

142nd OFDA

CONVENTION and EXHIBITION



DESIGNING
TOMORROW'S
SUCCESS

TODAY

MAY 24-26, 2022
HILTON COLUMBUS AT EASTON

Win a Trip for Two

OFDA Annual Education Conference to

CURACAO

Feb. 5 - 11, 2023

Pre-registered attendees received an automatic entry.

Stop by the American Coach and OFDA booth for additional entries.

Sponsored by American Coach Sales and the OFDA Master Trust Program.

Winner drawn on Thursday during closing remarks.
Winner need not be present to win and is non-transferrable.



CLOTHING

Convention attendees and exhibitors can drop gently used men's and women's clothing at the OFDA booth.

Receive a raffle ticket for each donated item. All clothing donations will go to CCMS for their student professional clothes closet.

Your "old" clothes turn into a student's new threads!

DRIVE

WIFI PASSWORD - OFDA22

SCHEDULE AT-A-GLANCE

TUESDAY, MAY 24

- 7:00 am – 6:00 pm..... Registration
- 8:00 – 9:00 am Learning Labs 1 CE
Juniper Room or Lilac Room
- 9:15 – 10:15 am Learning Labs 1 CE
Juniper Room or Lilac Room
- 10:30 – 11:45 am Service of Remembrance and Reception
Columbus Room & Foyer
- 11:00 am – 12:15 pm... Picnic in the Parking Lot
Hilton Easton Parking Garage
- 12:30 – 12:45 pm Opening Ceremony
Regent Ballroom
- 12:45 – 1:45 pm Keynote: Jason Troyer, PhD 1 CE
Regent Ballroom
- 1:45 – 2:15 pm Association Matters
Regent Ballroom
- 2:30 – 3:30 pm Keynote: Poul Lemasters, Esq. 1 CE
Regent Ballroom
- 3:30 – 6:00 pm Exhibits and Welcome Reception
Easton Ballroom & Foyers
- 3:30 – 6:00 pm Portrait Studio
OFDA Booth
- 6:00 – 8:00 pm YFD Social Event
**Beeline – Merchants Row
Easton Town Center**

WEDNESDAY, MAY 25

- 6:30 am – 5:30 pm Registration
- 7:00 – 8:00 am Rise 'n Shine Breakfast
Juniper Foyer
- 7:30 – 8:30 am Learning Labs 1 CE
Juniper Room or Lilac Room
- 8:45 – 9:45 am Learning Labs 1 CE
Juniper, Lilac, or Magnolia Room
- 10:00 – 11:00 am Learning Labs 1 CE
Juniper, Lilac, or Magnolia Room

SCHEDULE AT-A-GLANCE

- 11:15 am – 12:15 pm**..... Lunch Is On Us
Regent Ballroom Foyers
- 12:15 – 12:45 pm**..... ICCFA/ NFDA Update .5 CE
Regent Ballroom
- 12:45 – 1:30 pm**..... Awards and Recognition Ceremony
Regent Ballroom
- 1:30 – 2:45 pm**..... Mortuary Student Forum
Juniper Room
- 1:30 – 3:00 pm**..... Keynote: Ethan Blumenthal 1.5 CE
Regent Ballroom
- 3:00 – 5:30 pm**..... Exhibits
Easton Ballroom & Foyers
- 3:00 – 5:30 pm**..... Portrait Studio
OFDA Booth
- 5:30 – 7:00 pm**..... President's Reception – All invited
Regent Ballroom

THURSDAY, MAY 26

- 7:00 am – 1:30 pm**..... Registration
- 8:00 – 9:00 am**..... Learning Labs 1 CE
Juniper Room or Lilac Room
- 9:15 – 10:15 am**..... Learning Labs 1 CE
Juniper Room or Lilac Room
- 10:15 am – 12:15 pm** ... Brunch on Exhibitor Floor
Easton & Regent Foyers
- 10:15 am – 12:15 pm** ... Exhibits
Easton Ballroom & Foyers
- 10:15 am – 12:15 pm** ... Portrait Studio
OFDA Booth
- 12:15 – 1:45 pm** Keynote: Nicole Wiedeman, CSE 1.5 CE
Regent Ballroom
- 1:45 – 2:00 pm** Closing Remarks
Trip for Two drawing
Regent Ballroom

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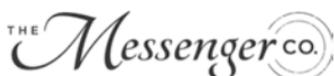
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EXHIBIT HOURS

Easton Ballroom & Foyers

Tuesday		May 24		3:30 – 6:00 pm
Wednesday		May 25		3:00 – 5:30 pm
Thursday		May 26		10:15 am – 12:15 pm

1 CE (A maximum of 1 CE is earned for viewing exhibits during the convention. After obtaining signatures from five exhibitors, bring completed form to OFDA Booth for CE verification and badge scanning).



