

FOR IMMEDIATE RELEASE
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MEDICINE HAT HOSTS 2005 CEMETERIES' CONFERENCE

Medicine Hat – Medicine Hat will welcome close to 100 cemetery personnel and their suppliers from across Canada and the United States for the 19th Annual Western Canada Cemeteries Association (WCCA) Convention and Tradeshow Sept. 18 - 20 at the Medicine Hat Lodge.

“The theme for the convention is *Here Today and Here Tomorrow* to express the sentiment that cemeteries are not like other things that come and go through our society,” says Tim Sterkenburg, the City’s Parks Operations Foreman and newly elected President of the WCCA. “Cemetery operators are responsible to serve their communities now and will be responsible to them for as long as time permits.”

The conference includes a number of keynote speakers as well as educational sessions. Speakers will address such issues as how to handle vandalism, preparing financially for the future, the impact of the next pandemic on cemeteries, creating revenue from a “full” cemetery, changes to the Province of Alberta *Cemeteries Act*, and dealing effectively with grieving customers.

“A large part of the education comes from networking with peers from across western Canada,” adds Sterkenburg, who is also the conference chairman. “The cemetery industry is in a constant state of flux as customer needs change.”

The conference includes tours of local cemeteries, equipment demonstrations, a tradeshow, and entertainment.

“It will be a mandate of the Conference Committee to organize a first-class conference and showcase Medicine Hat’s hospitality,” says Sterkenburg.

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Details about the conference, including a complete agenda and speakers’ list, is available at www.westerncemetery.com Please contact Tim for an updated agenda as some times have changed.

For further information, please contact:

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