

The 134th OFDA Annual Convention and Exhibition

MAY 14-16, 2014

Hilton Columbus at Easton

CONNECT!

YOU Are the FUTURE of OFDA





CONNECT!

YOU Are the FUTURE of OFDA



Joan Billman, CFSP
Convention Chair

Dear Members,

As I write this letter, we all are learning about the “Polar Vortex,” a weather phenomenon that has us bone-chilled and experiencing cabin fever.

By the time you are reading this, I hope you are warmer, drier and thinking Spring—and one of the best things about Spring is the return of our OFDA Annual Convention and Exhibition! This year it will be May 14-16, 2014; the week following Mother’s Day.

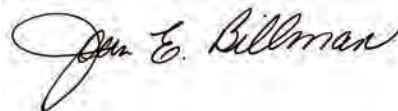
After a very successful debut, we are returning to the Hilton Columbus at Easton. The response from you, our membership and our suppliers was overwhelmingly positive, and we are excited to be there again! We have been able to make a few changes that will make for an even better experience, including 18 additional vendors, better traffic flow, and programming that will really please.

Our theme — **Connect! You are the Future of OFDA** — applies to each one of us whether you are an owner, director, supplier or part of a support organization, now is the time for us to come together in this rapidly changing environment. Funeral Service has changed significantly in a relatively short period of time. The Future holds much change, and this change is both our challenge and our opportunity—if we come together.

We will again offer our pre-convention Insurance Education and Master’s Training Certification on Tuesday, May 13, 2014. Other Convention highlights include the Service of Remembrance, Awards Luncheon, and a Beach themed President’s Reception, plus lots of dining and entertainment opportunities right in Easton; and of course, free parking!

On behalf of the Convention Committee, your Executive Board and the entire OFDA staff—I encourage you to review all the wonderful things we have planned, and join us in May!

Looking forward to seeing you there,



Joan E. Billman, CFSP



The 134th OFDA Annual Convention and Exhibition

THANK YOU!

Thank You Sponsors! YOU Make It All Come Together



**OHIO EMBALMERS
ASSOCIATION**



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CLEVELAND • COLUMBUS • CINCINNATI



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INSURANCE COMPANY



Preserving the Value of Funeral Service®



TRI-COUNTY FDA DISTRICT 19



OFDA District 11



Service of Travel, Events and Experience Since 1978



Karpus Scott & Company

Convention at A Glance

Tuesday, May 13, 2014

7:00 a.m. – 5:00 p.m.

Insurance Educational Seminar

Instructor: Tom Holland, Ph.D., CPC

TEN Hours of Insurance Continuing Education Credits

JUNIPER BALLROOM

8:00 a.m. – 4:00 p.m.

Master's Training Seminar

Presented by OFDA Education Committee Featuring

Don Ferfolia, Jr., J.D., Poul Lemasters, Esq.

Board of Embalmers and Funeral Directors

Ohio Department of Health, Barb Garrison, and

David Tackett

SIX Credit Hours

JUNIPER BALLROOM

6:00 p.m. – 8:00 p.m.

Social Event

Reception at Smith & Wollensky located
at Easton Town Center.

Enjoy an evening with friends and colleagues as you take
a taste of Italy. The reception will include Italian style
food, wine tasting, beverages, entertainment and FUN!

*The evening is sponsored in part by Cincinnati Equitable Life
Insurance Company, Karpus Scott & Company, Ohio Embalmer's
Association, SRS Computing, and Wilbert*

1:00 p.m. – 1:15 p.m.

General Session

Call to Order

Introduction of District Presidents

Introduction of Regional Directors

Nominating Committee Report

EASTON GRAND BALLROOM

1:15 p.m. – 2:15 p.m.

**NFDA Update, OFDA Update and
OFDA Executive Director's Message**

Combined for ONE Credit Hour

EASTON GRAND BALLROOM

2:15 p.m. – 2:30 p.m.

Refreshment Break

Sponsored by Batesville Casket Company

2:30 p.m. – 4:30 p.m.

Keynote Speaker – DOUGLAS R. GOBER, JR.

Executive Marketing Director – Deathcare

Management, Live Oak Bank

*Upping Your Game – What to Do when the
Competition Levels the Playing Field*

TWO Credit Hours

Sponsored by Astral Industries

EASTON GRAND BALLROOM

4:30 p.m. – 7:00 p.m.

Exhibition Hours

ONE Credit Hour for Viewing Exhibits

4:30 p.m. – 7:00 p.m.

Welcome Reception

*Beverages Sponsored by Capstone Preneed Funding Solutions
and Live Oak Bank*

Thursday, May 15, 2014

7:00 a.m. – 5:00 p.m.

Registration Hours

8:00 a.m. – 8:50 a.m.

Speaker LISA RYAN, Grategy

*Engagement Matters: 3 Key Strategies to Exceed Expectations and
Create Lasting Relationships with Everyone You Serve*

ONE Credit Hour

*Sponsored by Administrative Systems, Inc., Behalt Casket
Company and Columbian Financial Group*

MAGNOLIA ROOM

Wednesday, May 14, 2014

8:00 a.m. – 7:00 p.m.

Registration Hours

12:00 p.m. – 12:45 p.m.

Service of Remembrance

*Flowers Sponsored by Oberer's, Video tribute compliments of
funeralOne, Books provided by 1-800-Flowers.com*

JUNIPER A & B

Service of Remembrance Reception

Immediately following the Service of Remembrance

Sponsored by State Auto Insurance Companies

JUNIPER C



The 134th OFDA Annual Convention and Exhibition

8:00 a.m. – 8:50 a.m.

Speakers DAVID G. HICKS, CFSP

ROBERT G. MAYER, FBIE

Microbes and Morticians

ONE Credit Hour

Sponsored by Ohio Embalmer's Association

JUNIPER B & C

8:00 a.m. – 8:50 a.m.

Speaker NECTAR L. RAMIREZ

Director of Sales, Options by Batesville

Closing the Profitability Gap with Cremation

The Time to ACT is Now

ONE Credit Hour

Sponsored by Batesville Casket Company

LILAC ROOM

9:00 a.m. – 9:50 a.m.

Speaker LACY ROBINSON, CFSP

Director of Professional Development,

Aurora Casket Company

What Women Want - Effective marketing strategies and better communication skills that work!

ONE Credit Hour

Sponsored by Aurora Casket Company

JUNIPER B & C

9:00 a.m. – 9:50 a.m.

Speaker JUSTIN ZABOR, CFSP

Justin Zabor Enterprises, LLC

Funeral Arrangements to Die For

ONE Credit Hour

Sponsored by Gilligan Law Offices and National Mortuary Shipping

MAGNOLIA ROOM

9:00 a.m. – 9:50 a.m.

Speaker KIM MEDICI SHELQUIST

Director of Marketing Communications,

Homesteaders Life Company

Funeral Service in the Age of the "Me's" and the "None's"

ONE Credit Hour

Sponsored by Homesteaders Life Company

LILAC ROOM

10:00 a.m. – 10:15 a.m.

Refreshment Break

Sponsored by Answering Service for Directors

10:15 a.m. – 12:15 p.m.

Keynote Speaker CHRIS SPIELMAN

College Football Hall of Fame, College Football analyst with

ESPN, Professional Speaker, Father and Cancer Warrior

Living With Passion

ONE Credit Hour

Sponsored by Aurora Casket Company, Funeral Directors Life

Insurance Company, Homesteaders Life Company and

Tri-County FDA District 19

EASTON GRAND BALLROOM

12:15 p.m. – 12:30 p.m.

