



Schedule

Conference

June 3-5
2012

Sunday, June 3, 2012

2:00 pm – 4:00 pm

Registration

2:00 pm – 3:00 pm

JCANA Board Meeting

4:00 pm – 5:00 pm

Welcoming Remarks

Amy Koplow
Ralph Zuckman

Roundtable

“State of Your Cemetery”
Richard Fishman

[Hear Audio \)\)\)](#)

Join with a diverse cadre of skilled professionals to examine some of the challenges confronting Jewish cemeteries. Facilitated by Richard Fishman, conference participants have a unique opportunity to gain strategies for effectively navigating through some of the most pervasive issues facing Jewish cemeteries.

5:15 pm – 6:15 pm

JCANA General Membership Meeting

Spend some time getting to know JCANA's members and discover the tremendous wealth of resources available to Jewish cemeteries. More importantly, join our conversation to determine how JCANA can maximize support of its members and expand its efforts to promote Jewish cemetery preservation throughout North America.

6:15 pm – 7:00 pm

Cocktail Hour

7:00 pm – 8:00 pm

Dinner

8:00 pm – 9:30 pm

Introduction

Michael A. Janko

Keynote Address and Q&A

“Exploring Jewish History through
Our Sacred Burial Grounds”
Dr. Jonathan D. Sarna

[Hear Audio \)\)\)](#)

Dr. Jonathan Sarna, a preeminent scholar and historian, joins us to address Jewish life, history and demographics subsequent to the great wave of immigration into North America from 1880-1920. These immigrant groups founded many of the historically and culturally rich Jewish cemeteries our member organizations currently manage and operate.

9:30 pm – 10:30 pm

Dessert Reception

Monday, June 4, 2012

7:30 am – 8:15 am

Breakfast

8:30 am – 9:30 am

Plenary Session 1: “Jewish Ethics”

Rabbi Elchonon Zohn

[Hear Audio \)\)\)](#)

Rabbi Elchonon Zohn, one of the foremost experts on Jewish funeral and burial practices, will be leading today's opening session on Jewish ethics. Drawing on the teachings and lessons of our Sages and contemporary Jewish leaders, Rabbi Zohn will offer guidance on the ethical and religious quagmires that often arise during endoflife issues.

9:45 am – 10:45 am

Plenary Session 2: “Ask the Lawyer”

Richard Cea

[Hear Audio \)\)\)](#)

Cemeteries are subject to complex systems of laws and regulations. Although variance exists from state to state, certain standards remain universal. Attorney Richard Cea will provide experiential insights and practical advice pertaining to legal compliance, simultaneously addressing some of the most common (and uncommon) legal questions.

11:00 am – 12:00 pm

Elective Session 1

Option 1: “Cemetery Accounting Best Practices”

Andy Muhlstock

Keeping a cemetery's financial “house” in order is a prerequisite for the long term, permanent maintenance of cemeteries. Led by Andy Muhlstock, this interactive session offers an opportunity learn how to effectively manage a cemetery's finances and create user-friendly, comprehensive reports.

Option 2: “Historic Cemetery Preservation and Community Outreach”

Stan Kaplan and Andrew Schultz

[Hear Audio \)\)\)](#)

The preservation of historical Jewish cemeteries not only illustrates the socioeconomic and cultural development of a community, it also honors the former immigrant populations who established these important markers of a community's Jewish presence. Led by Stan Kaplan and Andrew Schultz, this session will explore how restoring and preserving historical Jewish cemeteries can be an important foundation to the success of a Jewish cemetery organization. Both will present several historic preservation initiatives from their organizations and discuss the impact they have had on their respective communities.

continues...

Conference Schedule (continued)

12:00 pm – 1:00 pm

Plenary Session 3:

“Maximizing Return on Cemetery Investments”

Leo P. Grohowski

Inevitably, all Jewish cemeteries will be reliant on interest income derived from endowments. While grave sales and burials, ideally, presently represent our largest streams of revenue, endowments will ultimately be responsible for funding our cemeteries into perpetuity. Leo P. Grohowski helps us navigate through a hostile market and identify several important investment strategies.

1:00 pm – 2:00 pm

Lunch

2:15 pm

Depart to Mt. Hebron Cemetery

Representing one of New York’s largest and most active Jewish cemeteries, we are privileged to tour Mt. Hebron Cemetery. Despite facing many challenges endemic to Jewish cemeteries, Mt. Hebron continues to maintain its property and business practices at the highest possible standards. This thorough tour includes opportunities to meet and learn from Mt. Hebron’s experienced management and staff.

2:30 pm – 4:00 pm

Tour of Mt. Hebron Cemetery

4:15 pm

Return to hotel

6:00 pm

Evening Activity

Tuesday, June 5, 2012

7:30 am – 8:15 am

Breakfast

D’var Torah

Amy Koplow

8:30 am – 9:30 am

Elective Session 2

Option 1: “Guarding the Sanctity of Jewish Cemeteries”

TBA

Jewish cemeteries continue to be susceptible to vandalism and desecration. Whether related to anti-Semitism or wayward teenagers, cemeteries remain constant targets for criminal mischief. This informative session will provide critical advice on how to best secure and protect Jewish cemeteries from criminal intrusion.

Option 2: “Cost Effective Cemetery Maintenance”

Gino Merendino

[Hear Audio \)\)\)](#)

In an era of economic decline, how can we best position Jewish cemeteries to get the most out of their maintenance programs? Join Gino Merendino to increase your understanding of “best practices” related to cemetery maintenance and to explore maintenance options for cemeteries of varying size.

9:45 am – 10:45 am

Elective Session 3

Option 1: “Pre-need Family Financing Options Panel”

Paul H. Goldstein, Sandy Rife and Robert Sommese

[Hear Audio \)\)\)](#)

Join three experts for an informative panel discussion that encompasses techniques to develop preneed sales. Topics to be covered will include marketing, community outreach, and alliances with other organizations (funeral homes, synagogues, fraternal organizations, etc.). We will also discuss how we can meet sensitively meet the needs of families and simultaneously satisfy our fiduciary responsibilities.

11:00 am – 12:00 pm

Roundtable: “Ask the Rabbi and the Regulator”

Richard Fishman and Rabbi Elchonon Zohn

[Hear Audio \)\)\)](#)

Rabbi Zohn and Richard Fishman combine their resources and expertise, teaming up for a unique question and answer session. This session will provide conference participants with an opportunity to share their unanswered questions and concerns, some of which will (hopefully) be stimulated by earlier sessions.

12:00 pm

Lunch (boxed)

Conference Adjourns

