

**April 24-26, 2012**  
**The 132<sup>nd</sup> OFDA Annual Convention and Exhibition**

# **Harmony** through **Diversity**



*Growing Together*

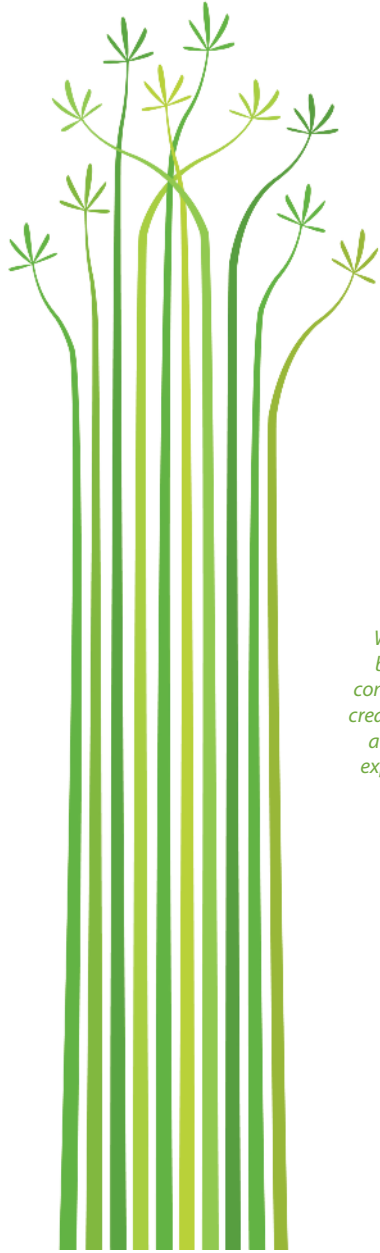
Hyatt Regency and the Columbus Convention Center in Downtown Columbus



To: **OFDA Members**  
From: Mark A. Merz, CFSP, Convention Chair  
Re: 132<sup>nd</sup> OFDA Annual Convention & Exhibition



Mark A. Merz, CFSP  
Convention Chair



*We have planned for you a brand new and innovative convention format packed with creative concepts sure to provide a worthwhile and enjoyable experience for not just owners but employees alike.*

Dear Members,

On behalf of the 2012 OFDA Convention Committee, the Board of Directors, Executive Committee and the amazing staff at OFDA, it is my honor to personally invite you to join us at the 132<sup>nd</sup> Annual Ohio Funeral Directors Association Convention and Exposition to be held April 24-26, 2012 at the newly remodeled Hyatt Regency and Columbus Convention Center.

The theme for this year's convention is ***Harmony through Diversity...Growing Together***. As families grow and communities continue to change, so too do their wants and needs. Whether you work for a family owned business or part of a larger family of firms, we all work together to ensure an exceptional service experience for people of different faiths and varying cultures. We are mothers, fathers, sons, and daughters committed to the communities to which we live and work. Our diverse cultures call for us to work in harmony, so that we all thrive and continue to grow together. 2012 brings exciting and definite change that will expand and transform your business collectively through both new and kindred friendships. We have planned for you a brand new and innovative convention format packed with creative concepts sure to provide a worthwhile and enjoyable experience for not just owners but employees alike. From keynote speakers that bring helpful outside perspectives, to funeral service professionals who will lead breakout sessions, over these few days we will challenge you to think differently!

The 2012 Convention's core format has taken a new direction, we have diversified! As always, we will offer our pre-convention Insurance Education, Master's Training Certification and we will continue hosting our Annual Service of Remembrance. In 2012, we will be offering a variety of educational breakouts that range from branding to social media to pet loss. A luncheon will be served to recognize Past Presidents and our peers for their achievements this past year. On Wednesday evening, a President's Cocktail Reception will be held when the exhibit floor closes. This will provide additional opportunities for fellowship with OFDA members and convention vendors alike.

On behalf of the Convention Committee and the entire staff at OFDA, I look forward to seeing you at the 132<sup>nd</sup> Annual Ohio Funeral Directors Association Convention and Exposition. I can personally assure you that we are committed to continue bringing you, your family and your staff one of the finest state conventions in the country, especially with this novel new approach to ***Harmonizing through Diversification...Growing Together!***

My Best,

*Growing Together*



*A Big Thank You to  
 our Sponsors!*



GILLIGAN LAW OFFICES

**OFDA DISTRICT # 1**

**OFDA DISTRICT # 10**

**OFDA DISTRICT # 11**

**OFDA DISTRICT # 14**



*Thank you*



# CONVENTION

# At a Glance

Harmony through Diversity Growing Together

*Monday, April 23, 2012*

**7:00 a.m. – 5:00 p.m.**

**Insurance Continuing Education Seminar**

Instructor: Richard L. Goolsby, CIC

**Ten Hours of Insurance Continuing Education Credits**

Hyatt Regency, Taft Room A

**8:00 a.m. – 4:00 p.m.**

**Master Training Seminar**

Presented by OFDA Education Committee

**Six Hours of CEU**

Hyatt Regency, Taft Room B

**6:00 p.m. – 9:00 p.m.**

**Social Event**

Glow Putt Mini Golf – Gahanna

*Sponsored by American Coach Sales/American Livery*

*Services of Ohio and Clark Grave Vault*

**2:15 p.m. – 2:30 p.m.**

**Refreshment Break**

*Sponsored by Gilligan Law Offices*

**2:30 p.m. – 4:30 p.m.**

**Keynote Speaker: Todd Crandell – Racing for Recovery "With Sobriety Anything is Possible"**

Hall C, Convention Center

**Two Hours of CEU**

*Sponsored by OFDA District #6 – Funeral Directors Association of Northwest Ohio, Inc.*

**4:30 p.m. – 7:30 p.m.**

**Exhibition Hours**

Hall C, Convention Center

**4:30 p.m. – 7:30 p.m.**

**Welcome Reception**

Hall C, Convention Center

*Drink Tickets Sponsored by State Auto Insurance Companies*

*Tuesday, April 24, 2012*

**10:00 a.m. – 7:00 p.m.**

**Registration**

Hall C, Convention Center

**12:00 p.m. – 12:45 p.m.**

**Service of Remembrance**

Karen Landrus, officiating

Rooms 220-222, 2nd Floor, Convention Center

**12:45 p.m. – 1:30 p.m.**

**Service of Remembrance Reception**

Rooms 223-224, 2nd Floor, Convention Center

*Sponsored by Cincinnati Equitable Life Insurance Company*

**1:00 p.m. – 1:15 p.m.**

**General Session: Call to Order; Introduction of District Presidents; Introduction of Regional Directors; Nominating Committee Report**

