



143RD OFDA CONVENTION and EXHIBITION



April 25-27, 2023

HILTON COLUMBUS AT EASTON

SCHEDULE AT-A-GLANCE

MONDAY, APRIL 24

7:00 am – 5:30 pm	Insurance Continuing Education (two five-hour courses)
12:00 – 12:30 pm	Power Lunch
1:00 – 5:00 pm	Embalming Seminar, 4 CE (General)

TUESDAY, APRIL 25 *Maximum Daily CE You Can Earn = 5 CE*

7:00 am – 6:00 pm	Registration
8:00 – 9:00 am	Learning Labs (concurrent sessions, choose one) 1 CE
9:15 – 10:15 am	Learning Labs (concurrent sessions, choose one) 1 CE
10:30 – 11:45 am	Service of Remembrance and Reception
11:45 am – 12:30 pm	Mega Munch Lunch
12:30 – 12:45 pm	Opening Ceremony
12:45 – 1:45 pm	Keynote: Cameron Mitchell, 1 CE (General)
1:45 – 2:15 pm	Annual Meeting of Association, Board Installation, Past President Introductions
2:15 – 2:30 pm	Refresh & Recharge Refreshment Break
2:30 – 3:30 pm	Keynote: Leili McMurrough, 1 CE (Laws & Rules)
3:30 – 6:00 pm	Exhibits* and Welcome Reception
3:30 – 6:00 pm	Portrait Studio
6:30 – 8:30 pm	YFD Social Event @ Pins Mechanical

WEDNESDAY, APRIL 26 *Maximum Daily CE You Can Earn = 5.5 CE*

6:30 am – 5:30 pm	Registration
7:00 – 8:00 am	Breakfast of Heroes
8:00 – 9:00 am	Learning Labs (concurrent sessions, choose one) 1 CE
9:15 – 10:15 am	Learning Labs (concurrent sessions, choose one) 1 CE
10:30 – 11:30 am	Learning Labs (concurrent sessions, choose one) 1 CE
11:30 am – 12:15 pm	Power-up Lunch
11:45 am – 1:15 pm	Student Portrait Studio & Job Fair
12:15 – 12:45 pm	National Update, .5 CE (General)
12:45 – 1:30 pm	Awards/Recognition
1:15 – 2:45 pm	Mortuary Student Forum
1:30 – 1:45 pm	Refresh & Recharge Refreshment Break
1:45 – 2:45 pm	Keynote: Jason Barger, 1 CE (General)
3:00 – 5:30 pm	Exhibits*
3:00 – 5:30 pm	Portrait Studio
5:30 – 7:00 pm	President's Reception

THURSDAY, APRIL 27 *Maximum Daily CE You Can Earn = 4 CE*

7:00 am – 12:00 pm	Registration
8:00 – 9:00 am	Learning Labs (concurrent sessions, choose one) 1 CE
9:00 – 11:00 am	Brunch for the Brave
9:15 – 10:15 am	Learning Labs (concurrent sessions, choose one) 1 CE
10:15 – 11:45 am	Exhibits*
10:15 – 11:45 am	Portrait Studio
11:45 am – 12:45 pm	Keynote: Jason Schechterle, 1 CE (General)
12:45 – 1:00 pm	Closing



BAM!



Attend all 3 days to
earn a maximum of
12.5 CE hours



POW!

*1 CE can be earned for visiting exhibits during Convention.

MONDAY, APRIL 24

PRE-CONVENTION SEMINARS

Start your convention experience by attending one of the educational programs: Insurance Seminar or Embalming Seminar
Please see registration form for fees and additional information.



Welcome to the 143rd OFDA Convention & Exhibition. If you think about it, that statement alone is impressive - 143 years! We want this convention to be the most impressive one so far; we want the entire experience to **BE EXTRAORDINARY!**

Make an effort to take one idea or best practice back to your company to help you and your staff create more healing experiences. Your officers and Convention Committee have worked hard to provide significant value to you as an attendee, sponsor, or exhibitor. Please let us know if there is anything we can do for you this week to provide a meaningful experience.

