



Wilbert Funeral Services supports funeral professionals seeking CEU hours with our complimentary online program, WilbertEDU. Biweekly webinars occur on Thursday at 1:00 PM Central. Register to attend scheduled webinars or sign-up to receive WilbertEDU announcements: www.wilbert.com/wilbertedu

WilbertEDU Sessions for October, November and December, 2024.

October 3
Trust Through Clarity: Redesigning Your GPL to Build Trust

Effie Anolik, co-founder and CEO of Afterword, demonstrates how to create transparent, easy-to-understand GPLs that build trust with families.

October 17
Unlicensed Funeral Directing: Why This is the New Regulator Hot Button

Wendy Wiener & Lauren Pettine examine recent events that have caught the attention of state regulators and share best practices for hiring unlicensed employees.

October 31
Cremation Trends & Staff Retention: A CANA-Inspired Approach

Barbara Kemmis and Brie Bingham share the latest CANA consumer research and provide practical strategies to align consumer expectations with professional services.

November 14
An Update on the EPA Formaldehyde Review and What It Means for Your Firm and the Profession

Leslie Witter helps prepare funeral professionals for the changes coming with the EPA's new Formaldehyde Risk Assessment and regulatory updates that could significantly impact your funeral home operation.

December 5
Michigan SMMART team: Providing Assistance to Law Enforcement Agencies Following a Line of Duty Death

Daniel Foley provides insights into the origins of the Michigan SMMART Team, how the team is represented when it is activated, and the many services offered to agencies requesting assistance during a loss.

December 19
Air Force Mortuary Affairs Operations Presentation

Danielle Wilk and Jennifer Jacobs provide a behind-the-scenes look at Dover Air Force Base Mortuary Affairs, the final resting point for U.S. service members who have paid the ultimate sacrifice.

