



OUR FOUNDATION • OUR COMMITMENT

Honor, Respect, Integrity and Service



The 133rd OFDA Annual Convention and Exhibition



MAY 29-31, 2013

Hilton Columbus at Easton

OUR FOUNDATION



OUR COMMITMENT

To: OFDA Members
From: Anthony Quahliero, Jr., Convention Chair
Re: 133rd OFDA Annual Convention & Exhibition



Anthony Quahliero, Jr.
Convention Chair

Dear Members,

On behalf of the 2013 OFDA Convention Committee, the Board of Directors, Executive Committee and our wonderful staff at OFDA I would like to extend a personal invitation to join us at the 133rd OFDA Annual Convention and Exhibition which will be held May 29–31, 2013. We are so excited to announce a change in venue; this year's convention will be held at the Hilton Columbus at Easton. The Hilton is a full service, upscale hotel, just a few steps away from shops, restaurants, clubs and entertainment all located at Easton Town Center.

After much discussion and research it was determined by the Convention Committee, the Board of Directors, Executive Committee, Sales Club and the OFDA staff, that a move to the Hilton would best serve the future convention needs of our association. The Hilton facility has so much to offer and their staff has been so helpful and supportive in helping to plan our convention that I feel your time at the convention will be a wonderful and more relaxed experience. The entire facility is very easy to get around; there is plenty of onsite parking at “no charge” to you. The meetings and exhibits will be in one very convenient location. All Hilton guests will enjoy a complimentary welcome gift in their room.

Our theme this year is **Our Foundation – Our Commitment: *Honor, Respect, Integrity and Service***, as we recognize and strengthen the Funeral Profession mission to build a legacy of those personal and public characteristics throughout our communities. We will recognize many factions of our American society who demonstrate those qualities which make our country great.

As always we will offer our pre-convention Insurance Education, Master's Training Certification along with our Service of Remembrance, and a wide range of breakout sessions. A luncheon will be served to recognize Past Presidents and our peers for their achievements. You will have the opportunity to participate in the installation of officers and to attend the themed President's Reception. And new this year, registrants will receive a custom padfolio and packet of special vendor promotional items.

You will want to take advantage of this opportunity to meet with your friends, colleagues and convention vendors all included at one low cost.

On behalf of the Convention Committee and the entire staff at OFDA, I look forward to seeing you at the Hilton Columbus at Easton on May 29 – 31, 2013. I feel very privileged and honored to serve on this committee and to be part of OFDA.

Sincerely,

Anthony Quahliero, Jr.

Honor, Respect, Integrity and Service

Thank you Sponsors!

The 133rd OFDA Annual Convention and Exhibition



OFDA DISTRICT #4



NMS

National Mortuary Shipping

OFDA DISTRICT #19



CASKET DIVISION



EAGLE
COACH COMPANY

OFDA DISTRICT #6



Preserving the Value of Funeral ServiceSM



funeralOne
Experience Success



Outlook Group
Knowledge. Trust. Innovation.



Aurora



GILLIGAN LAW OFFICES





**OUR
FOUNDATION
•
OUR
COMMITMENT**



The 133rd OFDA Annual Convention and Exhibition

CONVENTION • AT A GLANCE

Tuesday, May 28, 2013

7:00 a.m. – 5:00 p.m.
Insurance Educational Seminar

Instructors:
Steve Jenkins, Director of Sales
Development – FDLIC
Kevin Gaffney, Regional Sales Vice
President – FDLIC

★ **Ten Hours of Insurance Continuing
Education Credits**
Easton Grand Ballroom C

8:00 a.m. – 4:00 p.m.
Master's Training Seminar
Presented by OFDA Education Committee

★ **Six Hours of CEU**
Easton Grand Ballroom E

Social Event
Join us for unveiling of the next generation
of 2013 Cadillac funeral cars on Tuesday,
May 28, 2013 *hosted by American Coach
Sales, Eagle Coach Company, Cadillac
Professional Vehicles.* Details on p. 6.

