

# the DIRECTOR

Official publication of the National Funeral Directors Association

## 2008 Editorial Calendar & Deadlines

MONTH/FOCUS	DEADLINE	A FEW THINGS READERS CAN LOOK FORWARD TO...
January <i>Meet Your Customer...</i>	Ad Space: Nov. 5 Articles: Nov. 9 Ad Material: Nov. 15	"This Isn't Your Father's Funeral Consumer!" What do funeral homes need to know and how must they adapt if they want to better serve today's increasingly non-mainstream families and stay in business?
February <i>Make More Money, Save More Money!</i>	Ad Space: Dec. 5 Articles: Dec. 10 Ad Material: Dec. 14	Funeral profit margins continue to decline – and consumer preferences sure aren't helping. What can funeral homes do to counter this trend and better serve customers – while ensuring they're still around in the year 2025?
March <i>Tomorrow's Services Today</i>	Ad Space: Jan. 4 Articles: Jan. 10 Ad Material: Jan. 15	Should funeral homes offer preneed to "lock-up" services or avoid this option entirely? How can today's firms offer prearranged and/or prefunded services more effectively. How should ethical considerations be addressed?
April <i>Generation Next</i>	Ad Space: Feb. 5 Articles: Feb. 11 Ad Material: Feb. 15	Tomorrow's funeral service pros no longer "fit the mold" of yesterday's practitioners. Good or bad? What drives this trend? What impact will it have on funeral service by 2025? What does it mean for "traditionals"?
May <i>Big Brother's Watching You!</i>	Ad Space: March 5 Articles: March 10 Ad Material: March 14	Funeral service ranks among the most-regulated professions out there and is subject to scrutiny from state/federal officials & regulatory agencies. What must a firm do in order to remain compliant and fine- and litigation-free?
June <i>Pets Are People, Too</i>	Ad Space: April 4 Articles: April 10 Ad Material: April 15	As funeral homes struggle to make a reasonable profit, opportunities to expand business due to shortsightedness or passionately-held views remain untapped. What opportunities await those willing to change?
July <i>"Whose Funeral is it Anyway?"</i>	Ad Space: May 5 Articles: May 9 Ad Material: May 15	Cremation is merely the most-popular choice, but plenty of other tradition-challenging options are out there. What are they and should funeral homes hope the past will return or should they adapt to the desire of today's families?
August <i>Goin' Green</i>	Ad Space: June 5 Articles: June 10 Ad Material: June 16	When NFDA officially founded <i>The Director</i> in 1932, "green burials" were not even on its radar. Today, this environmental movement gains ground. This historic issue promises to become a collector item – <i>Don't miss it!</i>
September <i>Orlando Convention: "Pardon Our Dust"</i>	Ad Space: July 3 Articles: July 10 Ad Material: July 15	If you attended NFDA's 2007 convention, then you know that this year's NFDA International Convention & Expo "started construction" well before its Vegas show even ended. How will #126 prove unlike anything before?
October <i>Your Image; Your Responsibility</i>	Ad Space: Aug. 5 Articles: Aug. 11 Ad Material: Aug. 15	As a member-driven association, NFDA can only influence the perception families hold as they walk through a firm's doors so far. What is the role of practitioners and how can they become more effective?
November <i>Funeral Service in 2025</i>	Ad Space: Sept. 5 Articles: Sept. 10 Ad Material: Sept. 15	We all secretly wish we had a crystal ball that predicts what funeral service will be like in the year 2025 – but it doesn't exist. The opinions and insights in this issue of <i>The Director</i> , however, will provide some pretty good clues.
December <i>Orlando Convention Revealed!</i>	Ad Space: Oct. 6 Articles: Oct. 10 Ad Material: Oct. 15	Now that the dust has settled and NFDA's member-driven, from-the-ground-up Orlando convention is history, why did NFDA choose to reinvent its premier event and, more important, what did attendees think?

To reserve advertising space, or to inquire about exhibiting at the NFDA Expo, sponsorships and the many other opportunities NFDA offers to inform its worldwide membership about your product/service, please contact Kellie Schilling, Andrew Werner or Julie Stanhope in advance of the space deadline at 800-228-6332 or via fax at 262-782-7092.

To contribute editorial content, please review "Guidelines for Writers" at <http://nfda.org/page.php?PID=265> before contacting Chris Raymond in advance of the articles deadline at 262-814-1548, [craymond@nfda.org](mailto:craymond@nfda.org) or via fax at 262-789-6977.