PORTRAIT STUDIO

OFDA Booth

During exhibit hours you can update your professional photo. Headshots will be taken by Picture America and will be available to download at full resolution and print at your convenience.



CE SCANNING

A scanning device will track your attendance as you exit CE sessions. Each attendee has a unique bar code on their name badge, linked to their OFDA profile. Data is stored online, allowing you to easily access and retrieve your convention CEs attendance certificates within 24 hours. Scan the QR code to retrieve your certificates, or go to <https://mtsreport.com/ofda/22may/>



CE LEGEND **G** General **L** Law & Rules **P** Preneed **E** Ethics

 = 1CE  = .5 CE

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This will save you **TIME** and increase your **CASH FLOW** immediately. Join other funeral homes and take advantage of another great service provided by Cincinnati Equitable Life Insurance Company.

BENEFITS

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Our Family Serving Your Family

Todd Turner · (330) 931-2208
tturner@cineqlife.com

Jen Brunow · (513) 345-2670
jbrunow@cineqlife.com



TUESDAY

REGISTRATION HOURS

7:00 am – 6:00 pm

LEARNING LABS

8:00 – 9:00 am (concurrent, choose one)

Three Emerging Trends in Cremation: How to Prepare and Profit **E**

Alexandra Jo
Content Manager, Parting Stone



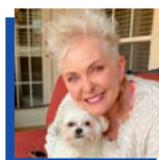
Juniper Room

This course uncovers three emerging trends in cremation today by looking at direct feedback from cremation families and data from consumer studies. Learn how funeral homes make cremation a meaningful and lucrative part of day-to-day business. In addition, you'll see how including eco-conscious deathcare options and products create death planning experiences that meet today's consumers where they are and help grow the funeral businesses (on top of benefitting the environment).

Generously sponsored by  PARTING STONE

The Unconditional Love & Stories of a Pet Loss Business **G**

Coleen A. Ellis, CT, CPLP
Pet Loss Pioneer
Two Hearts Pet Loss Center



Lilac Room

Review all aspects of providing pet loss services, including the understanding that pet loss IS more than a cremation machine. It needs to be an experience, an opportunity to give pet lovers the permission for rituals and the support for a disenfranchised grief journey. Undertaking the full offering of pet loss care to only offering grief resources will give every business owner options in serving this type of loss within respective markets.

Generously sponsored by  Matthews Aurora
FUNERAL SOLUTIONS

CE LEGEND **G** General **L** Law & Rules **P** Preneed **E** Ethics

 = 1CE  = .5 CE



TUESDAY

LEARNING LABS

9:15 – 10:15 am (concurrent, choose one)

The VA Triangle

Don Ferfolia, Jr., J.D., CFSP
Ferfolia Funeral Home

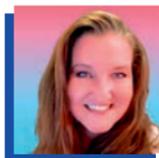


Juniper Room

Seminar participants will receive an update on some of the services and benefits that are provided to families of veterans by the Department of Veterans Affairs.

Generously sponsored by 

Caring for Families & Caring for Yourself: The Importance of Self-care in the Funeral Service Profession



Kelly Manion
Funeral Service Foundation

Lilac Room

Discover how to recognize the sources of stress in your career, gauge your burnout level, and learn practical steps you can take to manage it on physical, emotional, cognitive, social, and spiritual levels.

Generously sponsored by  FUNERAL SERVICE FOUNDATION

Service of Remembrance

10:30 – 11:00 am | Columbus Room

Celebrant Andrew Hoover will honor the memory of OFDA members in funeral service and their immediate family members. Crystal memorial pieces provided by Homesteaders, video tribute by Tukios, flowers by Oberer's, and tribute blankets offered by Funeral Home Gifts.



Service of Remembrance Reception

11:00 – 11:45 am | Columbus Foyer

Family members will receive the personalized memorial piece at the reception.

Generously sponsored by  CINCINNATI EQUITABLE LIFE INSURANCE COMPANY
The Family Serving Your Family



TUESDAY

Picnic in the Parking Lot

11:00 am – 12:15 pm

Join us outside in the Hilton garage for a grilled picnic lunch prior to opening ceremonies.