We are excited to be back at the Columbus Hilton at Easton to offer you a safe environment, free parking, and nearby retail, entertainment, and energy. On behalf of the Convention Committee, OFDA Executive Committee, and the OFDA staff, thank you for attending some or all of this week's events. I encourage you to engage deeply with our educational and social offerings to help your business

BE EXTRAORDINARY!

Michael S. Schoedinger
Michael S. Schoedinger, CFSP
President-Elect

INSURANCE CONTINUING EDUCATION

7:00 am - 12:00 pm MORNING INSURANCE SEMINAR

Understanding and Protecting Today's Ohio End-of-Life Planners

Kevin Gaffney, Pam Ulery, & Michael Kachenmeister,
Funeral Directors Life

5 hrs CEC (insurance license only)

12:00 - 12:30 pm POWER LUNCH

Lunch provided on-site for insurance seminar attendees, only

12:30 - 5:30 pm AFTERNOON INSURANCE SEMINAR

1. Stop Losing Customers: A 3-Part Framework to Easily Grow Your Market

John T. Feher, *Precoa*

2. Ethics in the Workplace

Kevin Gaffney, Pam Ulery, & Michael Kachenmeister,
Funeral Directors Life

5 hrs CEC includes 3 hrs of ethics (insurance license only)

EMBALMING SEMINAR

1:00 - 5:00 pm

Implantable Devices and Therapies: What You May Not Know

Sharon Gee-Mascarello, CFSP, MBIE & Jeffrey P. Bellefleur, BS, MS, MD

4 CE (General)

Tuesday 3:30 - 6:00 pm

Wednesday 3:00 - 5:30 pm

Thursday 10:15 - 11:45 am

EXHIBIT HOURS



TUESDAY, APRIL 25

LEARNING LABS

8:00 - 9:00 am

G Funeral Business Financing:
How to Avoid Costly Mistakes
Tim Bridgers

P Write, Trust, Profit. Repeat!
*Laura Dempsey, Chrissy Fichtner,
Scott Serafin, CSRIC™, Paul vonSchoeler*

P We Spent \$5,000,000 on Funeral
Home Ads-Here's What We Learned
Ryan Thogmartin

CE LEGEND

- P** Preneed
- G** General
- L** Laws & Rules
- E** Ethics

LEARNING LABS

9:15 - 10:15 am

G If Not Now, When? - The Truth
About Your Business Succession
Chris Cruger

G Beating Mental Bias
Greg Logue, BS, MBA, MA

**SERVICE OF REMEMBRANCE
AND RECEPTION**

10:30 - 11:45 am

MEGA-MUNCH LUNCH

11:45 am - 12:30 pm

Regent Ballroom

G 12:45 - 1:45 pm

KEYNOTE SPEAKER



*Yes is the Answer.
What is the Question?*

**CAMERON
MITCHELL**

Regent Ballroom

1:45 - 2:15 pm

ANNUAL MEETING

Past President Introductions
Board of Directors Installation

Lloyd E. Rankin
OFDA President



TUESDAY, APRIL 25

REFRESH & RECHARGE!

REFRESHMENT BREAK

2:15 - 2:30 pm



CE LEGEND



Preneed



General



Laws & Rules



Ethics

PROFESSIONAL PHOTO OPPORTUNITY

Visit the OFDA booth to have a new professional photo taken by Picture America. Photos will be available to download at full resolution.

Portrait Studio open daily during exhibit hours.

Regent Ballroom



2:30 - 3:30 pm

KEYNOTE SPEAKER



Evolving Funeral Service Education

**LEILI
MCMURROUGH!**

3:30 - 6:00 pm

EXHIBIT HOURS & WELCOME RECEPTION

Enjoy networking and complimentary hors d'oeuvres as you view exhibits



1 CE can be earned for viewing exhibits during the convention.

**YOUNG FUNERAL DIRECTORS
SOCIAL EVENT**



TUESDAY, APRIL 25

6:30 - 8:30 pm



Join us for a fun night at Pins Mechanical Co! Located in Easton's newest district, Pins has become the social destination for people seeking fun, laughter, and entertainment. Enjoy 30+ drafts, hand-crafted cocktails and/or mocktails while playing duckpin bowling, pinball and games!

Funeral Directors under 40 should RSVP to this event on the Registration Form.