Wednesday, May 29, 2013

9:30 a.m. – 7:30 p.m.
Registration Hours

12:00 p.m. – 1:00 p.m.
Service of Remembrance
Easton Grand Ballroom

1:00 p.m. – 1:15 p.m.
Refreshment Break

1:00 p.m. – 2:00 p.m.
Service of Remembrance Reception
Magnolia Room

1:15 p.m. – 1:30 p.m.
**General Session: Call to Order:
Introduction of District Presidents;
Introduction of Regional Directors;
Nominating Committee Report**
Easton Grand Ballroom

1:30 p.m. – 2:30 p.m.
**NFDA Update, OFDA Update and
OFDA Executive Director's Message**
Combined for One Hour of CEU ★
Easton Grand Ballroom

2:30 p.m. – 4:30 p.m.
**Keynote Speaker –
MIKE STAVER, CSP**
The Staver Group
Leadership Isn't for Cowards
★ **Two Hours of CEU**
Easton Grand Ballroom

4:30 p.m. – 7:30 p.m.
Exhibition Hours
★ **One Hour of CEU for Viewing Exhibits**

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

EXHIBIT HOURS

Wednesday, May 29
4:30 p.m. – 7:30 p.m.

Thursday, May 30
2:00 p.m. – 5:30 p.m.

Friday, May 31
9:00 a.m. – 11:00 a.m.

Thursday, May 30, 2013

6:30 a.m. – 5:30 p.m.

Registration Hours

8:00 a.m. – 9:00 a.m.

Speaker Robert G. Mayer, FBIE

Embalming Best Practices

Juniper B & C

★ **One Hour of CEU**

8:00 a.m. – 9:00 a.m.

Speaker NANCY LOHMAN

Become “Best in Class” – Increase your Revenue, your Market Share and your Brand Effectiveness

Lilac Room

★ **One Hour of CEU**

8:00 a.m. – 9:00 a.m.

Speaker COLE IMPERI

12 Things to Know About Consumer Behavior and the Psychology of Advertising

Magnolia Room

★ **One Hour of CEU**

9:00 a.m. – 10:00 a.m.

Speaker BILL ZWICHAROWSKI

Benefits and Entitlements for active duty military and dependents

Juniper B & C

★ **One Hour of CEU**

9:00 a.m. – 10:00 a.m.

Speaker KEVIN GAFFNEY

Arranging for Generations to Come

Lilac Room

★ **One Hour of CEU**

9:00 a.m. – 10:00 a.m.

Speaker TERRY SCHOOL

Customization–Unlimited Choices for Families

Magnolia Room

★ **One Hour of CEU**

10:00 a.m. – 10:15 a.m.

Refreshment Break

10:15 a.m. – 12:15 p.m.

Keynote Speaker

JACK E. LECHNER, JR., CFSP

Arlington National Cemetery

Easton Grand Ballroom

★ **Two Hours of CEU**

12:15 p.m. – 12:30 p.m.

General Session: Call to Order

Election of Officers

Easton Grand Ballroom

12:30 p.m. – 2:00 p.m.

Awards Luncheon - Recognizing Committee Awards; CFSP; 25 Year and 50-Year Award Recipients;

OFDA Past Presidents and

Installation of Officers

Easton Grand Ballroom

2:00 p.m. – 5:30 p.m.

Exhibition Hours

★ **One Hour of CEU for Viewing Exhibits**

6:00 p.m. – 8:00 p.m.

President’s Reception

Hilton Lounge/Outdoor Patio

Friday, May 31, 2013

New this year, OFDA is offering a **One-Day Registration** on Friday, May 31. **One-Day Registration is available ON-SITE ONLY.** See page 18.

6:30 a.m. – 12:30 p.m.

Registration Hours

7:30 a.m. – 9:00 a.m.

Burr Funeral Home, Chardon and

Monreal Funeral Home, Eastlake

Tragedy and Strategy - Dealing with an event that “will never happen here.”

9:00 a.m.

Continental Breakfast

Easton Grand Ballroom

9:00 a.m. – 11:00 a.m.