General Session – Call to Order, Election of Officers

EASTON GRAND BALLROOM

12:30 p.m. – 2:00 p.m.

Awards Luncheon – Recognizing Committee Awards;

CFSP; 25-Year and 50-Year Recipients; OFDA Past

Presidents and Installation of Officers

Luncheon Sponsored by Matthews International

EASTON GRAND BALLROOM

2:00 p.m. – 5:00 p.m.

Exhibition Hours

ONE Credit Hour for Viewing Exhibits

5:00 p.m. – 8:00 p.m.

President's Reception

Sponsored by Messenger, Physicians Mutual,

State Auto Insurance Companies and The Outlook Group

St. John Trip Giveaway sponsored by OFDA and World of Travel

Entertainment sponsored in part by OFDA District 11

HILTON LOUNGE/OUTDOOR PATIO

Friday, May 16, 2014

7:00 a.m. – Noon

Registration Hours

7:30 a.m. – 9:00 a.m.

Continental Breakfast

Sponsored by American Coach Sales and American Livery Services

EASTON GRAND BALLROOM

8:00 a.m. – 10:00 a.m.

Exhibition Hours

ONE Credit Hour for Viewing Exhibits

10:00 a.m. – Noon

THE LEGAL EAGLES

Scott Gilligan, Poul Lemasters & Frank Rosenacker will each present a topic of their choice.

TWO Credit Hours

Sponsored by Funeral Directors Life Insurance Company

EASTON GRAND BALLROOM



The 134th OFDA Annual Convention and Exhibition

TUESDAY, MAY 13, 2014

7:00 a.m. – 5:00 p.m.

Insurance Educational Seminar JUNIPER BALLROOM



TEN Hours of Insurance Continuing Education Credits – Two Five Hour Sessions (Insurance Credits Only)

Instructor: **Tom Holland, Ph.D., CPC**
Vice President Sales/Marketing,
Assurant Life of Canada

7:00 a.m. – 7:30 a.m.

Insurance Seminar Registration

7:30 a.m. – 12:00 p.m.

Morning Session

Insurance Industry/Preneed/Final Expense

Topics of Discussion:

- History & Insurance Industry Trends
- The Evolution of PreNeed Final Expense/Funeral Insurance
- The Why of PreNeed Planning
- Advantages of Insurance Funding
- The Consumer's Personal Wishes
- The Funeral Director's Mission

12:00 p.m. – 12:30 p.m.

Lunch will be provided on site
for attendees

12:30 p.m. – 5:00 p.m.

Afternoon Session

Insurance Industry Product Offerings

Topics of Discussion:

- Matching Needs with Insurance Coverage and Plans
- Arranging & Funding the Funeral
- Consumer Benefits
- The Insured's Perspective
- Funeral Director's Perspective
- Producers – Counsellors & Agents Definitions

Fees:

OFDA Member Full Day - \$110
Non-Member Full Day - \$220
OFDA Member Half Day - \$60
Non-Member Half Day - \$120

Fees includes breaks and lunch.

SEATING IS LIMITED.

8:00 a.m. – 4:00 p.m.

Master's Training Seminar JUNIPER BALLROOM



SIX Credit Hours

Presented by the OFDA Education Committee:

Featuring Don Ferfolia, Jr., J.D.;
Poul Lemasters, Esq.; Board of Embalmers and Funeral Directors;
Ohio Department of Health; Barb Garrison and David Tackett.

8:00 a.m. – 8:30 a.m.

Master's Training Seminar Registration

8:30 a.m. – 4:00 p.m.

Includes breaks and a 30-minute lunch

Master's Training Seminar

Beginning January 1, 2012, The Ohio Board of Embalmers and Funeral Directors began enforcing the Masters Training requirement. Proof of attendance from a Master Training Seminar will be necessary to serve in the role of a Master.

The Master's Training Program will cover the following topics:

- State of Ohio Board of Embalmers & Funeral Directors
- Department of Veterans Affairs
- Vital Statistics/Death Certificates
- OSHA
- Funeral Service Law Scenarios
- Liturgical/Non-Liturgical Services and Roles & Duties of the Master Funeral Director

PLEASE NOTE: If you completed a Master's Training Seminar in 2009, you will need to be **RECERTIFIED** in 2014. Certifications are valid for **FIVE** years. Please review your certification date to verify when you need to be recertified.

Fees:

OFDA Member - \$70
Non-Member - \$140

Fees includes breaks and lunch. SEATING IS LIMITED.

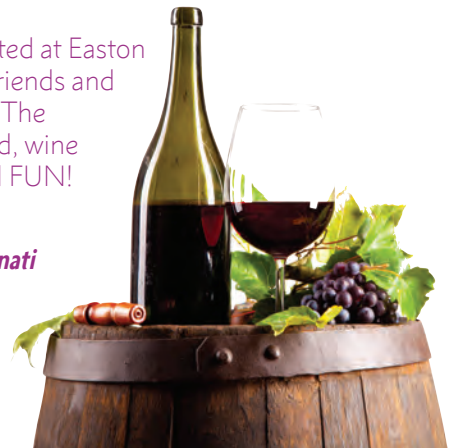
Social Event at Easton

6:00 p.m. – 8:00 p.m.

Reception at Smith & Wollensky located at Easton Town Center. Enjoy an evening with friends and colleagues as you take a taste of Italy. The reception will include Italian style food, wine tasting, beverages, entertainment and FUN! Host/Cash bar will be available.

The evening is sponsored in part by Cincinnati Equitable Life Insurance Company, Karpus Scott & Company, Ohio Embalmer's Association, SRS Computing, and Wilbert

Please see invitation insert enclosed.



The 134th OFDA Annual Convention and Exhibition

WEDNESDAY, MAY 14, 2014

8:00 a.m. – 7:00 p.m.
Registration Hours

12:00 p.m. – 12:45 p.m.
Service of Remembrance
JUNIPER A & B

Rev. Christine Bell, First United
Methodist Church, Ashtabula

Video Tribute compliments of funeralOne
Flowers compliments of Oberer's Flowers.
Books compliments of 1-800 Flowers.com

Service of Remembrance Reception
immediately following Service of
Remembrance
JUNIPER C

Sponsored by State Auto Insurance
Companies



1:00 p.m. – 1:15 p.m.
Call to Order
EASTON GRAND
BALLROOM

Anthony Quahliero,
CFSP
OFDA President

Introduction of District Presidents
Introduction of Regional Directors
Nominating Committee Report



1:15 p.m. – 1:35 p.m.
NFDA Update
Robert L. Bates, CFSP
NFDA President

NFDA President will
discuss important issues
affecting funeral directors
across the country. This

presentation will be a relative and
informative tool for both NFDA
members and non-members alike.

1:35 p.m. – 1:55 p.m.
OFDA Update – State of the
Association; A Year in Review
Anthony Quahliero, CFSP
OFDA President

Highlights and accomplishments the
Association has achieved during the
past year.

1:55 p.m. – 2:15 p.m.
OFDA Executive
Director's Message
Stephen J. Gehlert
NFDA/OFDA/
Executive Director's
Message combined for
ONE Credit Hour



2:15 p.m. – 2:30 p.m.
Refreshment Break
Sponsored by Batesville Casket Company



2:30 p.m. – 4:30 p.m.
Douglas R. Gober, Jr.
Executive Marketing
Director – Deathcare
Management,
Live Oak Bank
"Upping Your Game – What
to Do when the Competition
Levels the Playing Field"

You worked your tail off to create a
marketable difference for your business
and blazed a trail in your market. Now
everyone in town is doing tribute
videos, personalizing memorial folders
and taking condolences from their
websites. What's next? Hear from one
of the funeral industry's leading
evangelists about new opportunities to
up your game and do more with the
opportunities available in your market.
How can we take control of this crucial
opportunity and make a real difference,
both for families and for our
businesses?

