

From the CEO – Danielle Knapp Commemorating Flight 232 Update

I am pleased to announce we have recently kickstarted our filming project, dedicated to paying tribute to the 125 funeral directors who generously volunteered their time, services, equipment, supplies, and knowledge following the United Flight 232 crash on July 19, 1989.

At our upcoming annual convention on April 16th, we will unveil the completed work, honoring those who are no longer with us and recognizing the incredible dedication of those still among us. In just a few weeks, we will commence interviews with the funeral directors who have once again offered their time and expertise to this project. We will follow up with a session on Wednesday morning of convention dedicated to the discussion of how we handle mass casualties, how it affects those in the funeral profession, and how we can be better prepared not just for the event, but for potential trauma that may follow. Stay tuned for this exciting endeavor, we are deeply grateful for the chance to share this inspiring story with all of YOU in the spotlight!

New IFDA Website – COMING SOON!

We will soon be sending communication about the cutover to our new website. As a part of this migration, it is critical that we have updated information for your business and individual members of IFDA. Our staff is actively reaching out if we are missing any information needed to create your new membership account. Because we are changing to a new platform – WE WILL BE SENDING YOU NEW LOGIN INFORMATION soon. There is no expected downtime, however, as with any technology changes there can be delays, we will communicate accordingly.

As with receiving con ed certificates, you MUST have an email address on file for us to associate a user profile. If we do not have an individual email, your web access will be shared by your member funeral homes account.

October Celebrations

Sunday, October 29, 2023, is **National Visit a Cemetery Day** – To learn more about this holiday or to create your own social media posts you can read more [HERE](#).



Monday, October 30, 2023, is **Create a Great Funeral Day** Click [HERE](#) to read more.

Questions or ideas? Email us at: Admin@IAFDA.org

Upcoming C.E. & Events

Featured Education Sessions in Partnership with Community Educators

IFDA Package w/Special Pricing
Attend all three for 9 hours of CEUs

11/9/23

9 am – 11:45 am

Medicare and The Growth of Medicare Advantage

11/21/23

9 am- 11:45 am

Home Healthcare in Retirement

12/5/23

1 pm – 3:45 pm

Social Security Review and Taxation of Benefits

Register here:

<https://communityeducators.net>

10:30AM Wedgewood Conference Room

District 3 Meeting

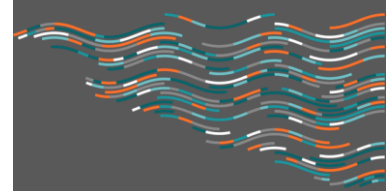
November 8, 2023

Café Dodici

122 S Iowa Avenue

Washington, IA 52323

5PM – Social 6PM Program



Special Edition Content: Working with the Media and Your Community

Addressing Negative Press and Handling Incidents

"How you communicate to your audiences and handle a crisis can change your company's fate. The same can be said for any unanticipated event that could disrupt your firm's daily operations and cause potential harm to the company's reputations, such as layoff, negative press or lawsuits." To read the full article, click [HERE](#).

During a media event even when not specific to your business but more of a profession targeted set of events, it's crucial to ensure that everyone in the company works cohesively to address the issue.



Here are some tips to keep in mind if you find that recent news event come up in questions or conversation with the public or potential clients:

1. Take ownership of the situation. Always be candid and transparent and be prepared for tough questions.
2. Remain confident and positive. Mistakes happen but how we respond is what people remember most.
3. Find the positive in the situation. Make any necessary changes and move forward.



"Part of upholding a stellar reputation is working hard to manage that reputation. Sometimes, this requires increasing community involvement. Other times it requires fostering a more positive attitude towards funeral service."

Negative press and PR crises can have a significant impact on a company's reputation, and they often result in internal challenges, especially regarding team morale. More public events not arising from your own firm, may still cause community questions and negative attitudes toward funeral service – it is up to YOU to address these things as they arise.

A PR crisis is a challenging time for any organization, but how you handle it internally can make a big difference in how quickly and effectively the company recovers. Open and supportive communication with your team is key to maintaining their morale and confidence during such times. Click [HERE](#) for full article.