WEDNESDAY, APRIL 26

**Breakfast of
Heroes**
7:00 - 8:00 am

LEARNING LABS

8:00 - 9:00 am

G 7 Steps to a Winning Cremation Marketing Strategy That Actually Works!

Ashley Montroy

G Emotional intelligence for Funeral Directors

Melanie Carr, Ph.D

9:15 - 10:15 am

G How to Deliver Exceptional Customer Service & See How it Impacts Value

Jake Johnson

E Pediatric Funeral Care

Amanda Marie Ellis King, CFSP

G Putting the "Extra" in Extraordinary!

Deborah Thomas-Nininger

10:30 - 11:30 am

G Grief Therapy Dogs, A Benefit to your Client Families

Amie L. Burr & Gary M. Burr, CFSP

L Climbing the VA Tower

Donald B. Ferfolia Jr., J.D., CFSP

G Fabulous Food For Funerals; Catering the Funeral Experience

Justin Zabor, CFSP

CE LEGEND

- P** Preneed
- G** General
- L** Laws & Rules
- E** Ethics

POWER-UP LUNCH

11:30 am - 12:15 pm

Regent Ballroom

12:15 - 12:45 pm

G NATIONAL UPDATE

NFDA Treasurer, Christopher P. Robinson, CFSP, CCO

ICCFA President-Elect, Robbie Pape

CANA Executive Director, Barbara Kemmis, CAE

Regent Ballroom

12:45 - 1:30 pm

AWARDS/RECOGNITION

Recognition of OFDA Committee Members

Young Funeral Directors Distinguished Service Award

25-Year and 50-Year Recipients

50-YEAR RECIPIENTS

William D. Babitt, North Royalton

Robert N. Bell, Bellaire

Bernard P. Borowski, Newton Falls

Patrick E. Carlson, Brunswick

M. Craig Dixon, Waverly

Robert L. Forward, Shaker Heights

E. Lynn Hartman, Columbus Grove

Daryl L. Ingram, Marysville

Robert Jackson, Jackson

Joel F. Jerome, Westfield Center

M. Walter Jordan, Albany

John F. Kuhn, Bedford

Michael Mallchok, Parma

Robert D. Mihovk, Cincinnati

William A. Monreal, Eastlake

Bruce A. Neely, Ada

Nevin C. Nussbaum, Orrville

Boyd E. Oliver, Ashville

Charlene Paquelet, Massillon

Mark U. Reichlin, Elyria

James A. Sarver, West Milton

Wayne L. Smith, Urbana

John William Terwood, Avon

Darrell L. Waite, Brunswick

Thomas F. Wappner, Mansfield

Lynn C. Zechman, Springfield

WEDNESDAY, APRIL 26

**STUDENT PHOTO BOOTH
&
JOB FAIR**

11:45 am - 1:15 pm



*Emerging
Leaders*

**MORTUARY
STUDENT FORUM**

1:15 - 2:45 pm

**DEBORAH
THOMAS-NINGER**

CE LEGEND



Preneed



General



Laws & Rules



Ethics

Regent Ballroom



1:45 - 2:45 pm

KEYNOTE SPEAKER



*Breathing
Oxygen*

JASON BARGER!

REFRESH & RECHARGE!

REFRESHMENT BREAK

1:30 - 1:45 pm

SNAP!

**PROFESSIONAL PHOTO
OPPORTUNITY**

Visit the OFDA booth to have a new professional photo taken by Picture America. Photos will be available to download at full resolution.

Portrait Studio open daily during exhibit hours.

3:00 - 5:30 pm
EXHIBIT HOURS



1 CE can be earned for viewing exhibits during the convention.

PRESIDENT'S RECEPTION

Regent Ballroom

5:30 - 7:00 pm

Enjoy live music, appetizers and a cold drink while reuniting with colleagues!