Hall C, Convention Center

**1:15 p.m. – 2:15 p.m.**

**Speaker: Jeff Taylor - "The Roar of Social – Is Your Funeral Home Listening?"**

Hall C, Convention Center

**One Hour of CEU**

*Sponsored by Funeral Directors Life Insurance Company*

*Wednesday, April 25, 2012*

**6:30 a.m. – 5:00 p.m.**

**Registration**

Hall C, Columbus Convention Center

**7:00 a.m. – 9:00 a.m.**

**Morning Refreshment Break**

Foyer of C-Pod Meeting Rooms

*Sponsored by Administrative Systems, Inc.*

**7:30 a.m. – 8:30 a.m.**

**Poul Lemasters – "A Legal Forecast For the Pet Funeral Industry-Bright With A Chance of Lawsuits"**

Room C110, Convention Center

**One Hour of CEU**

*Sponsored by OFDA District 1*

**7:30 a.m. – 8:30 a.m.**

**John Heald - "Leveraging the Online Obituary: Increase Customer Satisfaction, Revenue and Brand Awareness"**

Room C111, Convention Center

**One Hour of CEU**

*Sponsored by Messenger*

# OFDA'S 132<sup>ND</sup>

*Wednesday, April 25, 2012*  
continued

**8:30 a.m. – 9:30 a.m.**

**Coleen Ellis – “The Changing Pieces of Pet Death Care”**

Room C112, Convention Center

**One Hour of CEU**

*Sponsored by Matthews Casket Division*

**8:30 a.m. – 9:30 a.m.**

**Kim Medici Shelquist – “Creating Effective Relationships with Hospice and End-of-Life Care Organizations”**

Room C113, Convention Center

**One Hour of CEU**

*Sponsored by Homesteaders Life Company*

**9:30 a.m. – 10:30 a.m.**

**Monica Lilak – “The History and Relevance of Memorial Keepsake Jewelry”**

Room C114, Convention Center

**One Hour of CEU**

*Sponsored by Safety and Environmental Solutions, LLC*

**9:30 a.m. – 10:30 a.m.**

**Julie Burn, CCrE, CSE – “Cremation Phone Shoppers...How Do You Respond?”**

Room C115, Convention Center

**One Hour of CEU**

**10:45 a.m. – 11:00 a.m.**

**General Session; Call to Order; Election of Officers**

Hall C, Convention Center

**11:00 a.m. – 12:00 p.m.**

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

Hall C, Convention Center

**One Hour of CEU**

**12:00 p.m. – 1:30 p.m.**

**Awards Luncheon – Recognizing OFDA Committee Awards; 25-Year Service and 50-Year Service Award Recipients and OFDA Past Presidents**

Hall C, Convention Center

*Luncheon Sponsored by Funeral Directors Life Insurance Company*

**1:30 p.m. – 2:00 p.m.**

**Installation of Officers**

Hall C, Convention Center

## *Exhibit Hours*

**Tuesday, April 24, 2012**

4:30 p.m. – 7:30 p.m.

**Wednesday, April 25, 2012**

2:00 p.m. – 5:30 p.m.

**Thursday, April 26, 2012**

10:00 a.m. – 12:00 p.m.

**2:00 p.m. – 5:30 p.m.**

**Exhibition Hours**

Hall C, Convention Center

**5:30 p.m. – 7:00 p.m.**

**President's Reception**

Peppercorn Room, Hyatt

Regency, First Floor

*Sponsored by Aurora Casket Company and Dignity Memorial*

*Thursday, April 26, 2012*

**7:00 a.m. – 11:00 a.m.**

**Registration**

Hall C, Columbus Convention Center

**7:30 a.m. – 8:30 a.m.**

**Ryan Thogmartin – “Social Media For Funeral Homes - How to Make it Work”**

Room C110, Convention Center

**One Hour of CEU**

*Sponsored by Genesis Casket*

**7:30 a.m. – 8:30 a.m.**

**Charles Berner, DDS – “If A = B and B = C, then A = C - Mass Fatalities and Scientific Documentation of Opinion”**

Room C112, Convention Center

**One Hour of CEU**

*Sponsored by Columbian Financial Group*

**8:30 a.m. – 9:00 a.m.**

**Breakfast**

Hall C, Convention Center

*Sponsored by Batesville Casket Company*

**9:00 a.m. – 10:00 a.m.**

**Keynote Speaker – Lee Woodruff – “In An Instant”**

Hall C, Convention Center

*Sponsored in part by OFDA District 10, OFDA District 11 and OFDA District 14*

**10:00 a.m. – 12:00 p.m.**

**Exhibition Hours**

Hall C, Convention Center

Monday, April 23, 2012

## Insurance Continuing Education Seminar

Taft Room A, Hyatt Regency First Floor

**Ten hours of continuing education credits (two five hour sessions) (insurance credits only)**

**Presenter –**

**RICHARD L. (RICK) GOOLSBY, CIC**

### Fees:

OFDA Member Full Day - \$100

Non-Member Full Day - \$200

OFDA Member Half Day - \$50

Non-Member Half Day - \$100

Fee includes breaks and lunch

**Please register using the pre-registration form located on page 19.**

## 7:00 a.m. – 7:30 a.m.

### Insurance Seminar Registration

Taft Room A, Hyatt Regency First Floor

## 7:30 a.m. – 12:00 p.m.

### Session One - Basics of Life Insurance

## 12:00 p.m. – 12:30 p.m.

**Lunch will be provided on site.**

## 12:30 p.m. – 5:00 p.m.

### Session Two - Life and Health Insurance Strategies

## Master Training Seminar

Taft Room B, Hyatt Regency First Floor

**Six hours of CEU**

Presented by the OFDA Education Committee

### Fees:

OFDA Member - \$70

NonMember - \$140

Fee includes breaks and lunch

Monday, April 23, 2012

## Glow Putt Mini Golf

## 6:00 p.m. – 9:00 p.m.

Join us for a unique miniature golfing experience; come on a safari with us. Enjoy a beautiful indoor course where it is always glowing and a very pleasant 70 degrees. Under a spectacular umbrella of black lights, you will navigate through 18 exciting holes of mini-golf on your very own safari. Wear your best golf shirt!

Transportation will be provided to Glow Putt; the bus will leave at 6:00 p.m. and will be located in front of the Hyatt Regency.

