

Presidents Message ~

Working IN your Business and Working ON your Business

I often hear myself saying that I'm too busy doing the urgent things to do the important things! Does that hit home for you as well? For all of us the urgent things include being *present in the moment* for the many families we serve, whether it's standing at the church entrance to welcome a family, or perhaps sitting in on the arrangements for a funeral when a friend or colleague has specifically requested you. Or perhaps your days are busy working on pre need programs, billing problems, or just trying to keep up with your email!

So, it's no surprise that you don't have the time to work *on* your business. To find the time to sit back, observe, and contemplate; or read, listen, study and learn new ways to operate your business more effectively doesn't come easy.

That's why I encourage you to make two commitments to yourself this year to work *ON* your business by totally getting away, surround yourself with your colleagues, share and interact with others who have concerns just like you, and learn from all our vendors and industry leaders. Plan to get away from the urgent things so that you can do something really important...invest in your leadership and invest in your future.

Two conventions I want you seriously consider attending:

ICCFA Annual Convention ~ in gorgeous San Diego, California. And for those Southerners (SCCFA Members), please join us for a bit more "Whale Done!" enjoyment as we take a group of "just us" to the SeaWorld headquarters while we are there! Let's get a refresher on the impact of positive reinforcement in the workplace!! And, stop by and say hello as the SCCFA will again have a booth in the exhibit hall. Mary Perl, our Executive Director, and many others will be attending.

SCCFA Annual Convention ~ in the beautiful and serene Lake Lanier, just north of Atlanta. An easy flight and/or drive for almost all of us! Our convention this year has all the perfect ingredients to help you work *ON* your business. Jack Frost has put together a "Star Studded" theme with star speakers ~ true leaders who shine brightly! (See Jack's article on the convention) So, "Come Shine with the Stars!!"

In my opinion, unless you force yourself and allow yourself some reflection time, some learning time, and some networking time, you will continue to work *IN* your business, but you may not be doing what's really important ~ working *ON* your business.

I hope you are WHALE on your way!!

.....Nancy