Opening Ceremony

12:30 – 12:45 pm | Regent Ballroom

Presentation of colors, pledge of allegiance, and national anthem.

KEYNOTE

Families Gone Wild: Defusing Conflict in the Arrangement Room

12:45 – 1:45 pm | Regent Ballroom

Jason Troyer, PhD
Founder, GriefPlan.com



Increasingly, families fight among themselves and clash with funeral directors regarding service options, the cost of services and products, and many other topics. In this presentation, Dr. Troyer discusses specific examples of conflict, examines the psychological roots of specific behaviors, and proposes tactics for defusing and resolving the conflict. The strategies are drawn from clinical psychology and family therapy, where therapists must quickly decipher challenging family dynamics and work toward positive outcomes. You'll leave with practical strategies you can use immediately to defuse conflict in the arrangement conference.

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OFDA PAST PRESIDENTS

- Robert L. Shank, Sr., CFSP, Perrysburg – 1980**
Dan M. Stevens, Naples, FL – 1981
Nick J. Ciriello, Akron – 1982
Larry G. Crates, Arlington – 1984
Thomas D. Rue, Springfield – 1985
David S. Schoedinger, CFSP, Columbus – 1986
Robert M. Baird, Troy – 1988
Edward C. Nurre, Jr., Amelia – 1989
Thomas F. Leonhard, Southern Pines, NC – 1990
Jack W. Moreland, CFSP, Westerville – 1991
Don E. Pucak, Akron – 1993
William C. Wappner, CFSP, Mansfield – 1994
Jon W. Rettig, Sr., East Palestine – 1995
Dwayne R. Spence, CFSP, Canal Winchester – 1996
R. Scott Davis, West Portsmouth – 1997
Henry L. Epstein, Kansas City, MO – 1998
Gary L. Heller, Huber Heights – 1999
Tamara L. Baird, CFSP, Troy – 2000
J. Mike Krill, CFSP, Edgerton – 2002
Dan K. Tobias, CFSP, Dayton – 2003
Robert L. Van Horn, Toledo – 2004
Kenneth A. Cahall, CFSP, Georgetown – 2005
Jon B. Deitloff, CFSP, Dayton – 2006
Keith A. Walker, Toledo – 2007
Walter H. Lindsey, III, Loudonville – 2008
Thomas T. Fleming, Willoughby – 2009
Terry J. Reardon, Youngstown – 2010
John W. Evans, CFSP, Norwalk – 2011
Mark A. Merz, Perrysburg – 2012
Anthony J. Quahliero, Jr., CFSP, Struthers – 2013
Joan E. Billman, CFSP, Ashtabula – 2014
Terry L. Palmer, CFSP, Chillicothe – 2015
Bradley J. Chute, CFSP, Newark – 2017
Lori A. Hicks, Mason – 2018
Gary M. Burr, CFSP, Bryan – 2019
Devin R. Woodyard, Columbus – 2020



TUESDAY

Association Matters

1:45 – 2:15 pm

- OFDA Annual Meeting
- Acknowledgement of Past Presidents
- Board of Directors Installation
- Recognition of service for Michael T. Smith, CFSP, OFDA Immediate Past President by Lloyd Rankin, OFDA President
- Introduction of Andrew Allman, CAE, OFDA's new Executive Director



KEYNOTE

“Cover Your Ass” Yes - He Just Said That

2:30 – 3:30 pm | Regent Ballroom

Poul Lemasters, Esq.
Lemasters Consulting, LLC



The word may seem a bit obscene - and in fact some people may already be offended. For many, it just makes us feel a little uncomfortable. But when it comes to business - if you don't CYA, then get ready for uncomfortable! When it comes down to it, most businesses avoid many of the issues that present the most risk, because it is just a little uncomfortable. Firing someone; uncomfortable. Handling employee confrontation; uncomfortable. The point of this program is to help you get comfortable with all these uncomfortable situations. It's shining a light on your, well, back end, to make sure it's covered. So, buckle up as we go down the trail of CYA.

Stop by Eternity's Touch booth #85 for your free copy of Poul's book, *Cover Your A\$\$, The ULTIMATE Guide to Protecting Your Business*.

Generously sponsored by 





TUESDAY

Exhibits

3:30 – 6:00 pm | Easton Ballroom & Foyers

Attending the exhibits helps you gain knowledge and exposure to new trends, products and resources that are available for your funeral home.

