

146TH OFDA CONVENTION & EXHIBITION



APRIL 28 - 30, 2026
HILTON COLUMBUS AT EASTON

SCHEDULE AT-A-GLANCE

MONDAY, APRIL 27

7:00 AM – 5:30 PM Insurance Continuing Education (two five-hour courses)
10:00 AM – 5:00 PM Master's Training Seminar

TUESDAY, APRIL 28

Potential Daily CE You Can Earn = 5 CE

7:00 AM – 6:30 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
10:45 – 11:30 AM Opening Ceremony
Annual Meeting
Board Installation
Past President Introductions
11:45 AM – 12:30 PM Mid-Day Lunch Arrangement
12:30 – 1:15 PM Awards & Recognition
1:15 – 1:30 PM Buckeye Beverage Break
1:30 – 2:30 PM Keynote: Judson Laipply, M.Ed., CSP, 1 CE (General)
2:30 – 2:45 PM Buckeye Beverage Break
2:45 – 3:45 PM Keynote: Rob Yanok, 1 CE (General)
4:00 – 6:30 PM Exhibits* & Exhibitor Reception
4:00 – 6:30 PM Portrait Studio
7:00 – 9:00 PM YFD Social Event @ PBR Cowboy Bar + Smokehouse

WEDNESDAY, APRIL 29

Potential Daily CE You Can Earn = 5.5 CE

7:00 AM – 5:30 PM Registration
7:00 – 8:00 AM Collaborate & Caffeinate Breakfast
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 – 11:15 AM Service of Remembrance
11:15 – 11:30 AM Buckeye Beverage Break
11:00 – 11:45 AM Mortuary Student Lunch
11:30 AM – 12:15 PM Lunch in the Heart of it All!
11:45 AM – 1:15 PM OFDA Job Fair/Mortuary Student Portrait Studio
12:15 – 1:45 PM National Update & Keynote: Avi Olitzky, 1.5 CE (General)
1:00 – 1:15 PM Buckeye Beverage Break
1:15 – 2:45 PM Mortuary Student Forum
1:45–2:00 PM Buckeye Beverage Break
2:00 – 3:00 PM Keynote: Nick Williamson, 1 CE (General)
3:00 – 5:30 PM Exhibits* & Attendee Snack Break
3:00 – 5:30 PM Portrait Studio
4:30 – 5:30 PM YFD Social
5:30 – 7:00 PM President's Reception
7:00 – 9:00 PM CCMS Alumni & Friends Reception



THURSDAY, APRIL 30

Potential Daily CE You Can Earn = 5 CE

7:00 AM – 12:45 PM Registration
7:00 – 8:00 AM YFD Coffee: The Early Arrangement
8:00 – 9:00 AM Learning Labs (concurrent sessions, choose one) 1 CE
9:00 – 11:00 AM Better Together Brunch
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 – 1:45 PM Keynote: Leili McMurrough, J.D., 2 CEs (1 Ethics, 1 Laws & Rules)
1:45 – 2:00 PM Closing Remarks

MONDAY

PRE-CONVENTION SEMINARS

Start your convention experience by attending one of our educational programs: Insurance Seminar or Master's Training Seminar.

Please see registration form for fees and additional information.

INSURANCE CONTINUING EDUCATION

Morning Insurance Seminar
7:00 AM – 12:00 PM

Ethical and Responsible Use of Technology in Digital Life and End-of-Life Insurance Planning

Kyle Brubaker, Mike Kachenmeister & Pam Ulery
Funeral Directors Life

Insurance license ONLY: 5 CE Ethics

Afternoon Insurance Seminar
12:30 – 5:30 PM

Insurance Industry Products & Producers

Thomas Holland, Ph.D., CPC
Humana Preneed Solutions

Insurance license ONLY: 5 CE

MASTER'S TRAINING SEMINAR

10:00 AM – 5:00 PM

6 CE: 1 Ethics, 1 Preneed Ethics Principles, 2 Laws & Rules, 2 General

A State of Collaboration celebrates what unites us as funeral professionals — our shared commitment to compassion, service, and community. This theme encourages a shift away from the mindset of competition, focusing instead on cooperation, connection, and mutual support. By working together as colleagues and partners, we strengthen the profession as a whole and enhance the care we provide to the families we serve. When we **collaborate**, we elevate not only our individual practices but the collective impact of funeral service in every community.