Gober will pull together a variety of key
content examples and examine how
they are applied directly to cemeteries,
crematories, and funeral homes. He will
evaluate the three sources of ceremony
content and then delve into how each
of these impacts the likelihood of a
memorable event.

The presentation is loaded with real life
examples and visuals. He has also
video-interviewed clergy from many
denominations and will share their
responses about their role in service
content. He will also tackle each area

from the perspective of how to
differentiate yourself in your
marketplace.

Doug Gober began his funeral service
career thirty-five years ago as a sales
representative in the casket industry.
He has earned numerous national
awards from various organizations
within the death care industry. Doug
has also served as a consultant on
various marketing and merchandising
projects conducted on an international
scale. He has been instrumental in
planning and implementing a number
of innovative merchandising concepts
and products for a number of leading
manufacturers.

In October 2011, Doug joined Live Oak
Bank based in Wilmington, North
Carolina. Live Oak Bank lends money
to small businesses in select industries,
one of which is death care management.
As a result of his extensive experience in
funeral service, accounting and finance,
Doug serves as an industry liaison and
Senior Loan Officer, connecting those in
death care management with the
opportunity of financing.

A native of Birmingham, Alabama,
Doug graduated from the University of
Alabama in 1977, where he earned a
Business Degree in Accounting.
Subsequently, he became a Certified
Public Accountant specializing in
industrial audits and corporate taxes.

TWO Credit Hours

EASTON GRAND BALLROOM
Sponsored by Astral Industries

4:30 p.m. – 7:00 p.m.
Exhibition Hours
ONE Credit Hour for Viewing Exhibits

4:30 p.m. – 7:00 p.m.
Welcome Reception

Please enjoy complimentary hot and
cold hors d'oeuvres. Host/Cash Bar will
be available.

Beverages Sponsored by Capstone Preneed
Funding Solutions and Live Oak Bank

THURSDAY, MAY 15, 2014

7:00 a.m. – 5:00 p.m.
Registration Hours

8:00 a.m. – 8:50 a.m.
Lisa Ryan, Grategy,
North Royalton, OH

*Engagement Matters: 3
Key Strategies to Exceed
Expectations and Create
Lasting Relationships with
Everyone You Serve*



In an industry where seemingly endless options are available to the general public, is the customer experience you provide unique enough for your business to stay relevant?

In this interactive and engaging program, Lisa Ryan shares low-cost/no-cost, high-impact strategies that create lasting relationships with your clients. You will learn how establishing a culture of appreciation in the workplace allows you to not only service your clients in a superior way, it keeps your top talent from going somewhere else.

Discover how to stand out, build value, and effectively deal with an increasingly cost-conscious consumer base. After all, when you exceed the expectations of your clients, you will not only remain relevant in the market place, you and your team will be seen as creative problem solvers who take client concerns to heart. You will leave this program with actionable ideas which can be immediately implemented for positive results.

One of Lisa Ryan's recent attendees had this to say about her program, "For some, the "soft skills" are the hardest to master, but your practical techniques make them simple to incorporate into busy schedules."

Lisa Ryan is Founder and Chief Appreciation Strategist at Grategy. Her audiences gain practical, implementable strategies to create a culture of appreciation, leading to higher retention, stronger performance, and an overall happier

work environment. Utilizing 20 years in sales, marketing and training, Lisa brings passion, humor and real-world insight to her interactive and engaging presentations. She is the author of six books and also co-stars in two films. Lisa received her MBA from Cleveland State University.

ONE Credit Hour

MAGNOLIA ROOM

*Sponsored by Administrative Systems, Inc.,
Behalt Casket Company and Columbian
Financial Group*



David G. Hicks, CFSP

8:00 a.m. – 8:50 a.m.
**Speakers David G. Hicks, CFSP/
Robert G. Mayer, FBIE,**
Ohio Embalmer's
Association

Microbes and Morticians

As an embalmer and funeral director just how dangerous is exposure to infectious and contagious diseases? Does embalming really protect public health?



Robert G. Mayer, FBIE

Three areas of awareness will be addressed in this hour long power-point/ lecture seminar: **(1)** safety for the embalmer **(2)** creating and maintaining a safe work environment, and **(3)** preparation of the deceased to maximize the reduction of pathogenic microbes.

Can bodies dead from CJD be prepared for viewing? What does the Ohio Funeral Director Statute and Rules and Regulations say about health concerns and the funeral home? What is the relationship between the embalmer and the diseases, (a) Polio, AIDS and Legionnaires disease, and (b) CJD, Alzheimer's Disease, Cancer and Hepatitis "C"? What infectious/ contagious diseases most effect the pregnant female embalmer?

Exhibit Hours

Wednesday, May 14
4:30 – 7:00 p.m.

Thursday, May 15
2:00 – 5:00 p.m.

Friday, May 16
8:00 – 10:00 a.m.

This is NOT an OSHA seminar but a demonstration of simple everyday protocols that should be used with each preparation to protect the embalmer and help to maintain a safe preparation room environment from disease causing microorganisms.

David G. Hicks, MBIE, has been involved in funeral service since 1992. He is a graduate of the Cincinnati College of Mortuary Science and also holds a Master's of Science in Education from Capella University; Clinical Lab Manager at CCMS in 2002; 2008 until 2011 Chair of Embalming Sciences at CCMS where he taught in the areas of embalming theory, restorative art, clinical labs and various other science courses. From May-October 2013, Hicks served as an adjunct faculty member at Mid America College of Funeral Service where he taught Restorative Art I-IV. David is a member of The Ohio Embalmers Association, where he serves as Secretary.

Robert G. Mayer, FBIE, has been a licensed embalmer and funeral director for 49 years. He is licensed in Ohio and Pennsylvania. He is a graduate of Youngstown University and the Pittsburgh Institute of Mortuary Science. From 1967 until 1982 he was a full-time instructor of embalming, restorative art and mortuary law at Pittsburgh. He is author and editor "Embalming: History, Theory and Practice" published in 1990. Bob is one of 4 Americans recognized as a "Fellow" by the British Institute of Embalmers. He is a member of the Ohio Embalmer's Association.

ONE Credit Hour

JUNIPER B & C

Sponsored by Ohio Embalmer's Association

The 134th OFDA Annual Convention and Exhibition



8:00 a.m. – 8:50 a.m.

Nectar L. Ramirez,
Director of Sales,
Options by Batesville

*Closing the Profitability
Gap with Cremation
"The Time to ACT is Now"*

This educational seminar is designed for all funeral directors who are involved in the arrangement process with cremation families, and who seek to better understand the needs of these families.

Course objectives: More and more, families are selecting cremation as a means of final disposition when the death of a loved one occurs. So often those in funeral service have a very narrow view as to what families really want when they select cremation as their choice for disposition. This presentation is designed to give the funeral director an in-depth look into what drives the decision-making process for these families and put together an action plan to better address their needs. The course will take an in depth look at how the cremation rate is growing in the United States, and factors which contribute to this growth.