THURSDAY, APRIL 27

CE LEGEND

-  Preneed
-  General
-  Laws & Rules
-  Ethics

LEARNING LABS

8:00 - 9:00 am

 **The Right of Disposition Referee**
David Ingram, Esq.

 **Aftercare: Strengthen Your Families and Your Business**
Nancy Weil

9:15 - 10:15 am

 **Reach More Families: How to Turn the Tide Against Direct Disposition**
Tyler Anderson

 **Cremation is _____: Understanding cremation motivations**
Barbara Kemmis, CAE



9:00 - 11:00 am

BRUNCH FOR THE BRAVE

Easton & Regent Foyers

10:15 - 11:45 am
EXHIBIT HOURS

 1 CE can be earned for viewing exhibits during the convention.

Regent Ballroom
11:45 am - 12:45 pm

 **KEYNOTE SPEAKER**



JASON SCHECHTERLE

Burning Shield - The Jason Schechterle Story

12:45 - 1:00 pm
CLOSING REMARKS

STAY TO FIND OUT IF YOU ARE THE WINNER OF THE TRIP FOR TWO TO DOMINICAN REPUBLIC!

JANUARY 29 - FEBRUARY 3, 2024

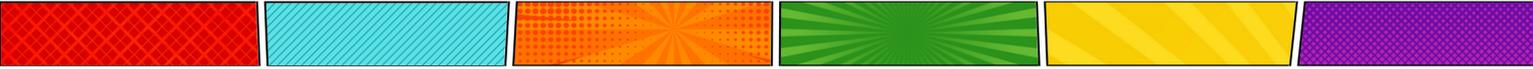
Early-bird registrations will receive an automatic entry. Stop by the American Coach and OFDA booth for additional entries.

Sponsored by American Coach Sales and the OFDA Master Trust. Winner need not be present to win. Non-transferable.


Ohio Funeral Directors Association

\$5,698 Value





INFORMATION YOU SHOULD KNOW



REGISTRATION

OFDA is offering single-day or package registrations. Registration (Tuesday, April 25, Wednesday, April 26 and Thursday, April 27) includes breakfast, lunch, breaks, social functions, speakers, and exhibits outlined on each day. Pre-convention seminars on Monday, April 24, are a separate fee.

PRE-REGISTRATIONS

Early Bird pricing is available through March 31. Registrations can be completed online at ofdaonline.org; mail to OFDA 2501 North Star Road, Columbus, OH 43221; fax to (614) 486-5358 or email to info@ofdaonline.org. Registrations must include payment.

Complimentary registration is provided to: Children under 18, 50-Year Award Recipients (plus one non-licensed guest, Wednesday only), and top three YFD Award nominees (Wednesday only). Individuals who have been licensed for over 50 years receive a 50 percent discount on their registration. Discounts for multiple registrations from the same funeral home are offered.

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

CANCELLATIONS/REFUNDS

All registration cancellations and refund requests must be made in writing by April 21, 2023. A refund of the full conference fee paid, minus a \$25 administrative fee, will be given for cancellations received by that date. No refunds will be granted for requests received after April 21, 2023. Submit all cancellation requests via email using the subject line OFDA Registration Cancellation to info@ofdaonline.org. OFDA regrets that refunds will not be given for no-shows. Badge sharing or utilization of prior year(s) badge is strictly prohibited.

If you have any questions and/or concerns regarding any of the above-mentioned policies, please contact OFDA via email at info@ofdaonline.org.

HILTON

Hilton Columbus at Easton is the OFDA convention headquarters. First class accommodations are available at the AAA 4-Diamond Hotel that offers many extras including Herb n' Kitchen, swimming pool, expanded fitness center, technology for the business traveler, and the Easton Social (lobby bar). Enhance your stay by experiencing all Easton Town Center has to offer—shopping, dining, entertainment!

Make your reservations by calling the Hilton at (614) 414-5000 and mention discount code "OFDA" or go to ofdaonline.org for the Hilton link to receive the \$196+ tax group rate. To receive the OFDA group rate, reservations must be made prior to April 1, 2023 by 5:00 pm.

If you need to cancel your hotel reservation at the Hilton, please call Amy Baucher at the OFDA office so we can fill the room with someone on the waiting list.

CE SCANNING

Attendance to sessions will be tracked as you exit with a scanning device. Data will be stored online, allowing you to easily access and document your convention CEs. Each attendee will have a unique code linked to their OFDA profile.

THANK YOU TO OUR SPONSORS!



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DIRECTORS
LIFE**



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UBS

Sponsors as of March 8, 2023

...for supporting funeral service and keeping member registration fees as low as possible.