Tracy L. McAdams
President-Elect



EXHIBIT HOURS

TUESDAY
4:00 – 6:30 PM



WEDNESDAY
3:00 – 5:30 PM



THURSDAY
10:15 – 11:45 AM



TUESDAY

7:00 AM - 6:30 PM
REGISTRATION

CE LEGEND



ETHICS



LAWS &
RULES



GENERAL



PRENEED
ETHICS
PRINCIPLES

LEARNING LABS

8:00 - 9:00 AM



Ethics in Cremation: A Colorado Case Study

Faith Haug, MBA
Arapahoe Community College
Mortuary Science Program



Life Beyond the Obituary: Storytelling That Builds Trust

Diane Hurd
Inspire PR Group



Difficult Conversations

Dr. Jennifer Lares, CFSP
Mulling Mortician

10:45 - 11:30 AM

CONVENTION KICK OFF

Opening Ceremony
Annual Meeting
Board of Directors Installation
Past President Introductions
Charles L. Wilson, President



11:45 AM - 12:30 PM

MID-DAY LUNCH ARRANGEMENT



9:15 - 10:15 AM



Succession Is Not Just a TV Show — It's Preserving Your Legacy

Chris Cruger
Foresight



Assessment and Restoration of Treatments of Gunshot Wounds

Dominick Astorino
Worsham College of Mortuary Science
Wayne State University Dept. of Mortuary



Bridging the Gap: What Funeral Directors Believe vs. What Cremation Families Do

Barbara Kemmis, CAE
Cremation Association of North America (CANA)



The Best Marketing Tactic Everyone Knows and No One Uses

Michael Anderson
@needMarketing

12:30 - 1:15 PM



AWARDS & RECOGNITION

Recognition of OFDA Committee Members
25-Year and 50-Year Licensee Recipients
YFD Distinguished Service Award

50-YEAR RECIPIENTS

James Bishop, Newark
Elizabeth Brown, Cincinnati
Mark Brown, Painesville
Robert Cisco, Celina
James Craciun, Cleveland
James Jay Cremeens, Gallipolis
Kenneth Davis, Fort Myers, FL
Mark Ely, Dayton
Jerald Fiutem, Bridgeport
Richard Geib, New Philadelphia
Randy Gilbert, Marion
Jay Goldfarb, Cleveland Heights
Dale E. Good, Parma

Robert Golubski, Cleveland
Kathy Hanneman, Bowling Green
John Herzig, Dover
Steven Hillard, Montpelier
William Jakubs, Cleveland
Keith Jenkins, Westlake
Brian Martin Kelly, Lyndhurst
David Lindloff, Eaton
Donald M. Lopresti, Highland Heights
Donald Martens, Litchfield
Michael McCurdy, Beverly
Deborah McPeek, Granville
Thomas Miller, Whitehouse

Kevin Nelson, New Albany
Terry Palmer, Chillicothe
Douglas Parramore, Miamisburg
Nicholas Previte, Highland Heights
Thomas Rhoades, Pickerington
Trent Snyder, Mount Gilead
Steven Walton, Sycamore
William Wappner, Mansfield
William White, South Euclid
Pamela Williams-Briggs, Mansfield
Michael Yannucci, Piqua
Lynn Yockey, Cincinnati

TUESDAY

CE LEGEND



ETHICS



LAWS & RULES



GENERAL



PRENEED ETHICS PRINCIPLES



1:15 - 1:30 PM
BUCKEYE BEVERAGE BREAK
Refreshment Break

2:45 - 3:45 PM
KEYNOTE SPEAKER

1:30 - 2:30 PM
KEYNOTE SPEAKER



JUDSON LAIPPLY, M.ED., CSP

Lead Your Evolution
Evolution of Dance, LLC



ROB YANOK

Working Together Without
Falling Apart
Author, Speaker and Advance Planner



4:00 - 6:30 PM
EXHIBIT HOURS & EXHIBITOR RECEPTION

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



PORTRAIT STUDIO

Stop by the OFDA Booth and update your professional portrait! Photos will be available to download at full resolution through Picture America.

1 CE can be earned for viewing exhibits during Convention.



2:30 - 2:45 PM
BUCKEYE BEVERAGE BREAK
Refreshment Break

7:00 - 9:00 PM

YOUNG FUNERAL DIRECTORS SOCIAL EVENT
PBR COWBOY BAR + SMOKEHOUSE



Funeral directors aged 40 and under are invited to a laid-back night of networking, laughs, and good times at PBR Cowboy Bar + Smokehouse. Enjoy great food, drinks, and a lively atmosphere as you connect with fellow young professionals from across the state. Register for this event on the Registration Form.