Nectar L. Ramirez was born and raised in Puerto Rico. She has a BS Industrial Engineering from Purdue University, MBA from Kellogg School of Management, Northwestern University. Nectar has been at Batesville Casket the last 11 years. She has been the Director of Market Research, Sales Director for the Metro Region (New York, New Jersey, Connecticut) and for the last 6 years as Director of Options, Batesville's cremation business. She has worked closely with hundreds of funeral homes across the US and Canada, helping them turn around their cremation business, through the development of full system solutions, packaging and training. Many of the funeral homes have seen an improvement of 15-30% on their cremation revenue.

ONE Credit Hour

LILAC ROOM



Sponsored by Batesville Casket Company

9:00 a.m. – 9:50 a.m.

Lacy Robinson, CFSP, Director of
Professional Development, Aurora
Casket Company

*What Women Want - Effective marketing
strategies and better communication skills
that work!*



Based on Bridget Brennan's book *Why She Buys*, Lacy Robinson explores what all funeral directors need to know in recognizing the power and influence of women

consumers. This presentation offers tremendous insight into understanding how women think and what influences they encounter during the decision making process.

Attendees will walk away with effective communication skills inspired by Oprah Winfrey - the ultimate master at connecting with women. Practical ideas for transforming the funeral home experience in ways that truly speak to women will be delivered.

Lacy Robinson, CFSP, oversees the creation and development of professional development and training programs for Aurora customers. She regularly presents continuing education programs on both the local, state and national level including NFDA, ICCFA and CANA. Lacy is a licensed funeral director/embalmer. She is a graduate of Georgetown College holding a bachelor's degree in Communications. She is also a graduate of Mid-America College of Funeral Service.

ONE Credit Hour

JUNIPER B & C

Sponsored by Aurora Casket Company



9:00 a.m. – 9:50 a.m.

Justin Zabor, CFSP,
Justin Zabor
Enterprises, LLC

*Funeral Arrangements
to Die For*

The arrangement conference is perhaps the most important aspect of the entire funeral experience. Yet it is often the most neglected when it comes to improving and modernizing its content and presentation. In this program, Justin P. Zabor CFSP, will reveal what it takes to be a top-notch arranger using over a dozen years of experience speaking with and presenting to funeral directors all over North America. You will learn various arrangement techniques, ways to improve communication skills, how to build better rapport, and open-ended questioning methods that help to determine the wants and needs of your client families. Justin will conclude by outlining what you can do before, during, and after the arrangement conference to help ensure that your families are satisfied with the quality of the service you provide.

Justin Zabor, CFSP, is *The Director of Death who Speaks the Language of Life* for you and your business. A third-generation funeral director and professional speaker who works with associations, organizations, and corporations to help them create customer experiences *To Die For!* Justin is co-owner of The Zabor Funeral Home in Cleveland, in addition to operating his professional speaking business. He is also a professional actor, model, and voice over artist for film, television, radio and print media. He will appear with Kevin Costner in the upcoming film *Draft Day* about the Cleveland Browns.

ONE Credit Hour

MAGNOLIA ROOM

**Sponsored by Gilligan Law Offices and
National Mortuary Shipping**



THURSDAY, MAY 15, 2014

continued on Page 10

May 14 - 16, 2014

THURSDAY, MAY 15, 2014 *continued*

9:00 a.m. – 9:50 a.m.

Kim Medici Shelquist, Director of Marketing Communications, Homesteaders Life Company



Funeral Service in the Age of the “Me’s” and the “None’s”

Ask most funeral professionals what they see as the biggest change – and challenge – to

hit funeral service and you’ll likely hear “cremation.” No doubt about it, cremation trends have had a significant impact on funeral service.

But let’s be careful. Like sentinel events often do, our focus on the rising demand for cremation might just lead us to overlook some pretty significant new trends and opportunities created by the changing demographic mix of our customers.

Consider the following: Celebrant services, banquet halls, open and cash bars, digital broadcasts of funeral service for distant relatives, electronic guestbooks, therapy pets in the funeral home, personalized services. If you’re a multi-generation funeral professional, you can be certain your grandparents or maybe even your parents never heard of these ideas as related to funeral service.

In addition to these new trends, we’re now looking back on more than three decades of pre-need activities and hospice outreach actively talking about death and dying in our communities. How has this activity changed our community members’ expectations for end-of-life services?

This presentation will identify select demographic data, how it will likely affect funeral service and how your business can take steps to leverage the changes for future success. We’ll discuss the celebrant service movement in detail and share examples of how other funeral home owners have adapted the services they offer to meet the changing needs of their community.

Kim Medici Shelquist is an experienced marketing and communications professional. She currently leads Homesteaders’ planning and developing team following five years as Director-Marketing Communications where she oversaw creative and marketing services in support of Homesteaders’ customers in their development of marketing initiatives that include public relations, advertising and direct mail programs. Kim holds a bachelor’s degree in journalism and a master’s of business administration. She has also completed the Funeral Celebrant Certification program provided by the In-Sight Institute featuring Doug Manning and Glenda Stansbury as well as the NFDA’s Certified Preplanning Consultant course.

ONE Credit Hour

LILAC ROOM

Sponsored by Homesteaders Life Company



10:00 a.m. – 10:15 a.m.

Refreshment Break

Sponsored by Answering Service for Directors

10:15 a.m. – 12:15 p.m.

Chris Spielman

“Living With Passion”

Chris Spielman speaks about how he was able to have triumph over tragedy. How to be brave when faced with major life challenges. His speech will inspire and motivate, he knows his mission and has a passion.



Chris Spielman is an All-Star linebacker from Massillon, Ohio. He was a 2 time All American for The Ohio State University Buckeyes. Chris played 11 years in the NFL for the Detroit Lions, Buffalo Bills, and the Cleveland Browns. He represented the Detroit Lions in four Pro Bowls and

was named the team’s defensive MVP in 1993 and 1994. Chris was inducted into the College Football Hall of Fame in 2009.

Currently, Chris is a college football analyst with ESPN, a Professional Speaker and his most important role besides being a father, is that of a Cancer Warrior – Chris continues the fight that he and his late wife Stefanie started together shortly after her first diagnosis of breast cancer. Over the years more than \$14 million has been raised for the Stefanie Spielman Fund for Breast Cancer Research and the Stefanie Spielman Patient Assistance Fund. Chris’ life has order: Faith, Family and Community – and he lives it daily in that order.

Chris will conclude his presentation with a meet and greet. Attendees will have the opportunity to purchase Chris’s book, *That’s Why I’m Here* on site for the cost of \$30. The book may be purchased with cash; credit or check (made payable to OSU 36, LLC). The books will be pre-autographed.

ONE Credit Hour

EASTON GRAND BALLROOM

Sponsored by Aurora Casket Company, Funeral Directors Life Insurance Company, Homesteaders Life Company and Tri County FDA District 19



12:15 p.m. – 12:30 p.m.

Call to Order



Anthony Quahliero, CFSP, OFDA President

General Session and Election of Officers

One member from each funeral home must be present to

cast a vote for elected positions

EASTON GRAND BALLROOM

The 134th OFDA Annual Convention and Exhibition

12:30 p.m. – 1:30 p.m.

