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## REGISTRATION FORM

Please RSVP by Friday 3 September 2010 by completing and faxing this form back to Deanne Brown at AFDA on 03 9819 7390



Name:.....

Company:.....

Address:.....

Suburb:..... State:..... Postcode:.....

Ph:..... Email:.....

Names of Additional Guests:.....

.....

.....

Dietary Requirements:.....

### AFDA Members, Sponsors & Affiliates

### Non Members

(Delegates must be from same company for discount to apply)

1st Registration \$150

1st Registration \$175

2nd Registration \$130

2nd Registration \$160

3 or more Registrations \$110 x....  3 or more Registrations \$155 x....

### Payment Details

Cheque Enclosed: \$.....  Credit Card: \$..... Visa / Mastercard

Cardholder Name:.....

Credit Card Number: \_ \_ \_ \_ \_

Expiry Date: \_\_\_/\_\_\_ Signature:.....

*Cancellations will not be refunded after Wednesday 8 September 2010, however registrations may be transferred to another staff member.*



AFDA NSW/ACT DIVISION

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ABN 33 007 331 580

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