**The evening is complimentary; American Coach Sales/American Livery Services of Ohio, is sponsoring the transportation, food and beverages and the facility is sponsored by Clark Grave Vault.**

**Please register using the pre-registration form located on page 19.**

## 8:00 a.m. – 8:30 a.m.

### Master Training Seminar Registration

Taft Room B, Hyatt Regency First Floor

## 8:30 a.m. – 4:00 p.m.

### Master Training Seminar

(includes breaks and lunch provided on site)

Rule 4717-1-01 (O) & (M) defines a master as an Ohio licensed embalmer and/or funeral director with at least five years of experience in the state of Ohio, who has completed a training program for masters, approved by the Board, of at least six hours within the past five years, and who is employed or self-employed full time at any one funeral home or embalming facility, whose principle occupation is that of embalming and or funeral directing and who certifies to the board as the supervisor of training of an embalmer's and/or funeral director's apprentice.

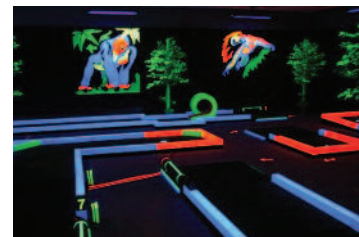
**The Master Training Program will consist of:**

- One hour of Federal Trade Commission – Funeral Rule
- One hour of Preneed Law
- Half hour of Vital Statistics – Death Certificates
- One hour of OSHA
- One hour of Ohio Law
- One hour of Cremation
- Half hour of Liturgical/Non-Liturgical Services and VA

**Totaling six hours**

**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.**

**Please register using the pre-registration form located on page 19.**



**CLARK**  
GRAVE VAULT

**AMERICAN**  
COACH SALES

**AMERICAN**  
LIMOUSINE SERVICE

Tuesday, April 24, 2012

Harmony  
through  
Diversity

10:00 a.m. – 7:00 p.m.

**Registration**

Hall C, Convention Center

12:00 p.m. – 12:45 p.m.

**Service of Remembrance**

Karen Landrus officiating  
Rooms 220-222, 2nd Floor, Convention Center

*Video Tribute compliments of funeralOne*

funeralOne  
Experience Success

12:45 p.m. – 1:30 p.m.

**Service of Remembrance Reception**

Rooms 223-224, 2nd Floor, Convention Center

*Sponsored by Cincinnati Equitable Life Insurance Company*



1:00 p.m. – 1:15 p.m.

**General Session**

Call to Order

**JOHN W. EVANS, CFSP**

OFDA President

Introduction of District Presidents  
Introduction of Regional Directors  
Nominating Committee Report

Hall C, Convention Center



1:15 p.m. – 2:15 p.m.

**JEFF TAYLOR —**

***The Roar of Social – Is Your Funeral Home Listening?***

Jeff's presentation will include the following topics:

- Social Networking: Hype or Reinvention?
- Transparency
- History of the Internet
- Web 2.0 and the Rise of User Generated Content
- Social 'Me'
- The Social Company
- The Social Funeral Home
- Obits 2.0 and the Evolution of the Obituary
- The Obituary Opportunity
- Innovative Distribution
- Managing the Conversation

Jeff is Founder & Chairman (2008-Present) of Tributes.com;  
Founder & CEO (2005-Present) of Eons.com; Founder,  
CEO & Chief Monster (1993-2005) of Monster.com

Hall C, Convention Center

**One Hour of CEU**

*Jeff is sponsored by Funeral Directors Life Insurance Company*



2:15 p.m. – 2:30 p.m.

**Refreshment Break**

Hall C, Convention Center

*Sponsored by Gilligan Law Office*



2:30 p.m. – 4:30 p.m.

**Keynote Speaker:**

**TODD CRANDELL —**

***Racing for Recovery "With Sobriety Anything is Possible"***

Todd Crandell's own 13-year struggle with drugs and alcohol nearly destroyed his life, devastated relationships with family and friends and shattered the promise of a professional hockey career. He quit using drugs and alcohol on April 15, 1993 and in the process of rebuilding his life he realized he needed something more than just a recovery program so he chose to complete the Ironman™ triathlon and has since completed twenty full-length Ironman™ triathlons across the world. He has also completed the Ultraman triathlons.

His experience with running these triathlon events and inspiring others on their road to sobriety, led him to form the organization, Racing for Recovery™ in 2001 whose mission is to prevent all forms of substance abuse by promoting a lifestyle of fitness and health for all those affected by addiction.

Todd will give a motivational and inspiring talk on how to overcome adversity and give your life new direction.

Todd holds a Bachelor's degree in Business from Lourdes College and a Master of Counseling degree from Spring Arbor University. He is also Professional Counselor and Licensed Chemical Dependency Counselor III and provides professional counseling services in Sylvania, OH and online.

Hall C, Convention Center

**Two Hours of CEU**

*Todd is sponsored by OFDA District #6 – Funeral Directors Association of Northwest Ohio, Inc.*



4:30 p.m. – 7:30 p.m.

**Exhibits**

Hall C, Convention Center

4:30 p.m. – 7:30 p.m.

**Welcome Reception**

Hall C, Convention Center

Please enjoy complimentary hot and cold hors d'oeuvres. There will be a bar available for beverages, *compliments of State Auto Insurance Companies*. (Drink tickets will be issued to all attendees.)





7:00 a.m. – 9:00 a.m.

### Morning Refreshment Break

Foyer of C-Pod Meeting Rooms

Sponsored by Administrative Systems, Inc.



### PROGRAMMING TRACKS

(choose to attend one each hour as they are concurrent sessions)

7:30 a.m. – 8:30 a.m.

### POUL LEMASTERS —

#### A Legal Forecast for the Pet Funeral Industry - Bright with a Chance of Lawsuits



The pet funeral industry continues to grow. There is a bright future in regards to service for families and also for the providers as well. With all the growth of this industry, there are also more and more risks. In our society, it is hard to provide more service without accepting more responsibility. The problem is the pet industry is growing so quickly. The pet funeral industry has leaped into the 21st Century, but the practices and procedures lag behind. As a result of the growth, and lacking procedures, there is an increasing area of liability risk for everyone. This seminar analyzes recent cases that are quickly changing and re-defining the liability issues for pet funeral providers. This seminar also looks forward to future trends affecting the risk of liability. The focus is on "real" problems causing lawsuits and the prevention measures needed to prevent them.