Awards Luncheon

Recognizing Committee Awards; CFSP; 25-Year and 50-Year Award Recipients; OFDA Past Presidents

EASTON GRAND BALLROOM

Luncheon Sponsored by Matthews International

Committee Awards

OFDA Members are recognized for volunteering on an OFDA Committee for five consecutive years. This year we would like to acknowledge:

Bradley Chute, CFSP, Newark
Scholastic Assistance Committee

Stephanie Dyer, Mt. Orab
Young Funeral Directors Committee

Ben Easterling, Jr., Canal Fulton
Membership Committee

William Ebright, Frankfort
Member Services Committee

Sean Sauer, CFSP, Sunbury
Education Committee

Michael T. Smith, CFSP, Marion
Legislative Committee

Second Five-Year Committee Awards

Don Ferfolia, Jr., CFSP, Sagamore Hills
Legislative Committee

Jon Kinn, Bluffton
Convention Committee

Dawn Little, CFSP, Portsmouth
Master Trust Committee

Recognition of 50-Year Award Recipients

Joe Bailey, Greenville
John Bamber, Mason
Thomas Bayliff, Spencerville
Stanley Bogusz, Erie, PA
William Burmister, Avon
William Calhoun, Akron
James Chiles, Lima
Donald Clarke, Toronto
Gary Cowling, Oberlin
Richard Evans, Columbus
Gerald Foos, West Union
Robert Gillman, Rittman
E. Spencer Gordon, Canton
Harold Hadley, New Matamoras
Patricia Kleve, Kingsland, GA
Robert Kiley, Medina
John T. Lafferty, West Union
Richard Lafferty, West Union

Robert Mayer, Pittsburgh, PA
Patricia Price, Kenton
Edmund Romito, Bedford
Peter Rossi, Warren
John A Schoedinger, Columbus
Donald Simson, Lady Lake, FL
Richard Whetstone, Vandalia

Recognition of OFDA Past Presidents

William P. Rutherford, CFSP, Columbus – 1961
Paul Frederick, Cincinnati – 1971
Harold L. Ullmer, Pompano Beach, FL – 1973
Robert L. Shank, Sr., CFSP, Perrysburg – 1980
Dan M. Stevens, Bethel – 1981
Nick J. Ciriello, Akron – 1982
James F. Mylott, Mentor – 1983
Larry G. Crates, Arlington – 1984
Thomas D. Rue, CFSP, Springfield – 1985
David S. Schoedinger, CFSP, Columbus – 1986
James N. Blower, Columbus – 1987
Robert M. Baird, Troy – 1988
Edward C. Nurre, Amelia – 1989
Thomas F. Leonhard, Pinehurst, NC – 1990
Jack W. Moreland, Westerville – 1991
David B. Tobias, Dayton – 1992
Donald E. Pucak, CFSP, 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, CFSP, West Portsmouth – 1997
Henry L. Epstein, Kansas City, MO – 1998
Gary L. Heller, Huber Heights – 1999
Tamara L. Baird, CFSP, Troy – 2000
Robert C. Carter, CFSP, Columbus – 2001
J. Michael Krill, CFSP, Edgerton – 2002
Dan K. Tobias, CFSP, Dayton – 2003
Bob Van Horn, CFSP, Toledo – 2004
Ken Cahall, CFSP, Georgetown – 2005
Jon Deitloff, CFSP, Springfield – 2006
Keith Walker, CFSP, Toledo – 2007
Walt Lindsey, CFSP, Loudonville – 2008
Tom Fleming, Jefferson – 2009
Terry Reardon, Youngstown – 2010
John W. Evans, CFSP, Norwalk – 2011
Mark A. Merz, CFSP, Holland – 2012

1:30 p.m. – 2:00 p.m.

Installation of Officers

EASTON GRAND BALLROOM

2:00 p.m. – 5:00 p.m.

Exhibition Hours



ONE Credit Hour for Viewing Exhibits

THURSDAY, MAY 15, 2014, continued on Page 12

The 134th OFDA Annual Convention and Exhibition

THURSDAY, MAY 15, 2014, continued from Page 11

5:00 p.m. – 8:00 p.m.

President's Reception

HILTON LOUNGE/OUTDOOR PATIO

Please join us for a "beach party" to celebrate the newly elected OFDA President, Joan Billman, CFSP. You will enjoy complimentary hors d'oeuvres, music and a host/cash bar.

Sponsored by Messenger, Physicians Mutual, State Auto Insurance Companies and The Outlook Group.

St. John Trip Giveaway sponsored by OFDA and World of Travel.

Entertainment sponsored in part by OFDA District 11.



Win a trip to St. John!

Enter for a chance to join OFDA on the next Annual Educational Conference to St. John, February 25-March 1, 2015

One lucky winner will be drawn at 7:00 p.m. during the President's Reception (*must be present to win*).

The winner will receive 2 complimentary Airline Tickets and 2 Seminar Registrations courtesy of World of Travel and OFDA.

Entry forms with full instructions on how to enter will be available during the convention at the OFDA Registration Booth.

FRIDAY, MAY 16, 2014

7:00 a.m. – 12:00 p.m.

Registration hours

7:30 a.m. – 9:00 a.m.

Continental Breakfast

EASTON GRAND BALLROOM

Sponsored by American Coach Sales/American Livery Services

8:00 a.m. - 10:00 a.m.

Exhibition Hours



ONE Credit Hour for Viewing Exhibits

10:00 a.m. – 12:00 p.m.

The Legal Eagles

Scott Gilligan, Poul Lemasters & Frank Rosenacker

T. Scott Gilligan
Medicaid Options

This 30-minute seminar will look at the basic requirements for Medicaid eligibility,



Medicaid spend down options, and the Ohio Estate Recovery Program. Special emphasis will be placed on funeral planning options for Medicaid applicants looking to spend down cash reserves and large insurance policies. By using preneed contracts and forms specially designed for Medicaid applicants, funeral homes can show families how funding can be set aside not only for the applicant's and spouse's funeral expenses, but also burial space options for immediate family members. The seminar will also examine what funeral expenses may qualify for exclusion under Medicaid rules and regulations.

T. Scott Gilligan is an attorney with Gilligan Law Offices in Cincinnati. Mr. Gilligan serves as the General Counsel to the Ohio Funeral Directors Association as well as the National Funeral Directors Association. Mr. Gilligan has worked on OFDA matters since 1992. Mr. Gilligan graduated in 1976 from the Georgetown University School of Foreign Service in Washington, D.C. He obtained his law degree from Georgetown University Law School in 1979.

Mr. Gilligan, whose family has been in funeral service for over one hundred and forty years in Cincinnati, Ohio, has authored the 2013 edition of Mortuary Law, a textbook

The 134th OFDA Annual Convention and Exhibition

FRIDAY, MAY 16, 2014 *continued*

widely used in mortuary colleges. He has also provided numerous seminars to funeral associations throughout the country on FTC Funeral Rule compliance, legal liabilities faced by funeral homes, and updates on regulatory and legislative issues impacting the funeral profession.



Poul Lemasters

Cremation - The Last Option – When No One Wants To Participate

Cremation is on the rise, with many families choosing cremation for many reasons. But what about the time when cremation is the only option – and the family doesn't even want to participate? Sometimes there is no family. Maybe the city is telling you to just go ahead. Other times the family just doesn't want to bother. What do you – the provider do? How do you get the necessary permission? How do you just proceed? This seminar provides a look into some common situations that providers face when dealing with tough families – or no families at all. Overall, the presentation will: Provide examples of common situations where families do not participate; identify the risks when dealing with cremations and no family; and list solutions and procedures to overcome these challenging situations.

Poul Lemasters, Esq. professional career covers both funeral service and law. He attended CCMS, graduating in 1996, and also went on to attend Northern Kentucky University, Chase College of Law, graduating in 2003.