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ASD

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SEE THE PROCESS. TRUST THE DIFFERENCE.
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NATIONAL FUNERAL DIRECTORS ASSOCIATION

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Global Atlantic Financial Group | Inman Shipping
Legacy.com | Mortuary Lift Company, Inc. | OneRoom

Sponsors as of March 8, 2023

Experience the EXTRAORDINARY



WIN A TRIP FOR TWO

OFDA Annual Education Conference
Early-bird registrants will receive an
automatic entry to win a Trip for Two to
DOMINICAN REPUBLIC!

Casa de Campo Resorts & Villas
January 29 - February 3, 2024

\$6,200
Value



OMG!

AMAZING!

Thank You to Our Trip for Two Sponsors:



Stop by the American Coach and OFDA booth for additional entries.
Winner need not be present to win. Non-transferable.

143RD OFDA CONVENTION & EXHIBITION REGISTRATION FORM

APRIL 25-27, 2023, HILTON COLUMBUS AT EASTON

BE EXTRAORDINARY!

FUNERAL HOME NAME: _____ PHONE: _____

ADDRESS: _____

REGISTRANT #1: _____ LICENSE #: _____ EMAIL: _____

THIS IS MY FIRST OFDA CONVENTION OPT-OUT FROM VENDOR EMAILS PLEASE CHECK IF ANY DIETARY RESTRICTIONS

Unique email required for confirmation, badge printing and event app

REGISTRANT #2: _____ LICENSE #: _____ EMAIL: _____

THIS IS MY FIRST OFDA CONVENTION OPT-OUT FROM VENDOR EMAILS PLEASE CHECK IF ANY DIETARY RESTRICTIONS

Unique email required for confirmation, badge printing and event app

REGISTRANT #3: _____ LICENSE #: _____ EMAIL: _____

THIS IS MY FIRST OFDA CONVENTION OPT-OUT FROM VENDOR EMAILS PLEASE CHECK IF ANY DIETARY RESTRICTIONS

Unique email required for confirmation, badge printing and event app

If a registrant has a disability and requires special accessibility accommodations please list them here or contact OFDA: _____

3-DAY CONVENTION REGISTRATION FEE*		1ST REGISTRANT	2ND REGISTRANT	3RD REGISTRANT
OFDA Member Fee	On or Before March 31	\$245	\$195	\$195
	After March 31	\$295	\$245	\$245
Non-Member Fee	On or Before March 31	\$345	\$295	\$295
	After March 31	\$395	\$345	\$345
TOTAL FOR YOUR SELECTION		\$	\$	\$

*Includes breakfasts, lunches, breaks, receptions & exhibits. A \$600 VALUE!

SINGLE DAY CONVENTION REGISTRATION FEE*		1ST REGISTRANT	2ND REGISTRANT	3RD REGISTRANT
OFDA Member Fee	On or Before March 31	\$110	\$85	\$85
	After March 31	\$135	\$110	\$110
Non-Member Fee	On or Before March 31	\$210	\$185	\$185
	After March 31	\$235	\$210	\$210
TOTAL FOR YOUR SELECTION		\$	\$	\$

*Fee includes breakfasts, lunches, breaks, reception, speakers & exhibits on the specified day.

Tuesday Wednesday Thursday

INSURANCE CONTINUING EDUCATION, MONDAY, APRIL 24	FULL DAY SEMINAR	MORNING SESSION ONLY	AFTERNOON SESSION ONLY
OFDA Member	\$150	\$75	\$75
Non-Member Fee	\$250	\$125	\$125
TOTAL FOR YOUR SELECTION	\$	\$	\$

National Producer Number

EMBALMING SEMINAR, MONDAY, APRIL 24			
OFDA Member	\$115	\$115	\$115
Non-Member Fee	\$190	\$190	\$190
TOTAL FOR YOUR SELECTION	\$	\$	\$

Young Funeral Directors Social Event, Tuesday, April 25 (for funeral directors under 40)			
Event complimentary—please check if attending			

TOTAL FOR SELECTIONS	\$	\$	\$	GRAND TOTAL	\$
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Check enclosed made payable to Ohio Funeral Directors Association

CREDIT CARD NUMBER _____ EXP. DATE: _____ CVV#: _____

Name on Card: _____ Signature: _____

BILLING ADDRESS (if different than above): _____

EMAIL FOR RECEIPT: _____

By registering for this event, you consent that photos and videos of you at the event may be published in print, online or in online photo albums; on photo/video-sharing sites such as YouTube; on social media sites such as Facebook, Twitter, Instagram, LinkedIn and Google+; and in other web-based media at the sole discretion of OFDA.