SPONSORED BY:



WEDNESDAY

CE LEGEND



ETHICS



LAWS & RULES



GENERAL



PRENEED ETHICS PRINCIPLES

7:00 AM - 6:30 PM
REGISTRATION

LEARNING LABS

8:00 - 9:00 AM



Legacy's Last Breath

Riley Facer
Domani Preneed, Elevia and AshesBloom
Amanda Loveland
AshesBloom



Navigating the Medicaid Upside Down: Converting Countable Assets into Exempt Funeral Funds

Donald Ferfolia, Jr., J.D., CFSP
Ferfolia Funeral Home
David Ingram, Esq.
OFDA General Counsel, The Ingram Firm



Leaders Are Learners

Tyler O'Brien, Ed.D., M.A., CCSP, CFSP
Sujkowski Funeral Home Northpointe
Kenn Peterson, MS, MBA
National Guardian Life Insurance Company (NGL)

10:30 - 11:15 AM

SERVICE OF REMEMBRANCE



7:00 - 8:00 AM
COLLABORATE & CAFFEINATE BREAKFAST



9:15 - 10:15 AM



The Relevance of Restorative Art

Dominick Astorino
Worsham College of Mortuary Science
Wayne State University Dept. of Mortuary



Open Doors for Little Hearts; Making Your Funeral Home Welcoming of Children

Marc Markell, Ph.D., CT
Worsham College of Mortuary Science
Edgewood College



Being Creative with Funerals

Lanae Strovers
National Funeral Directors Association (NFDA)

11:30 AM - 12:15 PM

LUNCH IN THE HEART OF IT ALL!



MORTUARY STUDENT DAY

11:00 AM

COMPLIMENTARY LUNCH

11:45 AM - 1:15 PM

OFDA JOB FAIR & STUDENT PORTRAIT STUDIO

1:15 - 2:45 PM

MORTUARY STUDENT FORUM

YFD PRESENTER PANEL

Jenn Schlosser - Moderator

Panelists: Kyle Bailey, Kyle Brubaker, Bailey Byrd,
Alexys Gribble-Manning, Elizabeth Mencke
Tyler O'Brien, Ed.D., CCSP, CFSP



WEDNESDAY

2:00 - 3:00 PM
KEYNOTE SPEAKER

12:15 - 1:45 PM

NATIONAL UPDATE
NFDA & ICCFA



KEYNOTE SPEAKER



NICK WILLIAMSON

Excellence Without
Compromise: Empathy,
Leadership, and Service
Standards in Funeral Care
Carriage Services



AVI OLITZKY

The Collaboration
Imperative: Strengthening
the Profession from Within
Olitzky Consulting Group



3:00 - 5:30 PM

EXHIBIT HOURS & PORTRAIT STUDIO



Stop by the OFDA Booth and update your
professional portrait! Photos will be
available to download at full resolution
through Picture America.

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1:45 - 2:00 PM

BUCKEYE BEVERAGE BREAK
Refreshment Break



7:00 - 9:00 PM

**CCMS ALUMNI &
FRIENDS RECEPTION**

5:30 - 7:00 PM
PRESIDENT'S RECEPTION

SURF'S UP OHIO!

Catch the wave at the OFDA President's Reception, honoring President-Elect, Tracy McAdams! Join colleagues and friends for an evening of connection and celebration featuring this year's theme, **"Surf's Up Ohio!"** Inspired by the unifying symbolism of water, the reception will take attendees on a journey from Ohio's storied rivers and lakes to the crystal-clear ocean waters of the OFDA Midwinter Conference in Hawaii.

Licensed attendees will be automatically entered to win a Trip for Two to the 2027 OFDA Midwinter Conference.



TRACY MCADAMS
PRESIDENT-ELECT

THURSDAY

7:00 AM - 12:45 PM
REGISTRATION

CE LEGEND



ETHICS



LAWS &
RULES



GENERAL



PRENEED
ETHICS
PRINCIPLES

LEARNING LABS

8:00 - 9:00 AM



Seeing Is Healing: The Neuroscience of Grief, the Data on Viewing, and the Role of Embalming

Damon de la Cruz, Ph.D.
Frigid Fluid Company



When Things Go Sideways: The Complaint, the Response, and the Board's Investigation

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



From Pre-Need to Aftercare: Redefining Consumer Experience in Funeral Service

Cole Waybright
Homesteaders Life Company

9:15 - 10:15 AM



Building Trust Before They Walk Through the Door

Bill Johnston
Post and Boost, Inc.