He has worked in the funeral industry for over 20 years and holds a funeral director's license and embalmer's license in Ohio and West Virginia. Poul's funeral home work experience includes managing both small and large funeral homes; and working with both independent and corporate owned funeral homes. He is actively involved in local, state, and national funeral and cemetery associations.

As an attorney, Poul is admitted to practice law in both Ohio and Kentucky. Poul now operates and is principal of Lemasters Consulting, Cincinnati, Ohio, a consulting business specifically for the funeral industry. He works with funeral home owners, funeral directors/embalmers, cemeteries, and crematory owners and operators. He assists in areas of legal, compliance, regulatory, and business solutions. Poul also serves as ICCFA's (International Cemetery, Crematory and Funeral Association) special cremation legal counsel and GPL compliance advisor.

Frank Rosenacker

Succession Planning and Consolidation

No matter what any of us do, we need to plan who will eventually manage our business. The phrase "it's in the blood" is



certainly true in our multi-generational funeral homes and many funeral directors want to transfer their businesses to their children. However, are the kids even interested and can the kids get the money? Perhaps consolidation with your colleague or several colleagues makes more sense, is more economical, gives your children the opportunity to pay you a fair market value and actually enhances your SUCCESSION PLAN. All of this while still remaining independent and in control of your destiny.

Frank B. Rosenacker

Mr. Rosenacker is a fourth generation funeral director/embalmer and serves as the Secretary of his family funeral home. He is also a practicing Attorney specializing in all areas of estate planning, probate, and corporate-business matters. He owns and operates Rosenacker and Associates, an international consulting firm dealing with funeral directors and funeral homes offering a wide range of services including legal representation.

Mr. Rosenacker has lectured extensively on the national, state and local levels. His topics include legal issues, succession planning, business plans and policy manuals, business appraisals and evaluations, sales of funeral businesses, regulatory laws, taxes, and cooperative efforts.

TWO Credit Hours

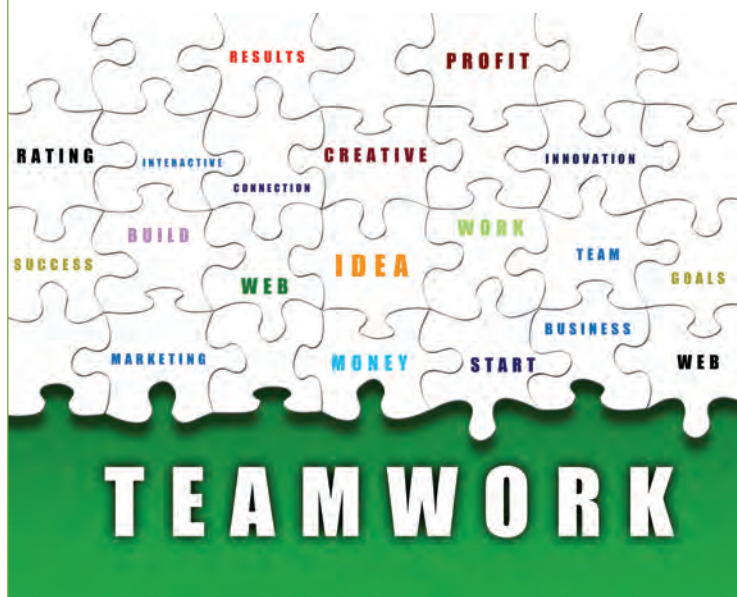
EASTON GRAND BALLROOM

Sponsored by Funeral Directors Life Insurance Company

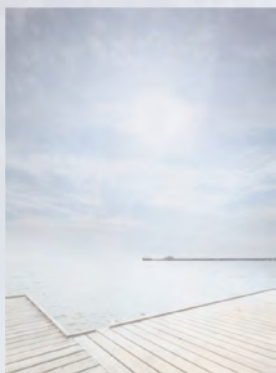


CONNECT!

at the 134th OFDA Annual Convention and Exhibition



Service of Remembrance



A traditional event of the convention is the Service of Remembrance. OFDA pays tribute to all members and their immediate family members who have died during the year. The Service of Remembrance will be held on Wednesday, May 14 beginning at 12:00 p.m. in the Juniper Ballroom, Hilton Columbus at Easton.

Immediately following the service, a reception will be held for families in attendance.

Listed are the individuals who will be remembered during the service (this list is as of February 28, 2014). If you know of someone we've missed, please call Diana O'Neal at the OFDA office at 614-486-5339 or 1-800-589-6332. She can also be reached via email at diana@ofdaonline.org.

Carlie L. Barnett, *Warren*
Gerald J. Barry, Sr., *Deerfield Beach*
Leroy G. Bartley, *Minerva*
Jane Braund, *New Madison*
Robert L. Breitenbach, *Middletown*
Lani D. Carlson, *Loudonville*
Donna J. Cristofaro, *Ellsworth*
Stephen R. Dunbar, *Springfield*
Madlyn Evans, *Columbus*
William E. Fishburn, *Fostoria*
John C. Folkerth, *Brookville*
James E. "Ed" Foster, *Cadiz*
James E. Fox, *Boardman*
Lorna J. Geesey, *Montpelier*
Harry J. "Mike" Gilligan, Jr., *Cincinnati*
Betty D. Glickler, *Dayton*
G. Helen Goodwin, *Lancaster*

Todd T. Herron, *Warren*
Rita A. Holan, *Cleveland*
Joan Jenkins, *Wellston*
Rosemarie Kerver, *Cleveland*
Reba E. Klein, *Centralia, IL*
C. Todd Lee, *Rocky River (Sales Club Member)*
Larry S. Lindsey, *Hamersville*
Donald A. Martens, Sr., *Westlake*
Edward W. McGrath, *North Royalton*
Mary C. Minges, *Westwood*
Shirely M. Neidhard, *Mt. Healthy*
Robert E. Novak, *Somerset*
Emil L. Noviski, *Delaware (Sales Club Member)*
Jerrold R. Nixon, *Dania Beach, FL*
Mary Ann Riggs, *Freeport*
Gregory W. Roberts, *Wooster*
Ronald A. Roberts, *Elyria*
Vanice V. Rogers, *Clayton*
Helen T. Rutherford, *Columbus*
James J. Rybicki, *Cleveland*
Wilma J. Solich, *Brook Park*
Patricia A. Sparks, *Bucyrus*
Jean Swigart, *Canal Fulton*
Beatrice E. Turner, *Hillsboro*
Mary Turner, *Shadyside*
Austin J. Weber, *Ada*
Patricia E. Wellman, *Circleville*
Jack V. Wise, *Circleville*
Russell L. Woodruff, Jr., *Cincinnati*
Lillian Yurch, *Parma*



SPECIAL EVENTS

Exhibit Hours

Wednesday, May 14
4:30 – 7:00 p.m.

Thursday, May 15
2:00 – 5:00 p.m.

Friday, May 16
8:00 – 10:00 a.m.



Tuesday, May 13, 7:00 a.m. – 5:00 p.m.

INSURANCE EDUCATIONAL SEMINAR

Instructor: Tom Holland, Ph.D., CPC
Ten Hours of Insurance Continuing Education Credits
Easton Juniper A



Tuesday, May 13, 8:00 a.m. – 4:00 p.m.

MASTER'S TRAINING SEMINAR

Presented by OFDA Education Committee
Featuring Don Ferfolia, Jr., J.D.; Poul Lemasters,
Esq.; Board of Embalmers and Funeral Directors;
Ohio Department of Health; Barb Garrison
and David Tackett.