Poul's professional career covers both funeral service and law. He graduated from CCMS and also Northern Kentucky University, Chase College of Law. He has worked in the funeral industry for over 20 years. Poul operates and is principal of Lemasters Consulting, Cincinnati, 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.

Room C110, Convention Center

One Hour of CEU

Poul is sponsored by OFDA District 1

7:30 a.m. – 8:30 a.m.

### JOHN HEALD —

#### Leveraging the Online Obituary: Increase Customer Satisfaction, Revenue and Brand Awareness

John will discuss the History and Evolution of the Obituary; Migration of the Obituary from Print to Online; the Online Obituary 2.0; and the opportunity for the funeral profession. John has served as the Vice President of Sales and Business Development for Tributes.com since 2005. In addition to his role at Tributes.com, John is a partner at Heald & Chiampa Funeral Directors, located in Shrewsbury, MA which was started in 2010 as a brand new funeral home.



Room C111, Convention Center

One Hour of CEU

John is sponsored by Messenger



8:30 a.m. – 9:30 a.m.

### COLEEN ELLIS —

#### The Changing Pieces of Pet Death Care



"With 62% of people owning pets, the opportunity to service this market with their death care needs is fascinating! The pet industry, second only to the technology industry in spending, is an industry that has largely been ignored in their death care options, up until now. In correctly servicing

pet parents and this segment of the population with memorial options, funeral homes nationwide are enjoying the benefits of having another marketing opportunity for their community. With this presentation you will learn how to creatively look at a pet death care program, the benefits of servicing this segment of the population and what a program like this will mean in revenues to your total operation."

In 2004, the experience of the death of her dog, Mico, guided Coleen Ellis to start Pet Angel Memorial Center, Inc.®, the nation's first stand-alone pet's-only funeral home, a pet memorial center for people who wanted to mourn, memorialize and pay tribute to their special pets. In 2009, due to demand, Coleen founded Two Hearts Pet Loss Center, to guide people who wish to provide meaningful pet death care services in their communities, as well to be an educational resource in the pet grief discipline. She has a certificate in Death and Grief Studies Specializing in Pet Loss Companioning as well as being certified in Thanatology. In the fall of 2011, Coleen released her first book, *Pet Parents: A Journey Through Unconditional Love and Grief*.

Room C112, Convention Center

One Hour of CEU

Coleen is sponsored by Matthews Casket Division





8:30 a.m. – 9:30 a.m.

**KIM MEDICI SHELQUIST —**



**Creating Effective Relationships  
with Hospice and End-of-Life  
Care Organizations**

While hospices and other end-of-life care organizations are closely linked to funeral service, there are often divides created by a lack of understanding and communication. This workshop will help funeral service professionals better understand hospice and palliative care and provide tips for creating relationships that are mutually beneficial.

Kim Medici Shelquist is an experienced marketing and communications professional. Prior to joining Homesteaders in 2009, she led the business development and communications team at Hospice of Central Iowa. She leads Homesteaders' creative and marketing services and supports Homesteaders' customers in their development of marketing initiatives which include public relations, advertising and direct mail programs. Kim holds a bachelor's degree in journalism and a master's of business administration.

Room C113, Convention Center

**One Hour of CEU**

Kim is sponsored by  
Homesteaders Life Company



9:30 a.m. – 10:30 a.m.

**MONICA MARIE LILAK, (GIA) G.G., (AGS) C.G —**

**The History and Relevance of Memorial Keepsake Jewelry**



Educating, offering and promoting Memorial Keepsakes is the key to success for Funeral Directors looking to provide an important service while adding to their bottom line.

**Monica's presentation will include the following topics:**

**Jewelry: A Symbolic Family Heirloom**

People attach profound sentimental value to jewelry and jewelry is commonly used to mark life's milestones.

**History of Memorialization**

The history dates back to 16th century with early examples featuring symbols such as skeletons, coffins, or the Latin inscriptions.

**Jewelry: Perceptions and Relevance of Memorialization Jewelry Today**

Although memorialization jewelry has a long and rich history, many people are unaware of this offering today and may find the topic unexpected; Consumers may not think of the Funeral Home

as a typical provider of this product; Understand the healing nature that wearing Memorialization Jewelry can provide to those dealing with loss.

**How to Successfully Integrate Memorial Keepsakes**

Present as Enduring Keepsakes, the collection should be introduced gently, not as a luxury jewelry or item of personal adornment. Properly display Keepsakes.

Monica Lilak is V.P. of Lester Lampert Corporate Division, Designer of Healing Keepsakes & Perpetual Love. Monica graduated from the University of Michigan and continued her education by completing all Graduate Gemology courses from the Gemological Institute of America. She pursued her education with The American Gem Society to attain her title as Certified Gemologist.

Room C114, Convention Center

**One Hour of CEU**

Monica is sponsored by Safety and Environmental Solutions, LLC



9:30 a.m. – 10:30 a.m.

**JULIE A. BURN, CCRE, CSE —**

**Cremation Phone Shoppers...  
How Do You Respond?**



This session will demonstrate how to portray a memorable first impression to consumers requesting information on cremation. Examples of good and "need improvement" impressions will be shared as well as ways to fully promote the value of your firm's offerings.

**Julie's session will include:**

**Making the Connection; Educating the Cremation Consumer;  
Promoting Value and Follow-Up Action.**

As Director of Cremation Services for the International Cemetery, Cremation and Funeral Association, Julie serves as the dedicated source of all cremation-related matters, which includes the development of new cremation programs as well as the expansion of current educational offerings. Over the last sixteen years, Julie has been a speaker on the subject of cremation at national and state association conventions as well as cremation-related seminars.

Room C115, Convention Center

**One Hour of CEU**

10:45 a.m. – 11:00 a.m.

**Call to Order**

**JOHN W. EVANS, CFSP**

**General Session and Election of Officers**

One member from each funeral home must be present to cast a vote for elected positions.

Hall C, Convention Center



**11:00 a.m. – 12:00 p.m.**

**NFDA Update**

**Randy L. Earl, CFSP 2011-2012**

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.



