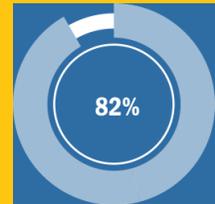


## Life - There's a Lot to Talk About

We experience so much in our lives, big moments and small. These moments all make up memories and milestones and form the story of our lives. Making sure those stories are shared with our loved ones now, makes us feel that we made a difference in some way in this world. It makes us feel that we mattered to someone and that after we die we will be fondly remembered by those who knew and cared for us.

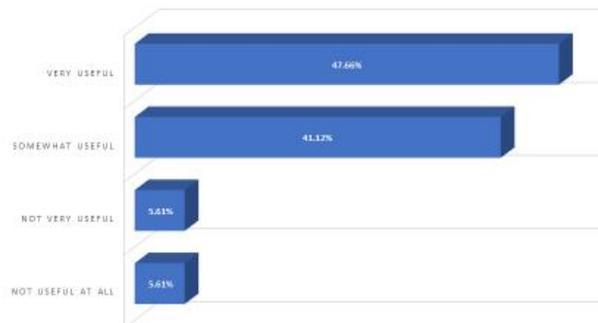
82% of adults over age 40 say a funeral service helps pay tribute to the life of a friend or family member\*.

\*2015 FAMIC Study



Have the Talk of a Lifetime® was developed by the Funeral and Memorial Information Council to help loved ones find a way to start talking about what matters most in their lives, so that when the time comes, we can remember our loved one for the unique person that they were and the life they lived.

### HOW USEFUL DID YOU FIND THE MATERIALS?



Consumer Engagement Survey, June 2017

89%

Found the materials  
useful

"The questions  
(in the materials)  
are great"

\*Consumer Survey Response



It is important today now more than ever to remind the consumer and to remind all our business partners and customers about the importance of an individual's memorialization. To help a family plan for and provide services or products at a difficult part of life is very important.

Learn how you can be involved in Have the Talk of a Lifetime®; do you know why the program was started? In a 1 hour presentation, we'll share the story, show you how the program is being received and where Have the Talk of a Lifetime® is today. You will leave with tips on how you can use the program.

Share it with your customers, share it in your community share it with your family – Have the Talk of a Lifetime today.

For more details contact Kathryn Pratscher at FAMIC: 262-814-1545 or [famic@associationexcellence.com](mailto:famic@associationexcellence.com).