Beyond Words - What Funeral Directors Say Without Saying a Thing

Kelly Manion
Homesteaders Life Company



Creating Space for the Silent Grievors

Shana Sadoski, LISW, MSW, MPH
Walker Funeral Homes

9:00 - 11:00 AM

BETTER TOGETHER BRUNCH



10:15 - 11:45 AM

EXHIBIT HOURS &
PORTRAIT STUDIO



Stop by the OFDA Booth and update your professional portrait! Photos will be available to download at full resolution through Picture America.

1 CE can be earned for viewing exhibits during Convention.

1:45 - 2:00 PM

CLOSING REMARKS



11:45 AM - 1:45 PM
KEYNOTE SPEAKER



LEILI MCMURROUGH, J.D.

Right Fit, Right Start: Lawful,
Ethical Interviewing & Onboarding
Worsham College of Mortuary Science



INFORMATION

REGISTRATION

OFDA is offering single-day or package registrations. Registration (Tuesday, April 28, Wednesday, April 29 and Thursday, April 30) includes breakfast, lunch, breaks, President's Reception, speakers, and exhibits outlined on each day. Pre-convention sessions on Monday, April 27 are a separate fee.

PRE-REGISTRATIONS

Early Bird pricing is available through March 31. Registrations can be completed online at ofdaonline.org/convention or mail your registration with payment to OFDA: 2501 North Star Rd., Columbus, OH 43221. Registrations must be postmarked by March 31.

COMPLIMENTARY REGISTRATIONS

Attendees registering for a complimentary or discounted registration must contact OFDA. Those that qualify are:

- Children under 18 (*no code required*)
- 50 Year Award Recipients plus one guest (*Tuesday only*)
- Top three YFD Award nominees (*Tuesday only*)

Individuals who have been licensed for over 50 years will receive a 50% discount on their registration (*no code required*).

CANCELLATIONS/REFUNDS

All registration cancellations and refund requests must be made in writing by April 26, 2026. Cancellations received by this date will receive a full refund of the Convention registration fee, less a \$25 administrative fee. No refunds will be granted for requests received after April 26, 2026. Submit all cancellation requests via email using the subject line "OFDA Registration Cancellation" to info@ofdaonline.org. 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 Social Lobby Bar. Enhance your stay by experiencing all Easton has to offer – shopping, dining, entertainment!

Make your reservations by calling the Hilton at (614) 414-5000 and mention discount code "96X" to receive the \$202+ tax group rate. To receive the OFDA group rate, reservations must be made by 5:00 PM on March 30, 2026. OFDA Group Rate is contingent hotel room availability at the time of booking.

If you need to cancel your hotel reservation at the Hilton, please call Amy Baucher at the OFDA office prior to canceling so OFDA can accommodate someone on the waiting list.

CE SCANNING

Each attendee will be assigned a unique badge code associated with their OFDA profile. Attendance to educational sessions will be tracked with a scanning device as you exit each session. Data will be stored online, allowing you to easily access and document your convention CEs. Certificates of Completion will be sent to the email address listed in the OFDA database by May 15, 2026. Any discrepancies in CE must be reported to OFDA via email to amyb@ofdaonline.org (subject line: Convention CE) by August 1, 2026. *CE corrections will not be considered or processed after this deadline.*

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, Instagram and LinkedIn; and in other web-based media at the sole discretion of OFDA.

THANK
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PRECOA



CINCINNATI EQUITABLE LIFE
INSURANCE COMPANY
Our Family Serving Your Family



NGL



Wealth
Management
The 770 Group



Investing In Our Partners' Success



THE MESSENGER CO.



Messenger | EXPRESS | Thumbies | CemSites | JUST DIGITAL



NATIONAL MORTUARY SHIPPING & CREMATION

Caring for every need, every day.



RBC Trust Delaware



Service Corporation International



SCU SERVICES



FUNERAL DIRECTORS LIFE



KARPUS, SCOTT & COMPANY, P.C.



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G. BURNS

LEGACY.COM

ONEROOM

3rd Annual Ohio Funeral Education Foundation Golf Outing

JUNE 15

NorthStar Golf Club, Sunbury
11 AM Shotgun Start



SCAN TO REGISTER:
\$150 PER GOLFER
\$600 PER FOURSOME



The Ohio Funeral
Education Foundation
is a 501 (c)(3) entity
which means donations
may be tax deductible!



OHIO'S FUNERAL PROFESSION
COLLABORATING FOR THE FUTURE!