**OFDA Update**

**State of The Association – A Year In Review**

**JOHN W. EVANS, CFSP, OFDA President, will give highlights and accomplishments the Association has achieved during the past year.**



**OFDA Executive Director's Message**

**STEPHEN J. GEHLERT**

Hall C, Convention Center

**NFDA/OFDA/Executive Director's Message combined: One Hour of CEU**

**12:00 p.m. – 1:30 p.m.**

**Awards Luncheon –**

**Recognizing Committee Award, 25-Year Service and 50-Year Service Award Recipients, and OFDA Past Presidents**

Hall C, Convention Center

*Luncheon sponsored by Funeral Directors Life Insurance Company*



**Committee Awards**

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

**Bill Hoelscher, Springfield**  
Finance & Audit Committee

**Richard Hoskinson, Kirkersville**  
Education Committee

**Ben Kyle, CFSP, Hubbard**  
Young Funeral Directors Committee

**Bob Laird, Sr., Warren**  
Benefit Trust Committee

**Erika Rutherford, Columbus**  
Young Funeral Directors Committee

**Second Five-Year Committee Awards**

**Terry Reardon, Youngstown**  
Benefit Trust Committee/Master Trust Committee

**Anthony Quahliero, Jr., Struthers**  
Legislative Committee

**Recognition of 50-Year Award Recipients**

**Thomas Boyer, Lorain**

**Gretchen Burmeister, Avon Lake**

**John H. Evans, Milford**

**Donald Faulhaber, Jr., Broadview Heights**

**David Gottfried, Willard**

**Bernard Hogenkamp, Coldwater**

**Peter Holowczak, Parma**

**Ronald Jackson, Troy**

**Ronald L. Kercheval, Harrison**

**George J. Kinnick, Youngstown**

**George Martin, Dayton**

**Bernard Naegele, Cincinnati**

**Richard E. Phillips, Cincinnati**

**Bruce Redmon, Stow**

**Richard Reed, Newark**

**Harlan Saxton, Rocky River**

**John Verdone, Broadview Heights**

**Thomas Wadsworth, Fremont**

**Daniel Weber, Lisbon**

**Mrs. Janice M. Williams, Canton**

**Edwin Wirt, Wooster**

**John Zaback, Ashtabula**

**Recognition of OFDA Past Presidents**

**William P. Rutherford, CFSP, Columbus – 1961**

**Paul Frederick, Cincinnati – 1971**

**Harold L. Ullmer, Pompano Beach, FL – 1973**

**Ray C. Neville, Holland – 1976**

**Jack J. Higgins, Youngstown – 1977**

**Charles A. Wilson, Bridgeport – 1978**

**Robert L. Shank, Sr., CFSP, Perrysburg – 1980**

**Dan M. Stevens, Bethel – 1981**

**Nick J. Ciriello, Akron – 1982**

**James F. Mylott, Delray Beach, FL – 1983**

**Larry G. Crates, Arlington – 1984**

**Thomas D. Rue, CFSP, Springfield – 1985**

**David S. Schoedinger, CFSP, Columbus – 1986**

**James N. Blower, Athens – 1987**

**Robert M. Baird, Troy – 1988**

**Edward C. Nurre, Amelia – 1989**

*Recognition of OFDA Past Presidents, continued*

*Wednesday, April 25, 2012*  
continued

**Harmony**  
through  
**Diversity**

**Recognition of OFDA Past Presidents, continued**

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

**1:30 p.m. – 2:00 p.m.**

**Installation of Officers**

Hall C, Convention Center

**2:00 p.m. – 5:30 p.m.**

**Exhibits**

Hall C, Convention Center

# The President's Reception

*Please join us for fellowship with your friends, colleagues and business associates.  
You will enjoy complimentary hors d'oeuvres and beverages.*

**Peppercorn Room, Hyatt Regency**

**Wednesday, April 25, 2012**

**5:30 p.m. - 7:00 p.m.**



*Reception sponsored by Aurora Casket Company and Dignity Memorial*

**Aurora**

**Dignity**  
MEMORIAL



7:30 a.m. – 8:30 a.m.

**RYAN THOGMARTIN —**

***Social Media For Funeral Homes -  
How to Make it Work***



It is no secret that the funeral industry is changing...but the surprise is how quickly the industry is changing. Technology has become such a huge facet of our lives and it is even carrying over to the way we celebrate life and grieve death....etc. I will discuss the different aspects of social media including: What is Social Media; How is Social Media

affecting the funeral industry; The Benefits of Social Media; What to Post on Social Networks; What to talk/blog about; How to Spend your time on Social Media; and Testimonials from Funeral Homes using social media.

Ryan Thogmartin is founder and CEO of Connecting Directors ([www.connectingdirectors.com](http://www.connectingdirectors.com)) and CDSocial ([www.cdsocial.com](http://www.cdsocial.com)), the only social networking site for funeral service. In 2011 Ryan launched Disrupt Media Group, a social media marketing company. The goal of the company is to empower business owners with the skills necessary to use social media as a leading vehicle in promoting their businesses.

Room C110, Convention Center

**One Hour of CEU**

*Ryan is sponsored by Genesis Casket*



7:30 a.m. – 8:30 a.m.

**CHUCK BERNER, DDS —**

***If A = B and B = C, then A = C***



***Mass Fatalities and Scientific  
Documentation of Opinion***

Funeral Directors are often in the mass fatality field for recovery and escort of remains to the forensic area of the team where science is used to provide scientific and documented opinion of identification. Forensic Odontology is one area of science

that can provide an efficient and timely opinion to the Coroner/Medical Examiner to support the C/ME's confidence in their final determination of identity and allow signing of the Death Certificate and release of these remains. These same victims can again be returned to the care of Funeral Directors for association of these remains to the victim's family. This presentation is an overview of elements and challenges of Dental Identification in a Mass Fatality Event.

Dr. Chuck Berner, Cleveland, Ohio  
General Dentistry, 35+ years; Academy of General Dentistry, Master status and Life Long Learning and Service Recognition Award; Fellow, American Academy of Forensic Sciences; CERF (Cont. Ed. And Research in Forensics) Alumnus, UTHSCSA; Fellow, LFOR (Laboratory for Forensic Odontologic Research), SUNY-Buffalo; Diplomate, Amer. Board of Forensic Odontology; Amer. Soc. Of Forensic Odontology, Board of Governors '09-'12; DMORT, FEMORS; Consultant to NDIR/CJIS/FBI, NamUs; Consultant to Summit Co. Medical Examiner's Office  
Room C112, Convention Center

**One Hour of CEU**

*Chuck is sponsored by  
Columbian Financial Group*



# Growing Together

Thursday, April 26, 2012  
continued

Harmony  
through  
Diversity

8:30 a.m. – 9:00 a.m.

**Breakfast**

Hall C, Convention Center

*Breakfast sponsored by Batesville Casket Company*



9:00 a.m. – 10:00 a.m.