Exhibition Hours

★ **One Hour of CEU for Viewing Exhibits**

11:00 a.m. – 1:00 p.m.

Keynote Speaker

JZYK S. ENNIS, MPA, CFSP

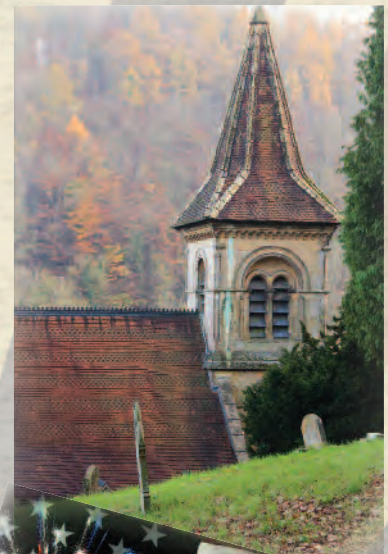
Funeral Customs of the World

Easton Grand Ballroom

★ **Two Hours of CEU**



*Honor
Respect
Integrity
and Service*



TUESDAY, MAY 28, 2013

Insurance Educational Seminar
Hilton Grand Ballroom C

★ **Ten Hours of Insurance Continuing Education Credits – Two Five Hour Sessions (Insurance Credits Only)**

7:00 a.m. – 5:00 p.m.

Instructors:

Steve Jenkins, Director of Sales Development – FDLIC
Kevin Gaffney, Regional Sales Vice President – FDLIC

7:00 a.m. – 7:30 a.m.

Insurance Seminar Registration

7:30 a.m. – 12:00 p.m.

Morning Session

Generational Ethics –

Steve Jenkins, Presenter

This course focuses on understanding how ethics and behaving with integrity varies throughout the generations in our workforce and the impact of such actions on our profession in today's market. *This course satisfies the 3 hour Ethics Requirement.*

12:00 p.m. – 12:30 p.m.

Lunch will be provided on site.

12:30 p.m. – 5:00 p.m.

Afternoon Session

Meeting the Insurance Needs of the Senior Market –

Kevin Gaffney, Presenter

This course focuses on the unique insurance needs of the senior market, with emphasis on the growing Baby Boomer Generation, and provides an overview of these products and the market they serve.

Fees:

OFDA Member Full Day - \$110
Non-Member Full Day - \$220

OFDA Member Half Day - \$60
Non-Member Half Day - \$120

Fee includes breaks and lunch.

Master's Training Seminar

Hilton Grand Ballroom E

Six Hours of CEU ★

8:00 a.m. – 4:00 p.m.

Presented by OFDA Education Committee

8:00 a.m. – 8:30 a.m.

Master's Training Seminar Registration

8:30 a.m. – 4:00 p.m.

Master's Training Seminar

On January 1, 2007, the Board of Embalmers and Funeral Directors instituted a new rule that mandated specific education for any licensed funeral director and/or embalmer who wishes to become a master embalmer or master funeral director.

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

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

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

Please Note: ↖

If you completed a Master's Training Seminar in 2008, you will need to be **RECERTIFIED** in 2013. Certifications are valid for **FIVE** years. OFDA's 2008 certification dates were: **April 29, September 16, and December 16.** Please review your certification date to verify when you need to be recertified.

Fees:

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

Fee includes breaks and lunch.

Social Event at Easton

American Coach Sales, Eagle Coach Company, and Cadillac Professional Vehicles invite you to join us for an evening of fun and camaraderie **Tuesday, May 28, 2013.** With the assistance of Germain Cadillac in Easton, we are hosting cocktails and hors d'oeuvres from 6-8 p.m. to honor the unveiling of the next generation of 2013 Cadillac professional funeral cars. Come see what is new in funeral vehicles in 2013. We look forward to seeing you there.

For more information please call *American Coach Sales* at 888-321-6613 or email Bobmazz@americancoachsales.com



Honor, Respect, Integrity and Service

WEDNESDAY, MAY 29, 2013

Registration

9:30 a.m. – 7:30 p.m.

12:00 p.m. – 1:00 p.m.