Six Credit Hours
Juniper B & C



Tuesday, May 13, 6:00 p.m. – 8:00 p.m.

SOCIAL EVENT AT EASTON

Reception at Smith & Wollensky located at
Easton Town Center. Enjoy an evening with
friends and colleagues as you take a taste of
Italy. The reception will include Italian style food,
wine tasting, beverages and FUN! *The evening
is sponsored in part by Cincinnati Equitable Life
Insurance Company, Karpus Scott & Company, Ohio
Embalmer's Association, SRS Computing, and Wilbert*



Wednesday, May 14, 12:00 p.m. – 12:45 p.m.

SERVICE OF REMEMBRANCE

Service of Remembrance Reception
Immediately following
Sponsored by State Auto Insurance Companies
Juniper Ballroom



Wednesday, May 14, 4:30 p.m. – 7:00 p.m.

WELCOME RECEPTION

Enjoy butlered hors d'oeuvres along with
beverages.
**Beverages Sponsored by Capstone Preneed Funding
Solutions and Live Oak Bank**



Thursday, May 15, 12:30 p.m. – 2:00 p.m.

AWARDS LUNCHEON

Recognizing Committee Awards; CFSP; 25-Year and 50-Year
Recipients; OFDA Past Presidents and Installation of Officers
Luncheon Sponsored by Matthews International
Easton Grand Ballroom



Thursday, May 15, 5:00 p.m. – 8:00 p.m.

PRESIDENT'S RECEPTION

Please join us for a "beach party" to
celebrate the newly elected OFDA
President, Joan Billman, CFSP. You will
enjoy complimentary hors d'oeuvres,
music and a host/cash bar.



Enter for a chance to join OFDA on the next Annual
Educational Conference to St. John, February 25-March 1, 2015

One lucky winner will be drawn at 7:00 p.m. during the
President's Reception (must be present to win).

The winner will receive 2 complimentary Airline Tickets and 2
Seminar Registrations courtesy of World of Travel and OFDA.

**Sponsored by Messenger, Physicians Mutual, State Auto Insurance
Companies and The Outlook Group.**

St. John Trip Giveaway sponsored by OFDA and World of Travel.

Entertainment sponsored in part by OFDA District 11.

Located in the lobby lounge and terrace



THE EXHIBITION

The OFDA Exhibition is an important part of the Annual
Convention. Exhibitors will be displaying goods and services
to provide you with solutions to your daily operating
demands. Everything you need to serve your communities
families will be exhibited.



ANNUAL MEETING

The Annual Meeting of the Ohio Funeral Directors
Association will be held during the Convention at the Hilton
Columbus at Easton on Wednesday, May 14 in the Easton
Grand Ballroom.

CONVENTION CREDIT HOUR(S) OPPORTUNITIES

TUESDAY, MAY 13, 2014

Insurance Educational Seminar

The State Board of Embalmers and Funeral Directors, while conducting credit hour audits, will award four funeral director credit hours upon completion of your 24 insurance credit hours.

4

6 Master's Training Seminar SIX Credit Hours



WEDNESDAY, MAY 14, 2014

NFDA Update, OFDA Update and OFDA Executive Director's Message

Combined for ONE Credit Hour

1

Keynote Speaker Doug Gober, Live Oak Bank

Upping Your Game – What to Do when the Competition Levels the Playing Field

2

TWO Credit Hours

1

Exhibits

ONE Credit Hour for Viewing Exhibits

4

TOTAL OF FOUR Credit Hours offered on Wednesday



THURSDAY, MAY 15, 2014

Speaker Lisa Ryan, Grategy

"Engagement Matters: 3 Key Strategies to Exceed Expectations and Create Lasting Relationships with Everyone You Serve"

Speakers David G. Hicks, CFSP/ Robert G. Mayer, FBIE, Ohio Embalmer's Association

"Microbes and Morticians"

Speaker Nectar L. Ramirez, Director of Sales, Options by Batesville

Closing the Profitability Gap with Cremation "The Time to ACT is Now"

1

(Lisa, David/Robert and Nectar are speaking concurrently. You may only attend one and receive ONE Credit Hour)

Speaker Lacy Robinson, CFSP, Director of Professional Development, Aurora Casket Company

What Women Want - Effective marketing strategies and better communication skills that work!

Speaker Justin Zabor, CFSP, Justin Zabor Enterprises, LLC *"Funeral Arrangements to Die For"*

Speaker Kim Medici Shelquist, Director of Marketing Communications, Homesteaders Life Company

Funeral Service in the Age of the "Me's" and the "None's"

1

(Lacy, Justin and Kim are speaking concurrently. You may only attend one and receive ONE Credit Hour)

Keynote Speaker Chris Spielman

Living With Passion

1

ONE Credit Hour

1

Exhibits

ONE Credit Hour for Viewing Exhibits

4

TOTAL OF FOUR Credit Hours is offered on Thursday



FRIDAY, MAY 16, 2014

1

Exhibits

ONE Credit Hour for Viewing Exhibits

2

The Legal Eagles

Scott Gilligan, Poul Lemasters & Frank Rosenacker
Combined for TWO Credit Hours

3

TOTAL OF THREE Credit Hours is offered on Friday

Please note: You may only receive one credit hour for viewing exhibits during the convention.



ELECTION

THURSDAY, MAY 15, 2014

Positions being voted on during Convention:

PRESIDENT ELECT



TREASURER



SECRETARY

In the event of more than one candidate for any elected position, the following guidelines will be adhered to:

- Only OFDA member firms are eligible to vote
- One vote per firm (branch locations do not receive a vote unless that branch pays dues independently of the main firm)
- Any employee of firm may cast a vote
- Firm and voting member must be registered at convention and properly badged
- Voting member of firm must be present on Thursday, May 15, 2014 at the General Session beginning at Noon
- Voting member of firm will be required to sign adjacent to funeral home name to receive ballot
- Voting stand will be conveniently located, please report to the proper designated alphabetical section to receive ballot
- Complete ballot must be placed in ballot box
- Election results will be announced at the close of general session on Thursday, May 15, 2014

CONNECT!
YOU Are the FUTURE of OFDA



CONVENTION COMMITTEE

CHAIR: Joan Billman, CFSP, Ashtabula

Terry Andryc, CFSP, Toledo

Alan Auble, Orrville

Becky Bayliff, Cridersville

Kathy Berry, CFSP, Cleveland

Angie Berwald, Cleveland

Delbert Braund, New Madison

Leichia Davis, West Portsmouth

Ben Easterling, Jr., Canal Fulton

Tom Fleming, Jefferson

Ada Fraley, CFSP, Covington

Mike Gedert, Cincinnati

Brent Hartley, McComb

JoAnn Hartley, McComb

Steve Hartwig, New Bremen

Gary Heller, Huber Heights

Steve Jenkins, New Philadelphia

Justin Kaszowski, CFSP, Warren

Jon Kinn, Bluffton

Dave Kolbe, CFSP, Dayton

Becky Krill, Edgerton

Dave Morrow, Washington Court House

Tim O'Neill, Wilmington

Terry Palmer, CFSP, Chillicothe

Pam Parramore, CFSP, Middletown

Don Pucak, CFSP, Akron

Steve Ripepi, Cleveland



The 134th OFDA Annual Convention and Exhibition

Pre-Registration

The adjacent page (19) is our pre-registration form. Please take a moment and look over the registration form in its entirety. Please type or print the requested information clearly.