**Keynote Speaker**

**LEE WOODRUFF** — *In An Instant*



Whether it's a child in a car accident, a spouse's request for a divorce, a patient's stroke, a diagnosis of breast cancer, or a terrorist attack on a warm day in September -- life can change in an instant for us all.

As co-author of *In An Instant*, the #1 *New York Times* best seller, Lee Woodruff recounts

her story of a marriage, a family, a crisis and a healing. When her husband, ABC's newly appointed co-anchor Bob Woodruff, was hit by a roadside bomb while covering the war in Iraq, Woodruff's life changed in an instant. She had to learn to put her own grief aside to care for her children, as well as her husband, who was gravely injured and close to death. In the words of Bishop Desmond Tutu—"Suffering is not optional. It seems to be part and parcel of the human condition, but suffering can embitter or ennoble."

Woodruff speaks with grace and humor about her own family's experience and how they chose to attack the crisis that befell them, resulting in a life-changing journey of love, healing and miracles for her whole family.

As co-author of the best-selling *In an Instant*, Lee Woodruff garnered critical acclaim for the compelling and humorous chronicle of her family's journey to recovery following her husband Bob's roadside bomb injury in Iraq. Appearing together on national television and radio since the February 2007 publication of their book, the couple has helped put a face on the serious issue of traumatic brain injury among returning Iraq war veterans, as well as the millions of Americans who live with this often invisible, but life-changing affliction. They have founded the Bob Woodruff Foundation (ReMind.org) to assist wounded service members and their families receive the long-term care that they need and help them successfully reintegrate into their communities.

Hall C, Convention Center

**One Hour of CEU**

*Lee is sponsored in part by OFDA District 10, OFDA District 11 and OFDA District 14*

The Ohio Funeral Supply Sales Club is so excited to welcome Lee Woodruff and have purchased 175 of Lee's second book *Perfectly Imperfect*. This book will be given away on a first come, first serve basis in the OFDA Booth immediately following Lee's presentation where she will be available to personally autograph your copy.



10:00 a.m. – 12:00 p.m.

**Exhibits**

Hall C, Convention Center

*Exhibit Hours*

**Tuesday, April 24, 2012**

4:30 p.m. – 7:30 p.m.

**Wednesday, April 25, 2012**

2:00 p.m. – 5:30 p.m.

**Thursday, April 26, 2012**

10:00 a.m. – 12:00 p.m.

*Growing Together*

# 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 Tuesday, April 24 beginning at 12:00 p.m. at the Columbus Convention Center, Karen Landrus officiating. Immediately following the service, OFDA will host a reception for the families attending the Service.

Listed are the individuals who will be remembered during the service (as of print date). If you know of someone we've missed, please call Diana O'Neal at the OFDA office at 614-486-5339 or 800-589-6332. She can also be reached via e-mail at [diana@ofdaonline.org](mailto:diana@ofdaonline.org).

*James B. Bacher, Akron*

*Betty L. Baker, Washington Court House*

*Robert G. Banks, Sr., Franklin*

*Roger Stanton Berry, Westlake*

*Joseph E. Borkoski, Adena*

*Jack R. Carpenter, O.D., Columbiana*

*George Edward Chapman, Columbus*

*Betty Jane Cotner, Reynoldsburg*

*Kenneth W. Cox, Wadsworth*

*J. Peter Ducro, Ashtabula*

*Donald L. Ferfolia, Maple Heights*

*Norman A. Geesey, Montpelier*

*Frank J. "Jay" Gilligan, Jr., Cincinnati*

*Samuel F. "Sam" Grafton, Mineral Ridge*

*Robin Anne Grierson, Westwood*

*Eric N. Grisier, Archbold*

*Marilyn A. Hill, Westerville*

*Alan B. Jones, Greenville*

*Richard W. Kirkpatrick, New Holland*

*Milton O. Law, Cambridge*

*Paul J. Lamiell, Canton*

*Kathleen M. Mills, Cleveland*

*Jo-Ann R. (Rex) Lebold, Bolivar*

*Jerry Page Myers, Circleville*

*Janice M. (Moran) Nero, Garfield Heights*

*William T. Prater, Hillsboro*

*Charles W. "Bill" Price, Venice, FL*

*M. Evelyn Pucak, Hubbard*

*Cleo J. Ralstin, Otway*

*Wallace C. "Wally" Rettig, Leetonia*

*William H. Roberts, Jr., New Lexington*

*Kenneth J. Saltzmann, Kinsman*

*Marjorie E. (Ennes) Saxton, Rocky River*

*Genevieve McClure Schafer, Marietta*

*Frederick W. Shank, Toledo*

*Anita L. (Stapf) Shaw, Worthington*

*Brooks E. "Gene" Sherwood, Mayfield Heights*

*Josephine M. "Jessie" Skerl, Broadview Heights*

*Shontell Snyder, Bellville*

*Elizabeth M. "Betty" Straker, Parma*

*William A. Swart, West Carrollton*

*Emmy Lou Sweeney, Amsterdam*

*Paul Roger Vernier, Sr., West Portsmouth*

*John D. Webster, Middletown*

*Charles E. Wellman, Sr., Circleville*

*Geoffrey Alan Wells, Waterville*

*Dale Windon, Ona, WV*

*Thomas M. Winterich, North Ridgeville*

*Marian L. Zettler, Hamilton*

**Karen Landrus** is a mother, grandmother, great-grandmother and a retired teacher of 45 years. She has been a Theater Manager and is a Stage Manager for The Toledo Repertoire Theater, Toledo Opera and the Historic Valentine Theater. Karen's life revolves around Faith, Children and the Arts.

She is a very active member of Plain Congregational Church in Bowling Green, Ohio where she teaches Sunday School, participates in Choir, and manages day to day clerical details.

Karen's years as an educator and her experience in Theatre are sure to bring a unique perspective to share with those who have experienced a loss. It has proved both enriching and comforting for people of all faiths.