Service of Remembrance

PASTOR LARRY KLINKER

Zion Lutheran Church, New Middletown
Easton Grand Ballroom

Video Tribute compliments of funeralOne **funeralOne**
Experience Success

1:00 p.m. – 2:00 p.m.

Service of Remembrance Reception

Magnolia Room

*Sponsored in part by Ohio Funeral Supply
Sales Club*



1:00 p.m. – 1:15 p.m.

Refreshment Break

*Sponsored by State Auto
Insurance Companies*



1:15 p.m. – 1:30 p.m.

Call to Order

MARK A. MERZ, CFSP

OFDA President
Introduction of District Presidents
Introduction of Regional Directors
Nominating Committee Report
Easton Grand Ballroom



1:30 p.m. – 2:30 p.m.

NFDA Update

**ROBERT T. ROSSON, JR., CFSP,
CPC**

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

MARK A. MERZ, CFSP, OFDA PRESIDENT



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

OFDA Executive Director's Message

STEPHEN J. GEHLERT

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

2:30 p.m. – 4:30 p.m.

Keynote Speaker MIKE STAVER



The Staver Group

*Leadership Isn't For Cowards –
How to Lead Courageously in a
Turbulent Age*

We live in an age when it is more and more challenging to manage all of the information, demands and challenges that are coming at us. It takes real courage to stand firm in what you

believe and then to get your followers to understand what really matters and how to execute effectively. Your ability to influence your followers is key to every step of creating significant results. Courage is the key element in that process.

Attendees will learn:

- ★ The real definition of courage
- ★ The three most important steps you will ever take
- ★ The power of commitment
- ★ What your followers do, really do, when you are not around
- ★ The primary motivator of all people
- ★ The three things every leader can do to insure leadership failure
- ★ The importance of high gain activity and how to do more of it
- ★ Six steps that will insure effective execution

Mike Staver is an internationally respected coach and speaker. With a master's degree in counseling psychology and a bachelor's degree in business administration, he has found a way to make complex ideas simple, memorable and immediately applicable. He is a Certified Speaking Professional (CSP), a designation held by fewer than 10% of the members belonging to the International Federation for Professional Speakers. Mike is a best selling author and most recently he was chosen as one of the 40 hottest business speakers in America by *Meetings and Conventions* magazine.

Two Hours of CEU ★

Sponsored in part by OFDA Districts 4 and 6.

4:30 p.m. – 7:30 p.m.

Exhibition Hours

4:30 p.m. – 7:30 p.m.

Welcome Reception

Please enjoy complimentary hot and cold hors d'oeuvres. There will be a cash bar available for beverages.

6:30 a.m. – 5:30 p.m.

Registration

8:00 a.m. – 9:00 a.m.

Speaker **ROBERT G. MAYER, FBIE,**
Embalming Best Practices



Embalming and restorative techniques for three deceased human body types will be presented in this one-hour seminar:

- a. the un-autopsied body with specific conditions,
- b. the deceased body to be viewed without embalming and,
- c. the tissue donor body.

First, the treatment of the un-autopsied body employing the Restricted Cervical Injection technique to produce best results for treatment of 12 body conditions : trauma, obesity, increased preservative demand, burns, renal failure, tissue gas, edema, jaundice, arteriosclerosis, contagious disease, bodies where viewing will be delayed, and preparation of the “normal” body.

Second, deceased body type when the request is made for a viewing of the deceased but without standard embalming protocols. Legal issues will also be addressed with this preparation.

Third, several methods for the preparation of bodies when long bones and deep skin tissue has been donated.

Robert G. Mayer has been a licensed embalmer and funeral director for 49 years. He is licensed in Ohio and Pennsylvania. Born and raised in Boardman, Ohio; he is a graduate of Youngstown University and the Pittsburgh Institute of Mortuary Science. From 1967 until 1982 he was a full-time instructor of embalming, restorative art and mortuary law at Pittsburgh and since 1968 has run a trade embalming service in the greater Pittsburgh area. In 1987 he was approached by the American Board of Funeral Service Education to be the primary author and editor of a new embalming textbook. The first edition of the text, *Embalming: History, Theory and Practice* was published in 1990. The book is currently in its 5th edition. The text is presently used world-wide. He is the author of numerous professional articles and since 1972 has conducted over 200 demonstrations and seminars.