Portrait Studio

3:30 – 6:00 pm | OFDA Booth

Generously sponsored by  PRECOA



Welcome Reception

While you visit the exhibits, mix and mingle with your fellow colleagues, and enjoy light hors d'oeuvres and drinks.

Generously sponsored by



Young Funeral Directors Social Event

6:00 – 8:00 pm | Beeline

Young funeral directors (40 and under) are invited to socialize at Beeline, located at 3989 Merchants Row, Easton Town Center, just over a five-minute walk from the Hilton. Join your peers for a fun night of networking, games, and the famous Condados Tacos! Make plans to attend!

Generously sponsored by





WEDNESDAY

REGISTRATION HOURS

6:30 am – 5:30 pm

Rise ‘n Shine Breakfast

7:00 – 8:00 am | Juniper Foyer

Fuel up and start your day off with a complimentary breakfast.

Generously sponsored by



LEARNING LABS

7:30 – 8:30 am (concurrent, choose one)

There is Help and There is Hope

Tony Coder, Executive Director
Ohio Suicide Prevention Foundation



Juniper Room

Survivors of suicide loss are at high risk for suicidal thoughts or completed suicide. This program will expand on resources and tools for funeral professionals to utilize when assisting families during their initial grief. Learn how to best talk with loss survivors during their initial shock and pain.

Generously sponsored by



The Obituary, Your Greatest Marketing Asset

John Heald, General Manager
The Funeral Home Channel, Legacy.com



Lilac Room

A well written obituary allows families and readers of the obituaries to really learn more about the life of a loved one. It also is a part of memorialization which this profession is all about. In fact, it is a key ingredient and, if done properly, can educate the consumer on the value of telling the story and celebrating a life.

Generously sponsored by 

CE LEGEND  General  Law & Rules  Preneed  Ethics

 = 1CE  = .5 CE



WEDNESDAY

LEARNING LABS

8:45 – 9:45 am (concurrent, choose one)

Presentation, Public Speaking and Laughing Out Loud

Ethan Blumenthal, Founder and CEO
Knuckleball Comedy



Juniper Room

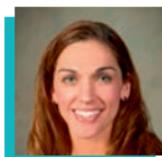
Through a series of incredibly fun, interactive, and engaging activities run by a professional speaker and comedian, participants will learn how to break out of their shells and build the confidence it takes to stand up in front of an audience and deliver an important message.

Generously sponsored by 

Fostering a Successful Apprentice/Master Relationship

Amanda E. Crates, Board Member
State of Ohio Board of Embalmers
and Funeral Directors

Cheryl Grossman, Executive Director
State of Ohio Board of Embalmers
and Funeral Directors

