



Shopping for Funeral Services

An FTC Workshop • September 7, 2023



8:30 am **Registration**

9:30 – 9:45 am **Welcome and Opening Remarks**
Commissioner Rebecca Kelly Slaughter

Online Disclosures: Is it Needed? The Pros/Cons

Moderator:

Rebecca Plett, Federal Trade Commission

Panelists:

9:50 – 11:00 am **Lacyn Barton**, Service Corporation International
Dr. Hari P. Close, II, National Funeral Directors & Morticians Association
Chris Farmer, National Funeral Directors Association
Poul Lemasters, International Cemetery, Cremation, & Funeral Association
Sarah Pojanowski, Selected Independent Funeral Homes
Erin Witte, Consumer Federation of America

11:00 – 11:15 am **Break**

Online Disclosures: Practical Considerations

Moderator:

Melissa Dickey, Federal Trade Commission

Panelists:

11:15 – 12:00 pm **Effie Anolik**, Afterword
Jim Bates, Funeral Consumers Alliance of North Texas
Layng Guerriero, AskTheDirector.com and FuneralKinetics.com
Barbara Kemmis, Cremation Association of North America
Isabel Knight, National Home Funeral Alliance

12:00 – 12:45 pm **Lunch Break**

12:45 – 12:50 pm **Post-Lunch Introduction**
Dotan Weinman, Federal Trade Commission

12:50 – 1:10 pm **Basic Service Fee**
Moderator:
Rebecca Plett, Federal Trade Commission
Panelists:
Poul Lemasters, International Cemetery, Cremation & Funeral Association
Erin Witte, Consumer Federation of America

1:15 – 2:05 pm **General Price List Updates: Fee Disclosures and Mandatory Embalming Disclosures**
Moderator:
Melissa Dickey, Federal Trade Commission
Panelists:
Chris Farmer, National Funeral Directors Association
Barbara Kemmis, Cremation Association of North America
Isabel Knight, National Home Funeral Alliance
Sarah Pojanowski, Selected Independent Funeral Homes
Wendy Russel Wiener, WRW Legal
Erin Witte, Consumer Federation of America

2:05 – 2:20 pm **Break**

2:20 – 3:10 pm **Alkaline Hydrolysis, Natural Organic Reduction, and Other New Trends in the Funeral Industry**
Moderator:
Sammi Nachtigal, Federal Trade Commission
Panelists:
Sarah Chavez, Order of the Good Death
Tanya Marsh, Wake Forest University School of Law
Katrina Spade, Recompose
Beverly Tryk, People’s Memorial Association

3:10 – 3:15 pm **Closing Remarks**
Lois C. Greisman, Federal Trade Commission