Pre-registration for the three-day convention is \$95.00 per person. **The \$95.00 registration fee includes speakers, exhibits, breaks, lunch, the president's reception and breakfast. A \$250 VALUE!** ←



OFDA is offering a One-Day Registration on Friday, May 16, 2014.

The Friday, May 16 registration fee is \$50.00 per person. **The fee includes speakers, exhibits and breakfast. One-Day Registration is available ON-SITE ONLY.** ←

If you choose to attend either the Insurance Educational Seminar or the Master's Training Seminar, please use the registration form on p.19 and include the appropriate payment along with your convention registration fee.

Checks should be made payable to OFDA or you may charge to your VISA, MasterCard, Discover Card or American Express Card.

OFDA encourages you to pre-register for all functions during the convention using the attached pre-registration form. Please mail pre-registrations to the OFDA office by **Friday, May 2, 2014**. Pre-registrations help OFDA to prepare for adequate and comfortable seating for attendees in meeting rooms, pre-registration packets, precise amounts of food at each food function, along with many other aspects of the convention.

It is OFDA's continuous goal to create an amazing experience for both members and exhibitors.

Please note: the onsite registration fee will remain the same as the pre-registration fee of \$95.00

Directions to Easton Town Center

From the East:

Take 70 West to 270 North.
Exit at Easton (Exit 33).
Turn left at top of the ramp to cross 270 on the Easton Bridge.
You will be traveling on Easton Way.
The Town Center is on your right after the next traffic light.

From the West:

Take 70 East to 270 North.
Exit at Easton (Exit 33).
Turn left at top of the ramp to cross 270 on the Easton Bridge. You will be traveling on Easton Way.
The Town Center is on your right after the first traffic light.

From the North:

Take 71 South to 270 South/East.
Exit at Easton (Exit 33).
Turn right at top of the ramp to cross 270 on the Easton Bridge. You will be traveling on Easton Way. The Town Center is on your right after the next traffic light.

From the South:

Take 71 North to 670 East.
Take 270 North to Cleveland.
Exit at Easton (Exit 33). Turn left at top of the ramp to cross 270 on the Easton Bridge. You will be traveling on Easton Way. The Town Center is on your right after the next traffic light.

Hilton • Columbus, Ohio 43219 • I-270, Easton Exit 33 • (614) 414-5000

HOTEL HEADQUARTERS

The Exhibition will be held at the Hilton Columbus at Easton.

The 100% smoke-free Hilton Easton is a AAA 4-Diamond, full service, upscale, suburban Columbus, Ohio hotel located in the heart of Easton Town Center at Easton. The Hilton Hotel is convenient to the Port Columbus International Airport (CMH) and offers complimentary shuttle service to and from the airport. The Hilton (www.hiltoncolumbus.com) has 313 guest rooms that are warm and inviting and feature all the latest technology. The hotel has concierge level rooms and private lounge, fitness center with large workout area, luxuriously appointed heated indoor pool and whirlpool, and complimentary business center.

Easton's thriving corporate and retail centers make the Hilton Easton Hotel the perfect location whether you are visiting for business or pleasure. Just outside the doors of the Hilton, a world of excitement awaits. There are more than 100 shops, restaurants, clubs and entertainment sites. It's all just steps from the Hilton, and it's all unforgettable. Check out the Easton Town Center's website at www.eastontowncenter.com. To make your reservation you may call the Hilton at 614-414-5000 or go to: <http://www.ofdaonline.org> for the Hilton link and use our group code "OFD" to receive the \$179 group rate.



Hilton Columbus at Easton



*The Easton Town Center,
3900 Chagrin Drive
Columbus, Ohio 43219
I-270, Easton Exit 33*



PLEASE NOTE! To cancel your hotel reservation, do so by contacting Diana at the OFDA office so we can fill the room with someone on the waiting list. Thank you!



Pre-Registration Form

The 134th OFDA Annual Convention and Exhibition

May 14 - 16, 2014
Hilton Columbus at Easton

Funeral Home _____
(If applicable)
Address _____
City _____ State _____ Zip _____
Telephone _____ Fax _____



Your Selections Include...

1. **Insurance Continuing Education Seminar** – Tuesday, May 13, 2014
Instructor – Tom Holland
Full Day Member# attending ____ x \$110 = \$_____
Full Day Non-Member# attending ____ x \$220 = \$_____
Half Day Member A.M.# attending ____ x \$60 = \$_____
Half Day Non-Member A.M.# attending ____ x \$120 = \$_____
Half Day Member P.M.# attending ____ x \$60 = \$_____
Half Day Non-Member P.M.# attending ____ x \$120 = \$_____
2. **Master Training Seminar** – Tuesday, May 13, 2014
Member# attending ____ x \$70 = \$_____
Non-Member.....# attending ____ x \$140 = \$_____
3. **Convention Registration** – Wednesday, May 14, Thursday, May 15, Friday, May 16, 2014
Member Pre-Registration (**Luncheon, President's Reception and Breakfast included**) # attending ____ x \$95 = \$_____
Free registration for: ☐ OFDA Past Presidents and Past Presidents' Spouses, ☐ Mortuary Students,
☐ Children 18 and under; and ☐ Individuals with 50 years or more of service
Please ☒ check one and indicate name(s) here: _____

4. **Awards Luncheon** – Thursday, May 15, 2014, **Included with Registration Fee** # attending _____
5. **President's Reception** – Thursday, May 15, 2014, **Included with Registration Fee** # attending _____
6. **Breakfast** – Friday, May 16, 2014, **Included with Registration Fee** # attending _____
7. **Non-Member** (must be a licensed Funeral Director/Embalmer to attend) – Convention Registration.....# attending ____ x \$200 = \$_____

Total Amount Enclosed: \$ _____

Attendee Name(s)	NOTE: Please List Embalmer and/or Funeral Director License Number & indicate if you are attending the Insurance Seminar, (IS) or the Master Training Seminar, (MS) and indicate your Thursday speaker choice		Thursday Speakers					
	IS	MS	8A*	8B*	8C*	9A*	9B*	9C*

* Thursday Speaker Choice - Check **ONLY ONE** session per attendee above for EACH of the 2 sessions: **8:00 AM** and **9:00 AM**

1st Session at 8:00 AM: 8A-Ryan – OR – 8B-Hicks/Mayer – OR – 8C-Ramirez

2nd Session at 9:00 AM: 9A-Robinson – OR – 9B-Zabor – OR – 9C-Medici Shelquist

Please complete & send applicable payments to OFDA in the enclosed envelope or charge and fax or email form (diana@OFDAonline.org).
Please duplicate form for additional registrations. **All pre-registrations must be postmarked by Friday, May 2, 2014.**



OFDA
2501 North Star Rd.
P.O. Box 21760
Columbus, OH 43221



Phone: (614) 486-5339 • (800) 589-6332
Fax: (614) 486-5358 • (800) 507-1465

Please charge to the following credit card:

Visa / MC / Disc / AMEX # _____

Name on credit card: _____

Exp. date: _____ Security code: _____

Signature: _____

OFDA USE ONLY

amt.
rec'd _____

ck. # _____

date _____

Online registration available at www.ofdaonline.org



Don't be a missing piece!
May 14 - 16, 2014
Hilton Columbus at Easton



The Ohio Funeral Directors Association

800-589-6332 • 614-486-5339 • Fax 614-486-5358 • Fax 800-507-1465

**2501 North Star Road • P.O. Box 21760
Columbus, Ohio 43221-0760**

www.OFDAonline.org