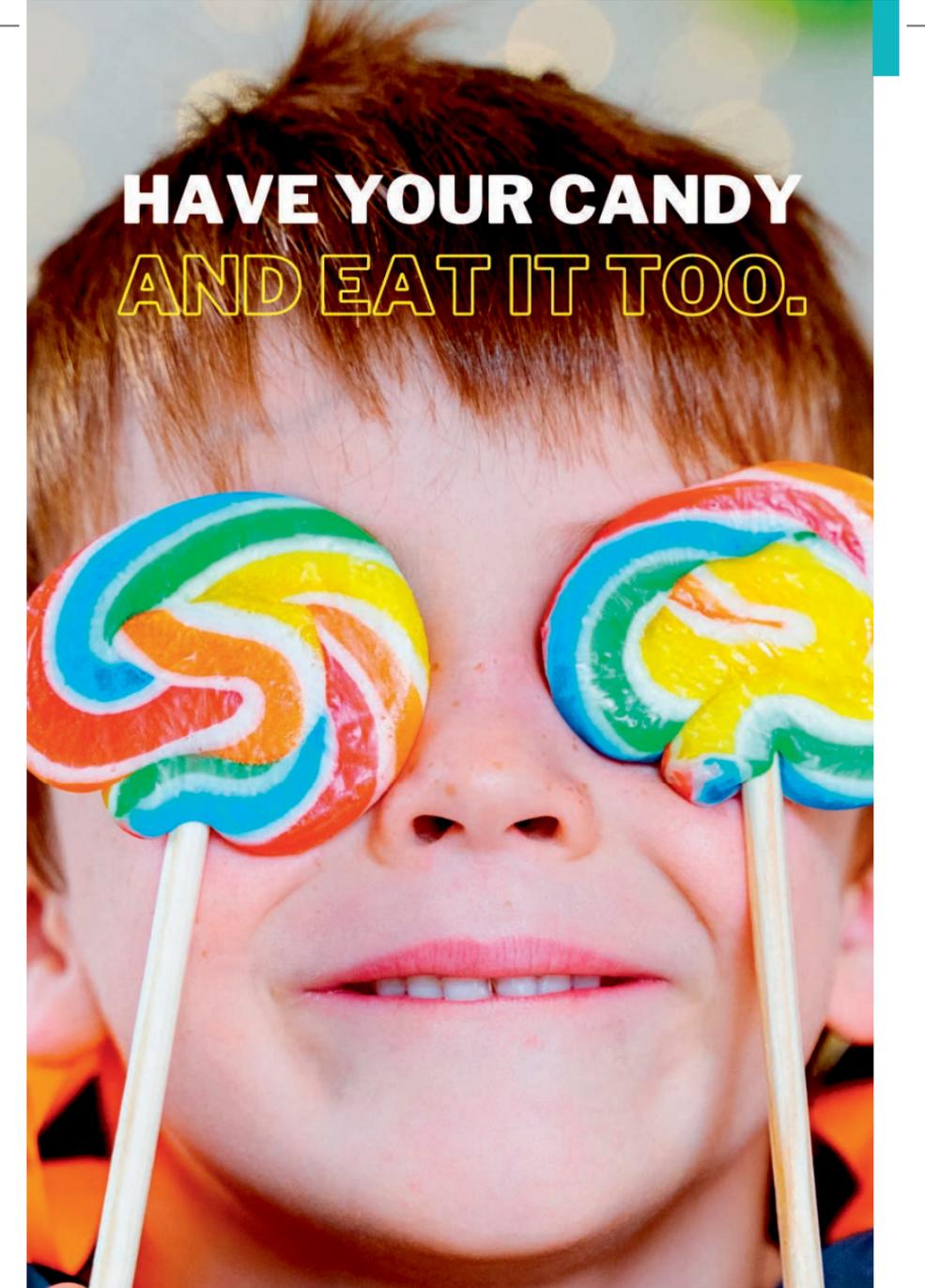


Magnolia Room

Calling on all potential Masters preparing for an apprentice...review ORC 4717 in a way to help teach and prepare your apprentice for their upcoming exam. Discover how your apprentice learns, make teaching a part of every day. This presentation will help you become the Master you would have wanted.

*We're so glad
you're here!*

THANK YOU



**HAVE YOUR CANDY
AND EAT IT TOO.**

Partnering with Rollings Funeral Service is a win-win. We're family-owned with no outside investors, so we don't answer to the big guys. This allows us to better focus on your family, so that you can better focus on theirs.

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FUNERAL SERVICE



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WEDNESDAY

Your Most Common Master Trust Questions, Answered! **P**

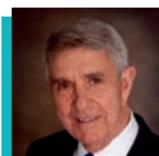
Laura Dempsey,
Director of Preeed Trust Operations
Ohio Funeral Directors Association



Scott Serafin, CSRIC
UBS Financial The 770 Group



Paul vonSchoeler, President/CEO
Administrative Systems, Inc.



Lilac Room

Presenters will address commonly asked questions such as proper contract completion, emphasizing how it ensures compliance with Ohio Preeed Law (4717.31-4717.41) and consumer protection. Requirements of ARPPS will be reviewed, along with a breakdown of the different submission roles. An overview of the Master Trust's Managed Account and investment structure will highlight the Trust's investment portfolio.

Generously sponsored by  MasterTrust
Ohio Funeral Directors Association

LEARNING LABS

10:00 – 11:00 am (concurrent, choose one)

Balance your Family, your Family Business, and your Business **G**

J. Mark Busch, CX
Founder and CXO, AI Intuitive/CX Coach



Lilac Room

Mark has a wealth of knowledge and experience navigating the complexities of family dynamics and running a family business. He will share his business story, the 'do's and don'ts,' career life experiences, and the game-changers for his family and business. He'll discuss the present and future of family businesses and provide a toolbox of techniques to help you balance your family life and family business.