Please duplicate form for additional registrants.

Complimentary registration is provided to: Children under 18, 50-Year Award Recipients (plus one non-licensed guest, Wednesday only), and top three YFD Award nominees (Wednesday only). Individuals who have been licensed for over 50 years will receive a 50 percent discount on their registration. Attendees registering for a complimentary registration must contact OFDA for registration code.

To take advantage of Early Bird discount, pre-registration must be received or postmarked by **Monday, March 31**.

Completed registration form and applicable payment can be returned to: OFDA, 2501 North Star Rd., Columbus, OH 43221; by email (info@ofdaonline.org) or by fax (614) 486-5358.

Registration is available at ofdaonline.org through April 16. On-site registration available.

CANCELLATIONS/REFUNDS

All registration cancellations and refund requests must be made via email by April 21, 2023. A refund of the full conference fee paid, minus a \$25 administrative fee, will be given for cancellations received on or before April 21, 2023. Cancellation requests received after April 21, 2023, and no-shows will not receive a refund. Submit all cancellation requests via email using the subject line "OFDA Registration Cancellation" to info@ofdaonline.org. Badge sharing or utilization of prior year(s) badge is strictly prohibited.

Full details at ofdaonline.org.

2023 EXTRAORDINARY EXHIBITORS

@need Marketing

American Coach Sales

American Crematory Equipment Co

ASCO

ASD

Astral Industries

Atlantic Coast Life

B&L Cremation Systems Inc

Batesville

Behalt Casket Company LLC

C&J Financial

Cincinnati College of Mortuary Science

Cincinnati Equitable Life Insurance Co.

Clark Grave Vault

Commemorative Rosaries

Community Tissue Services/ Lions Eye Bank West Central Ohio

Core Scientific

Cremation Recycling, a division of Mid-States Recycling

Cremation Systems

Custom Air Trays

DISRUPT Media

Dodge

Donate Life Ohio

Doric Vault Dealers of Ohio

eFuneral Partner

Eternity's Touch

Express Funeral Funding

Federated Insurance

Frigid Fluid Company

FT the Americas (Facultatieve Technologies)

Funeral Directors Life

Funeral Home Gifts

funeralOne LLC

Funeral Service Foundation/NFDA

Garfield Refining

Golden Considerations

Great Western Insurance Company

H.S. Eckels and Company (Eckels)

HEMA/Dental Care Plus

Homesteaders Life Company

ICCFA - International Cemetery, Cremation & Funeral Association

Infinityurns LLC

Inman Shipping

LCBA

Legacy Touch

Legacy.com

Live Oak Bank

Matthews Aurora Funeral Solutions

Messenger

Mid-America College

More Than A Memorial

MorTrack

Mortuary Lift Company, Inc.

Muster Coaches

National Mortuary Shipping and Cremation

Newcomer Funeral Service Group

Oberers Flowers

Ohio Department of Health, Bureau of Vital Statistics

Ohio Embalmers Association

OneRoom

Paragon Casket Inc.

Passare

Pathway Pre-Need by Pekin Insurance

Physicians Mutual

Pierce Companies

Pittsburgh Institute of Mortuary Science

Precious Memories

PMRS

Precoa

Red Letter

Ring Ring Marketing

Riviera Tailors Ltd

Roberts & Downey Chapel Equipment, Inc.

Sedgwick

Service Corporation International

Shiva Shade

Snyder Funeral Homes

Starmark Local LLC

State of Ohio Board of Embalmers and Funeral Directors

Superior Casket Co.

The Bancorp

The Champion Company

The Foresight Companies

The NewBridge Group, Inc.

Thumbies

Timberwind Tree Farm

Tribute Technology

Tukios

Unity Financial Life

Wayne State University Mortuary Science Program

Wilbert Vaults of Ohio

Zane Casket Company

