

summer **WEBINAR** series



June 29
9-10:00 am EST

*Every Life is Worth
Remembering - What
Celebrants Can
Do For You*

Glenda Stansbury, MA, CFSP
Marketing & Development Director, InSight Books,
Dean, InSight Institute

This one-hour discussion will reiterate what we all know: funerals and a personalized ceremony are important to the families you serve.

Learn what a *Celebrant* can do for your bottom line. Supportive statistics on changing demographics will be revealed, and sample ceremonies discussed.

1 CE



July 18
4-6:00 pm EST

*Today's Changing
Funeral Consumer*

Todd Carlson, Executive VP,
and Chief Sales Officer,
Funeral Directors Life & Passare, Inc.

Don't miss this two-hour detailed discussion on the changing consumer in funeral service.

Dissect the seven different types of consumer segments, hone your communication techniques to create clarity and focus for your families, and embrace technology as the norm.

2 CE*, Preneed



August 2
9-10:00 am EST

*Emotional Intelligence
for Funeral Directors*

Melanie Carr, Ph. D.
Director of Sales Development
Funeral Directors Life

The funeral industry is stressful, and this may account for why so many leave the profession within the first five years. We need to find ways to help individuals in this profession cope with their stress. Listen to the research and important findings...this one-hour course could possibly improve your emotional intelligence.

1 CE*



August 14
4-5:00 pm EST

*The Right of Disposition
Referee*

David Ingram, Esq.
OFDA General Counsel
The Ingram Firm

Participants will examine Ohio's right of disposition regulations, one of the most complex and confusing areas of funeral service, with a high risk liability. Disposition scenarios will be reviewed, along with key forms available to OFDA members.

1 CE*, Laws & Rules



**CE pending approval from the State of Ohio Board of Embalmers & Funeral Directors*

Register at
ofdaonline.org

WATCH from anywhere