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NATIONAL FUNERAL DIRECTORS ASSOCIATION



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WEDNESDAY

The Young and the Restless **E**

Leili McMurrough
Program Director, Worsham College of
Mortuary Science



Juniper Room

The topic most every funeral director is discussing is how to hire and retain employees. Join Leili McMurrough as we focus on how to create a funeral home environment that welcomes and retains talent by taking an “employee-centered” perspective.

Generously sponsored by **Paragon**

Community Outreach: How to Get Free, Positive Publicity **G**

Nancy Weil
Member Resources Director
International Order of the Golden Rule
Founder, Laugh Academy



Magnolia Room

Effective marketing is key to gaining community recognition and business for a funeral home. By utilizing the power of media coverage through selecting programs that get noticed, funeral homes can receive publicity without any cost. Learn a variety of methods to raise community awareness for your funeral home – everything from what type of events get recognition, to utilizing your staff, and media training will be discussed.

Generously sponsored by  PROGRAM SPONSOR **Order of the Golden Rule**  Hummel
Funeral-Creation-Plus Planning

Lunch is On Us

11:15 am – 12:15 pm | Regent Foyer

Swing by the Regent Foyer and grab your box lunch before taking a seat in the Regent Ballroom.

Generously sponsored by  **Liberty Bankers™**
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WEDNESDAY

ICCFA & NFDA Update

12:15 – 12:45 pm | Regent Ballroom

Gary Freytag, ICCFA President
Christine Pepper, CAE, NFDA CEO

Awards and Recognition Ceremony

12:45 – 1:30 pm

Recognition of OFDA Committee Members 5 years of Service:

Alexander L. Bable, Columbiana, Scholastic Assistance
Bruce A. Watters, Woodsfield, Scholastic Assistance
Devin R. Woodyard, Columbus, Master Trust

Recognition of OFDA Committee Members 10 years of Service: (New category this year)

Caroline A. Caliguri, Cleves, OMORT
Pete J. Minges, Cincinnati, OMORT
Terry L. Palmer, CFSP, Chillicothe, Master Trust
David W. Tackett, CFSP, Kettering, Education

Recognition of OFDA Committee Members 20+ years of Service: (New category this year)

Becky A. Bayliff, Cridersville, Convention
Leichia V. Davis, West Portsmouth, Convention
Lyle “Gene” E. Farison, Marion, Legislative
Thomas T. Fleming, Willoughby, Convention
Steven J. Hartwig, New Bremen, Convention
Gary L. Heller, Huber Heights, Convention
Chris A. Homer, Gallipolis, Scholastic Assistance
Michael A. Kumin, Cleveland Heights, Legislative
Maryellen O’Shaughnessy, Columbus, Legislative
Stephen A. Ripepi, Middleburg Heights, Convention
Frank B. Rosenacker, Cincinnati, Bylaws
Michael S. Schoedinger, CFSP, Columbus, Bylaws



GET INVOLVED

Make an impact in your profession and state association today!



WEDNESDAY

Recognition of 25-Year and 50-Year Licensees

Young Funeral Directors Distinguished Service Award

Top three candidates:

Stephen R. Best

Swigart-Easterling Funeral Home, Canal Fulton

Katie V. Mackoway

Stubbs-Conner Funeral Home, Waynesville

April L. Oates

Cotner Funeral Home, Reynoldsburg

Winner announced live!

50-YEAR RECIPIENTS

Paul E. Avance, Fairfield
Barnett N. Bookatz, Cleveland Heights
Cleophus Brown, Toledo
John D. Conroy, Springfield
Joseph A. Craciun, Middleburg Heights
Stephen C. Dunn, Bowling Green
Lawrence R. Fioritto, Burbank, CA
Terry L. Harper, Ashland
Albert D. Hinkel, Hamilton
Richard C. Laubenthal, Elyria
Dann L. Marble, Ashland
Edward J. Martens, Cleveland
Rosary H. Martin, Beachwood
Frederick J. Monreal, Brecksville
Dennis C. Robb, Fort Denaud, FL
Jack A. Scerba, Treasure Island, FL
Walter G. Sinn, Canfield
Chris D. Stiverson, Logan
James K. Thomas, Trotwood
William A. Turner, Hillsboro
Jerome Yurch, Parma



WEDNESDAY

Celebrating 35 years of service:

Melissa S. Sullivan, retiring Executive Director

Join us for a toast to her dedication and commitment to OFDA at the President's Reception!