Juniper B & C

One Hour of CEU

Robert G. Mayer, FBIE is generously sponsored by Astral Industries



8:00 a.m. – 9:00 a.m.

Speaker **NANCY LOHMAN**

Become “Best in Class” – Increase your Revenue, your Market Share and your Brand Effectiveness


All of us would like to take our funeral homes to the next level. And how better to do that than implement best practices shared by colleagues? As a second career owner/operator

with “outside our industry” marketing experience and a hospitality background, this Buckeye will share the secrets she has learned and implemented both from colleagues as well as from her “outside our industry” experiences that resulted in strong brand recognition, significant market share increases and increased revenue.

Learn the most crucial essentials on every phone inquiry call. Discover the best community outreach program and how to ensure its success. Discover systems that she will share that allow you to monitor, follow up and provide “safety nets” to ensure great customer experiences and reviews plus learn amazing recovery opportunities to gain back customer satisfaction and loyalty when something goes wrong. Takeaways include phone shopper scripts, evaluation forms and checklists, specific community outreach program elements and specific recovery tools.

Nancy Lohman is a licensed funeral director and serves as a president of the Int’l Cemetery, Cremation & Funeral Assn. She is also past president of the Southern Cemetery, Cremation, & Funeral Assn. She is the Regional Director of Funeral Service Operations for Stonemor’s Florida Region including Lohman Funeral Homes, Cemeteries and Cremation. In addition to other community awards, Nancy was selected as one of the most influential women in Volusia County, Florida. Nancy graduated from The Ohio State University in 1982 with a Bachelor of Science Degree.

Lilac Room

One Hour of CEU 

Nancy Lohman is generously sponsored by Batesville Casket Company



8:00 a.m. 9:00 a.m.

Speaker **COLE IMPERI**



12 Things to Know About Consumer Behavior and the Psychology of Advertising

What are the differences between people in the Midwest and people on the East Coast? Should you market to them differently?

There is much your funeral business can learn from the fields of consumer behavior and behavioral psychology. It can help you

better understand what it is you're offering to the public by helping you better understand how the public perceives what you are providing. You can make smarter choices about the image of your business; from the colors you are using to the typefaces you select. And internally, you can discover quite a lot about the inner-workings of your workplace—wouldn't you love to know what motivates the 20-somethings in your office?


This presentation will detail 15 bite-size scenarios, facts and studies to help illustrate the incredible importance of these fields and how they impact your business.

Topics covered include: the multigenerational workforce, responsive web design, color preferences by gender and age, the science of type and consumer life cycles.

Cole Imperi is a noted graphic and type designer, marketing strategist and branding consultant. Her firm, Doth Brands, has served the deathcare, end-of-life, health and wellness categories since its founding in 2006.

Cole Imperi's path began at the age of 16 where she had an opportunity to study page layout design under members of the team responsible for the redesign of *USA Today*. Initially focusing on Page Layout Design led to her interest in eye-tracking studies and behavioral psychology applied to marketing. Her developing interest in page design progressed into usability research, color theory and consumer psychology. Cole is an award-winning designer and graduate of the Type@Cooper program at Cooper Union in Manhattan.

Magnolia Room

One Hour of CEU 

Cole Imperi is generously sponsored by Aurora Casket Company

Aurora

9:00 a.m. – 10:00 a.m.

Speaker BILL ZWICHAROWSKI

Benefits and Entitlements


Bill will cover "Benefits and Entitlements" for active duty military and dependents. What the local funeral director can expect when receiving a military member from Dover. How much will the government pay toward a military funeral? What type of casket does the government provide? How many flags are provided and who gets them? He will also cover the "Dover Mission;" Mass Fatality - from Dignified Transfer through the identification, preparation (classifications of viewability), uniform preparation, casketing and shipping process.