# Special Events

## Insurance Continuing Education Seminar

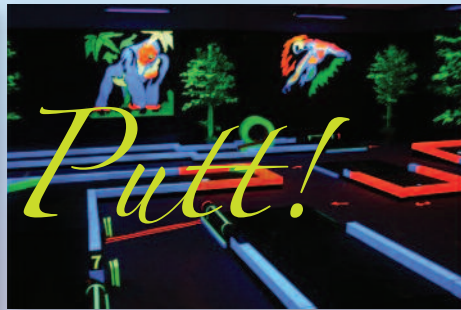
Monday, April 23, 2012, 7:00 a.m. – 5:00 p.m., Hyatt Regency  
**Ten Insurance Continuing Education Credits**  
Presented by OFDA. Instructor: Rick Goolsby, CIC

## Master Training Seminar

Monday, April 23, 2012, 8:00 a.m. – 4:00 p.m.  
**Six hours of continuing education**  
Presented by OFDA Education Committee

## Social Event

Monday, April 23, 2012, 6:00 p.m. – 9:00 p.m.  
Glow Putt Mini Golf, Gahanna



*Sponsored by American Coach Sales/American Livery Sales of Ohio and Clark Grave Vault*

## Welcome Reception

Tuesday, April 24, 2012, 4:30 p.m. – 7:30 p.m. on Exhibit Floor  
*Host Bar (Drink Tickets) sponsored by State Auto Insurance Companies*



## Awards Luncheon

Wednesday, April 25, 2012, 12:00 p.m. – 1:30 p.m.  
*Sponsored by Funeral Directors Life Insurance Company*



## President's Reception

Wednesday, April 25, 2012, 5:30 p.m. – 7:00 p.m.  
*Sponsored by Aurora Casket Company and Dignity Memorial*



## Breakfast

Thursday, April 26, 2012, 8:30 a.m. – 9:00 a.m.  
*Sponsored by Batesville Casket Company*



## The Exhibition

The OFDA Exhibition is an important part of the Annual Convention and is one of the nation's largest displays of funeral service merchandise. Approximately 115 exhibitors will be displaying goods and services to provide you with solutions to your daily operating needs. 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 Columbus Convention Center on Tuesday, April 24, 2012 in Hall C.

## Exhibit Hours

**Tuesday, April 24, 2012**  
4:30 p.m. – 7:30 p.m.

**Wednesday, April 25, 2012**  
2:00 p.m. – 5:30 p.m.

**Thursday, April 26, 2012**  
10:00 a.m. – 12:00 p.m.



# Convention CEU Opportunities

*Monday, April 23, 2012*

Master Training Seminar – **SIX hours of continuing education**

*Tuesday, April 24, 2012*

Speaker Jeff Taylor – **ONE hour of continuing education**

Speaker Todd Crandell – **TWO hours of continuing education**

Exhibits – **ONE hour of continuing education available for viewing exhibits**

**Total of FOUR hours of continuing education is offered on Tuesday.**

*Wednesday, April 25, 2012*

## TRACK ONE

Speaker Poul Lemasters – **ONE hour of continuing education**

Speaker John Heald – **ONE hour of continuing education**

*(Poul and John are speaking concurrently, you may only attend one.)*

## TRACK TWO

Speaker Coleen Ellis – **ONE hour of continuing education**

Speaker Kim Medici Shelquist – **ONE hour of continuing education**

*(Coleen and Kim are speaking concurrently, you may only attend one.)*

## TRACK THREE

Speaker Monica Lilak – **ONE hour of continuing education**

Speaker Julie Burn – **ONE hour of continuing education**

*(Monica and Julie are speaking concurrently, you may only attend one.)*

NFDA Update/OFDA Update/Executive Director's Message – **ONE hour of continuing education**

Exhibits – **ONE hour of continuing education available for viewing exhibits**

**Total of FIVE hours of continuing education is offered on Wednesday.**

*Thursday, April 26, 2012*

Speaker Ryan Thogmartin – **ONE hour of continuing education**

Speaker Chuck Berner, DDS – **ONE hour of continuing education**

*(Ryan and Chuck are speaking concurrently, you may only attend one.)*

Speaker Lee Woodruff – **ONE hour of continuing education**

Exhibits – **ONE hour of continuing education available for viewing exhibits**

**Total of THREE hours of continuing education is offered on Thursday.**

*Please note: you may only receive one hour of CEU for viewing Exhibits during the convention.*

## Convention Committee

Chair: **Mark A. Merz, CFSP**, Holland

**Terry Andryc**, Toledo

**Alan Auble**, Orrville

**Becky Bayliff**, Cridersville

**Kathy Berry, CFSP**, Cleveland

**Angie Berwald**, Cleveland

**Joan Billman, CFSP**, Ashtabula

**Delbert Braund**, New Madison

**Leichia Davis**, West Portsmouth

**Henry Epstein**, Columbus

**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

**Jon Kinn**, Lima

**Becky Krill**, Edgerton

**Dave Morrow**, Washington Court House

**Tim O'Neill**, Wilmington

**Pam Parramore, CFSP**, Middletown

**Don Pucak, CFSP**, Akron

**Steve Ripepi**, Cleveland

**Brian Sarver**, West Milton

*Wednesday, April 25, 2012*

## Election



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:*

- 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 Wednesday, April 25, 2012 at the General Session beginning at 10:45 a.m.
- 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 Wednesday, April 25, 2012.





### Pre-Registration

Attached to this packet is a pre-registration form. Please type or print clearly the requested information. Pre-registration is **\$65.00** per person and on-site is **\$100.00** per person. Should you wish to register for any of the social events, please indicate your selection on the form and enclose the appropriate payment along with your registration fee. Checks should be made payable to OFDA or you may charge to your credit card (VISA, MasterCard, Discover, American Express). **All pre-registrations must be postmarked by Friday, April 13, 2012, to be considered a pre-registration. No Pre-Registrations will be accepted after Friday, April 13, 2012.** Registration packets can be picked up at the OFDA registration desk located in Hall C, Convention Center.

### On-Site Registration

If your plans to attend the convention are not definite, you may wish to register at the door. An on-site registration charge of **\$100.00** per person will be implemented.