MORTUARY STUDENT FORUM

1:30 – 2:45 pm | Juniper Room

All Stressed Out and Ready to Blow

Nancy Weil
Member Resources Director
International Order of the Golden Rule
Founder, Laugh Academy

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What Every Apprentice Should Know

Ohio Board of Embalmers and Funeral Directors

Mortuary Student lunch
generously sponsored by  *Newcomer*
Cremations • Funerals • Receptions

Transportation sponsored by  *THE Messenger*  *CINCINNATI EQUITABLE LIFE INSURANCE COMPANY*
Our Family Serving Your Family

2022 Scholarship Application



Online application available to individuals who will be enrolled or registered in a mortuary science program for the Fall 2022 academic semester.

Application must be submitted by July 11, 2022.

ofdaonline.org



WEDNESDAY

KEYNOTE

Transforming Your Work Through Laughter and Active Listening

1:30 – 3:00 pm | Regent Ballroom

Ethan Blumenthal, Founder and CEO
Knuckleball Comedy



Move out of your comfort zone and into a new way of thinking. Through interactive and engaging activities, you will understand what it means to be kind and what it is to be responsible for something so important to someone else. Does anyone need to feel more valued than someone who just lost a loved one? Because they have similar conversations a few times a day, funeral professionals can find it hard to stay focused and show compassion every single time. To be good at your job, you need to. Learn how active listening can impact the families you serve.

Generously sponsored by



Exhibits

3:00 – 5:30 pm | Easton Ballroom & Foyers

Find new products and services to make your life easier. Exhibitors are anxious to share new innovations with you.

Portrait Studio

3:00 – 5:30 pm | OFDA Booth

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PRECOA



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advisors.ubs.com/770



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WEDNESDAY



President's Reception

5:30 – 7:00 pm | Regent Ballroom

Start your evening off by enjoying live music by Honey and Blue, appetizers, cold drinks, and reuniting with your colleagues! Join us for a toast to Melissa S. Sullivan's retirement.

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ASI Administrative Systems, Inc.
OFFICE OF THE ASSISTANT ATTORNEY GENERAL
STATE OF OHIO



**RBC Trust
Delaware**



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THURSDAY

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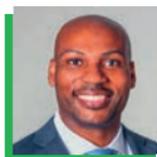
7:00 am – 1:30 pm

LEARNING LABS

8:00 – 9:00 am (concurrent, choose one)

Whose Right Is It Anyway? **L**

David A. Ingram, Esq.
OFDA General Counsel
The Ingram Firm



Juniper Room

Participants will examine Ohio's right of disposition regulations, arguably one of the most complex and confusing areas of funeral service, with a high risk of liability. Explore resources available to you, and examine disposition scenarios.

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The Future is NOW for Funeral Service **G**

Chris Cruger, CEO
Doug Gober, Partner
The Foresight Companies



Lilac Room

In what was undeniably the most transformative time in generations, The Foresight Companies conducted consumer studies to connect data behind the speculative trends about how COVID-19 will impact the funeral and cemetery profession, both in the short-term and the long-term. In a time of uncertainty, confusion, and dramatic change, this presentation provides insights for the industry on how the business model must evolve and adapt to the "new norm". The future of funeral service is here, and we must pivot our business model to answer the needs and demands of the consumer.

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CE LEGEND **G** General **L** Law & Rules **P** Preneed **E** Ethics

= 1CE = .5 CE



THURSDAY

LEARNING LABS

9:15 – 10:15 am (concurrent, choose one)

How Can I Help? How to Help Offer Support to Those Suffering Loss

Sherrie Dunlevy
Author, Speaker
Podcast Host



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Compassion + Connection = Satisfied customers and referrals

This session provides multiple resources that will help you support your grieving families and offer a new understanding of when help is needed the most.

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It's not “just a cremation!”

Adam Sanden, CPA, MBA
President
Brunner Funeral Home, Inc.



Juniper Room

Attendees will hear real-world examples of how Adam and his firm have increased revenue, decreased expenses, and vastly increased their bottom line over the last decade, all in the face of rising cremation rates and increasingly price-sensitive consumers.

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THURSDAY

Brunch on Exhibit Floor

10:15 am – 12:15 pm | Easton and Regent Foyers

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Exhibits

10:15 am – 12:15 pm | Easton Ballroom & Foyers

Attending exhibits allows you direct access to vendors and gets you answers right away to help you improve and meet the needs of the families you serve.

Portrait Studio

10:15 am – 12:15 pm | OFDA Booth

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KEYNOTE

Is Phone Etiquette Killing Your Business?

