

**Programs**

**Services**

**Publications**

**It's all part of CANA**

Let the Cremation Association of North America (CANA) help you be a leader in your profession. Join progressive cremationists, cemeterians and funeral directors from across North America today.

# Who is eligible to join?

## Any firm or individual in the death care industry who:

- Believes that cremation is not the end but the preparation for memorialization
- Recognizes that cremation is impacting their professional future and wants to be proactive in turning this into a positive rather than negative force
- Wants to learn more about cremation and how to maximize the opportunities it offers
- Owns or operates a crematory
- Wants to be part of an organization that is making a significant contribution to the funeral service segment of the death care industry.

## Membership Classifications

**A Regular Member** is an authorized representative of a proprietorship, partnership, corporation or society operating and maintaining a crematory, columbarium, cemetery, funeral home or any combination of the above.

**An Affiliate Member\*** is an additional employee from the same or an affiliate firm of a Regular Member. Affiliate Members are entitled to all privileges of membership, except the right to vote or hold office.

**A Supplier Member\*** is an authorized representative of an organization that sells products or services to the death care industry.

**An Association Member\*** is an authorized representative of an organization (trade association, governmental agency or educational organization) that has an interest in the activities of CANA.

**A Consultant Member\*** is an individual rendering, performing and selling professional consultative services to crematories, cemeteries and/or funeral homes.

\*Non-voting member

## CANA Benefits — What's in it for me?

### Quarterly Magazine

CANA's signature publication, *The Cremationist*, includes pertinent industry news and articles. It is the only magazine in North America devoted to the subject of cremation and memorialization. A complimentary subscription is included in your CANA membership.

### Bimonthly Newsletter

*CANA Update* reports late-breaking industry news and provides CANA members with regular updates on association activities and programs.

### Consumer Publications

Consumer-oriented brochures are available to CANA members in large or small quantities and can be printed with or without your company's imprint.

Current titles include:

- *Cremation Explained — Answers to Questions Most Frequently Asked*
- *Cremation is Not the End*
- *Cremation Memorial Options*
- *Cremation and the Funeral*
- *Explaining Cremation to a Child*
- *Cremation Process: Step By Step*

### Video

An eight-minute videotape, *Lasting Tributes*, highlights memorialization options. This video is a great training tool for staff and an educational resource for consumers. CANA members benefit greatly from this annual market intelligence which is included in your membership.

## Annual Statistical Survey

CANA compiles the only cremation statistics for the entire North America continent. CANA members benefit greatly from this annual market intelligence which is included in your membership.

## Cremation Operations Manual: For the Owner, Operator and Manager

CANA and Kates-Boylston Publications have united to provide the first CANA Cremation Operations Manual. The manual offers detailed guidance for everyone involved in the process of cremation. Crematory owners in search of best practices as well as funeral home directors who use third party crematories will benefit from the manual as it addresses all aspects of crematory operations.

## Public Relations Program

CANA promotes memorialization and pre-planning through an ongoing public relations program including newspaper and magazine articles.

## Web site

All the latest information from industry statistics to articles of interest is available free to members on CANA's Web site — [www.cremationassociation.org](http://www.cremationassociation.org). It is the largest repository of information regarding cremation and memorialization that can be found online.

## Online Membership Directory

CANA members benefit from the association's preeminence on the internet — more than 700,000 consumers use the CANA Web site annually to find information regarding cremation and memorialization. Exclusive to CANA members, this easy-to-use online Membership Directory lists members by location, business category and other searchable features. Supplier members are also listed by products/ services offered to the marketplace.

## CANA Products and Services Showcase

Advertise your firm's products and services to a qualified audience. CANA members can advertise on the association's Products and Services Showcase section of the CANA Web site at a significant discount from regular advertising rates and reach an interested online buying public.

## CANA Business Partner Relationships: Applied Merchant Systems

Applied Merchant Systems focuses on providing a single customized payment solution that meets the unique needs of CANA members' businesses and offers significant discounts on credit card processing.

## Power Management

CANA has partnered with Power Management to offer members-only discounted pricing on energy needs for crematory owners and operators.

## Annual Conventions

The CANA Annual Convention is the preeminent gathering of cremation and memorialization specialists in North America. CANA members enjoy seminars and workshops focusing on everything from business marketing for memorialization to correct crematory procedures. The CANA Exhibit Hall showcases an assortment of the latest products and services from top industry vendors. Members benefit from registration discounts and special membership programming.

## CANA Professional Development Seminar Series

CANA members enjoy outstanding annual seminar and workshop programs focused on marketing, legal and ethical issues, industry trends and more. Outstanding programs, speakers and opportunities for fellowship with industry colleagues distinguish all CANA educational events. CANA members receive reduced registration fees for CANA seminars and workshops.

## Crematory Operator Certification Program

This program — discounted for CANA members — trains and certifies crematory operators through classroom instruction. The course will meet state requirements and also provide a sound education for crematory operators. CANA is endorsed by the Funeral and Memorialization Information Council (FAMIC) as the leading authority in conducting certification.

## Continuing Education

CEUs are available for select seminars and workshops.

## The Ginny Awards — Industry Excellence Recognized

CANA offers the premier industry recognition program for comprehensive member marketing and advertising programs. The annual Ginny Awards competition is only open to CANA members and the competition is spirited.

## Networking, Networking, Networking

Ever feel like you are the only one to have that question? Want to rub elbows with industry leaders? Your CANA membership gives you the opportunity to meet and talk with the best in the industry. You'll quickly find out that your professional network of CANA members is an invaluable asset.

Visit the CANA Web site at [www.cremationassociation.org](http://www.cremationassociation.org) for even more benefits available through CANA membership.

## What is CANA?

CANA is the recognized authority for all information, education, products, services and support for cremation. Founded in 1913, CANA is an International organization of over 1,300 members, composed of cemeterians, cremationists, funeral directors, industry suppliers and consultants. CANA exists to actively promote and support the providers of cremation services and supplier relationships for cremation and memorialization. CANA members are dedicated to the highest standards of ethics, education and consumer information and pledge to encourage memorialization following cremation.

## Why join CANA?

CANA represents your professional interests and works to further the exchange of ideas between industry peers at conferences, educational seminars and workshops, government regulatory updates, in publications and other information sources and at programs structured to increase knowledge and enhance job performance. CANA members are industry leaders — you are one of us.



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