146TH OFDA CONVENTION & EXHIBITION REGISTRATION FORM

APRIL 28—APRIL 30, 2026, HILTON COLUMBUS AT EASTON



REGISTER ONLINE

OFDAONLINE.ORG/CONVENTION

FUNERAL HOME NAME: _____ PHONE: _____

ADDRESS: _____

REGISTRANT #1: _____ CELL #: _____

PLEASE LIST ANY DIETARY RESTRICTIONS _____ OPT-OUT FROM VENDOR EMAILS

REGISTRANT #2: _____ CELL #: _____

PLEASE LIST ANY DIETARY RESTRICTIONS _____ OPT-OUT FROM VENDOR EMAILS

REGISTRANT #3: _____ CELL #: _____

PLEASE LIST ANY DIETARY RESTRICTIONS _____ OPT-OUT FROM VENDOR EMAILS

REGISTRANT #4: _____ CELL #: _____

PLEASE LIST ANY DIETARY RESTRICTIONS _____ OPT-OUT FROM VENDOR EMAILS

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

INSURANCE CONTINUING EDUCATION MONDAY, APRIL 27		1ST REGISTRANT	2ND REGISTRANT	3RD REGISTRANT	4TH REGISTRANT
OFDA Member: FULL DAY \$150	AM or PM: \$75 (CIRCLE CHOICE)	\$150/\$75 AM or PM			
Non-Member Fee: FULL DAY \$250	AM or PM ONLY: \$125	\$250/\$125 AM or PM			
TOTAL FOR YOUR SELECTION		\$	\$	\$	\$
National Producer Number					
MASTER'S TRAINING SEMINAR MONDAY, APRIL 27		1ST REGISTRANT	2ND REGISTRANT	3RD REGISTRANT	4TH REGISTRANT
OFDA Member		\$175	\$175	\$175	\$175
Non-Member Fee		\$350	\$350	\$350	\$350
TOTAL FOR YOUR SELECTION		\$	\$	\$	\$
3-DAY CONVENTION REGISTRATION FEE*		1ST REGISTRANT	2ND REGISTRANT	3RD REGISTRANT	4TH REGISTRANT
OFDA Member Fee	On or Before March 31	\$250	\$250	\$250	\$250
	After March 31	\$300	\$300	\$300	\$300
Non-Member Fee	On or Before March 31	\$350	\$350	\$350	\$350
	After March 31	\$400	\$400	\$400	\$400
TOTAL FOR YOUR SELECTION		\$	\$	\$	\$
SINGLE DAY CONVENTION REGISTRATION FEE*		1ST REGISTRANT	2ND REGISTRANT	3RD REGISTRANT	4TH REGISTRANT
OFDA Member Fee	On or Before March 31	\$110 per day	\$110 per day	\$110 per day	\$110 per day
	After March 31	\$135 per day	\$135 per day	\$135 per day	\$135 per day
Non-Member Fee	On or Before March 31	\$210 per day	\$210 per day	\$210 per day	\$210 per day
	After March 31	\$235 per day	\$235 per day	\$235 per day	\$235 per day
TOTAL FOR YOUR SELECTION		\$	\$	\$	\$
Please check the single day(s) you plan to attend.		<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday			
*Includes breakfasts, lunches, breaks, receptions & exhibits. Attend all 3 days for a \$600 VALUE!					
Will you likely join us WEDNESDAY, APRIL 29 for the PRESIDENT'S RECEPTION? <i>(For planning purposes only—no RSVP required)</i>		<input type="checkbox"/> Yes <input type="checkbox"/> No			
YOUNG FUNERAL DIRECTORS SOCIAL EVENT, TUESDAY, APRIL 29 (for OFDA MEMBER ONLY funeral directors under 40 years old)					
Please circle if attending		\$25	\$25	\$25	\$25
TOTAL FOR EACH REGISTRANT		\$	\$	\$	\$
		COMP/DISCOUNT CODE <i>(if applicable)</i>		GRAND TOTAL	
				\$	

Check enclosed made payable to OFDA

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

Name on Card: _____ Signature: _____

BILLING ADDRESS (if different than above): _____

EMAIL FOR RECEIPT: _____

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- Children under 18
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Please duplicate form for additional registrants.

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No refunds will be granted for requests received after April 26.

Submit all cancellation requests via email using the subject line "OFDA Registration Cancellation" to info@ofdaonline.org.

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 or comments, please contact OFDA at (614) 486-5339 or info@ofdaonline.org.

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