12:15 – 1:45 pm | Regent Ballroom

Nicole Wiedeman, CSE
Funeral Celebrant
First Call Facilitator
Dead Ringers



Even in today's techie world, phones are STILL so vital to our funeral homes. Research and objective data show us that we aren't connecting with families through empathy, listening, professionalism and tone. This session will give you the skills to take your phone customer service to the next level.

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Closing Remarks

1:45 – 2:00 pm

Stick around for the Trip for Two Drawing to the OFDA Annual Education Conference in Curaçao!

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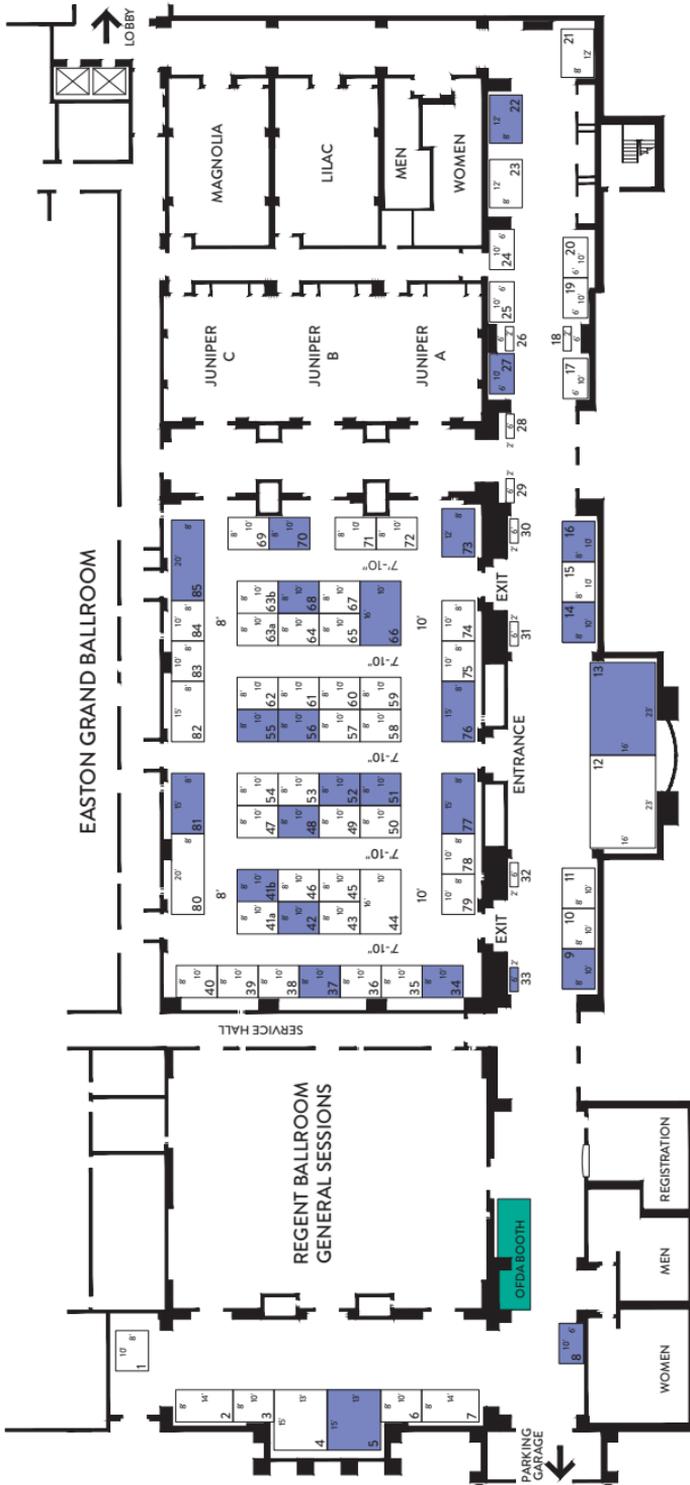
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(580) 686-4343

stimmons@osirissoftware.com

Osiris Software was built by funeral directors for funeral directors and is the premium software management solution for funeral homes, cemeteries and crematories. For over 20 years, we've been helping businesses prosper through innovative solutions and world-class customer service.

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*Gina is the daughter of our founder Don Meade. Many of you dealt with Don during his many years in business. He unfortunately passed in 2017. We miss him everyday but we are proud to carry on the company he loved so much.

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