### Hotel Headquarters

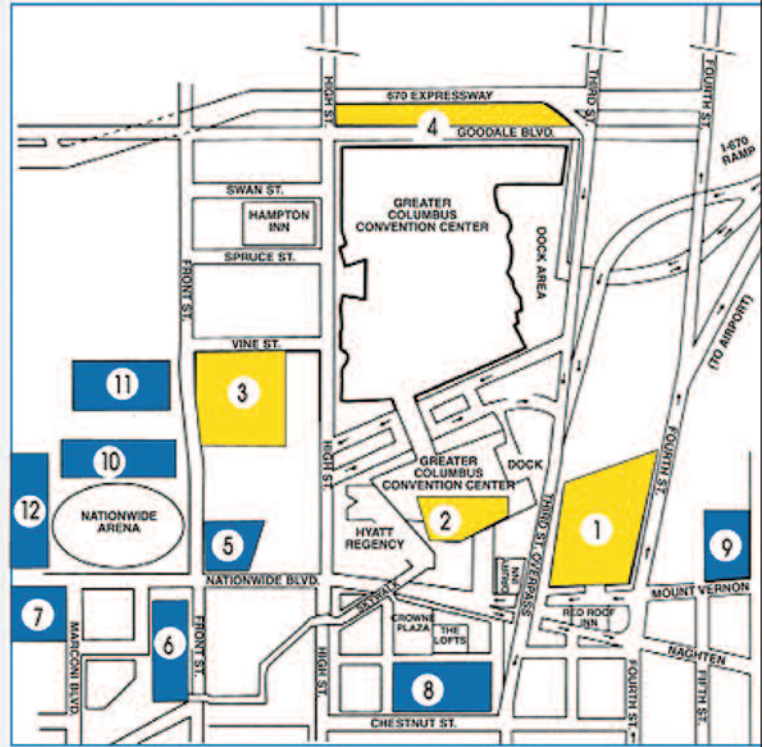
The Hyatt Regency is the site of this year's Convention. Located in downtown Columbus with shopping and several dining facilities conveniently located nearby. Our group rate is \$142.00. The hotel will fill up quickly; please respond promptly. **The cut-off date for reservations is Sunday, April 1, 2012.** After this date, the hotel will accept your request if space is available. Because space is limited, we urge you to call the hotel at 614-463-1234.

OFDA receives reduced meeting rental fees if the number of convention attendees staying at the host hotel meets a negotiated minimum so please keep this in mind when making your hotel accommodation decision.

Thank you.



- 1 Columbus Convention Center East Surface Lot  
800 spaces  
614.827.2509
- 2 Columbus Convention Center South Garage  
528 spaces  
614.827.2509
- 3 Columbus Convention Center West Garage and Surface Lot  
1,100 spaces  
614.827.2509
- 4 Columbus Convention Center North Surface Lot  
198 spaces  
614.827.2509
- 5 Nationwide Parking Surface Lot  
200 spaces  
614.224.5541
- 6 Nationwide Parking Garage Front St.  
3,050 spaces  
614.249.6130
- 7 Nationwide Parking Surface Lot  
1,200 spaces  
614.224.5541
- 8 Nationwide Parking Garage Chestnut St.  
1,850 spaces  
614.249.6307
- 9 Boggs Park and Ride Surface Lot  
350 spaces  
614.461.9149
- 10 Arena Parking Garage  
575 spaces  
614.228.2885
- 11 Nationwide Parking Surface Lot  
620 spaces  
614.224.5541
- 12 Nationwide Parking Surface Lot  
400 spaces  
614.224.5541



#### Directions to Columbus Convention Center loading docks:

- Battelle Hall (located off Third Street) - Route 315 South to I-670 East to Third Street Exit and follow signs to the Convention Center loading docks.
- Exhibit hall C, D, E and F - High Street to Goodale Blvd. East. Docks directly behind Convention Center
- I-70 West and East - Exit High Street, and follow signs to Convention Center.
- I-71 North and South - Exit High Street and follow signs to Convention Center.

### Directions From:

- Cleveland** – 71 South to Exit 109A, I-670 West; Exit 4-B to the Convention Center or 71 South to Spring Street Exit; West on Spring Street to Fourth Street; North on Fourth; Left on Nationwide Boulevard.
- Cincinnati** – 71 North to 70 East to Fourth Street Exit; North on Fourth; Left on Nationwide Boulevard.
- Dayton** – 70 East to Fourth Street Exit; North on Fourth; Left on Nationwide Boulevard.
- Zanesville** – 70 West to Fourth Street Exit; North on Fourth; Left on Nationwide Boulevard.

# Pre-Registration Form - *The 132<sup>nd</sup> OFDA Annual Convention and Exhibition*

April 24-26, 2012



Funeral Home \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

## Your Selections Include...

### 1. Insurance Continuing Education Seminar – Monday, April 23, 2012

Instructor – Rick Goolsby, CIC

Full Day Member .....	# attending _____	x \$100 = \$ _____
Full Day Non-Member .....	# attending _____	x \$200 = \$ _____
Half Day Member A.M. ....	# attending _____	x \$50 = \$ _____
Half Day Non-Member A.M. ....	# attending _____	x \$100 = \$ _____
Half Day Member P.M. ....	# attending _____	x \$50 = \$ _____
Half Day Non-Member P.M. ....	# attending _____	x \$100 = \$ _____

2. **Master Training Seminar** – Monday, April 23, 2012

Member .....	# attending _____	x \$70 = \$ _____
Non-Member .....	# attending _____	x \$140 = \$ _____

3. **GlowPutt Mini Golf** – Monday, April 23, 2012  
Includes golf, food and beverages .....

# attending _____	x Free = \$ Free
-------------------	------------------

4. **Convention Registration** – Tuesday, April 24, Wednesday, April 25, Thursday, April 26, 2012  
Member Pre-Registration (**Member On-Site Registration will be \$100 per person**) .....

# attending _____	x \$65 = \$ _____
-------------------	-------------------

**Free registration for:**  OFDA Past Presidents and their Spouses,  Mortuary Students,  
 Children 18 and under, and  Individuals with 50 plus years of service  
Please  check one and indicate name(s) here: \_\_\_\_\_

_____	# attending _____	x Free = \$ Free
-------	-------------------	------------------

5. **Awards Luncheon** – Wednesday, April 25, 2012, 12:00 p.m., Hall C .....

# attending _____	x Free = \$ Free
-------------------	------------------

6. **President's Reception** – Wednesday, April 25, 2012, 5:30 p.m., Peppercorn Room, Hyatt .....

# attending _____	x Free = \$ Free
-------------------	------------------

7. **Breakfast** – Thursday, April 26, 2012, 8:30 a.m., Hall C .....

# attending _____	x Free = \$ Free
-------------------	------------------

8. **Non-Member (must be licensed to attend)** – Convention Registration.....

# attending _____	x \$150 = \$ _____
-------------------	--------------------

**Total Amount Enclosed:** \$ \_\_\_\_\_

**Attendee's Name(s)**

**Please List Embalmer's and/or Funeral Director's License Number**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Please complete & send applicable payments to OFDA in the enclosed envelope or charge and fax form. Please duplicate form for additional registrations. **All pre-registrations must be postmarked by Friday, April 13, 2012.**



**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 \_\_\_\_\_





**The Ohio Funeral Directors Association**

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



**[www.OFDAonline.org](http://www.OFDAonline.org)**