Bill is the Mortuary Branch Chief, Dover Air Force Base Port Mortuary, with 13 Years of Experience at Dover. He is a Veteran of the USMC. He graduated from Lackawanna Jr. College, Scranton, Pa (Business) and Pittsburgh Institute of Mortuary Science. He is a licensed Funeral Director/Embalmer in Pennsylvania and Delaware for the past 29



years. He is the Founder/Former Owner of Wm Zwicharowski Funeral Home. He was involved with the USS Cole Bombing, Space Shuttle Columbia, 911 Pentagon Attack Victims and over 8,000 War Fallen from Iraqi and Afghanistan. Bill's current responsibilities include: Oversight of all the Embalming, Restoration, Dressing, and Casketing of U.S. Military Remains that are identified and autopsied at Dover by the Armed Forces Medical Examiners.

Juniper B & C

One Hour of CEU 

Bill Zwicharowski is generously sponsored by Homesteaders Life Company



9:00 a.m. – 10:00 a.m.

Speaker KEVIN GAFFNEY

Arranging for Generations to Come

We've been hearing for years that the next generation of funeral planners—baby boomers—will be different. They will not be satisfied with a cookie-cutter approach to pre-arranging their funerals. Their expectations are much higher, and if not met, they will turn to other sources to ensure that their needs are met. *How* we do something is just as important as *what* we do. Kevin will share with you a new approach that satisfies today's consumer. One that is more questions-based and consultative in nature while stressing the value proposition. One that communicates a message that comes through loud and clear: "yes, we do care, we can add value to your end-of-life celebration, and we will be here tomorrow serving as a resource for your future needs."




Some highlights of *Arranging for Generations to Come* will involve: Going in with no expectations; Building credibility; Summarizing to effectively identify gaps; Being an inquiring mind; Educating, advising and gaining agreement; Presenting solutions that fit their expressed needs; And for your own sake, being referable.

Kevin Gaffney is the Regional Sales Vice President for the eastern U.S. at Funeral Directors Life Insurance Company (FDLIC), based in Abilene, Texas. Kevin has worked in the funeral and cemetery industry for well over 20 years.

Throughout his career, he has worked with hundreds of funeral service professionals and prearrangement specialists to help them connect with their market and achieve the results they desire.

Lilac Room

One Hour of CEU 

THURSDAY, continued on p. 10

9:00 a.m. – 10:00 a.m.

Speaker TERRY SCHOOL
Customization—Unlimited Choices for Families



With an extensive background in woodworking, chemical coatings and specialty finishes, Terry and The Davis Whitehall Co. have become industry leaders in the customization of hardwood cremation urns. Terry's Presentation will discuss the following:

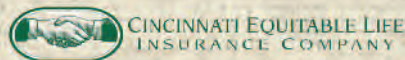
- **In today's society, the American consumer expects and accepts customization. (Will show examples)**
- **How other funeral professionals have customized services for their families.**
- **Customized urns and explain how customization can help turn the families grieving into healing.**
- **Copyright and trademark releases.**
- **What a funeral director can do when a family requests an image or idea that they do not have a photo of.**
- **Ways to present customization to their families.**

Terry School is the President and founder of The Davis Whitehall Co., a family owned and operated company based in Colorado Springs, CO, established in 1991.

Davis Whitehall™ is a family owned and operated company focused on service and dedicated to quality. Terry surrounds himself with a team of talented designers and craftsmen that share his passion for serving the funeral profession. Terry has spent the past two plus decades perfecting what he does out of love for his vocation, moreover, out of compassion for grieving families.

Magnolia Room
One Hour of CEU

Terry School is generously sponsored by Cincinnati Equitable Life Insurance Company



10:00 a.m. - 10:15 a.m.

Refreshment Break
Sponsored by Batesville Casket Company



10:15 a.m. – 12:15 p.m.

Keynote Speaker
JACK E. LECHNER, JR.,
CFSP Arlington National Cemetery



Jack will speak on Arlington National Cemetery. He will cover a brief history, eligibility requirements for burial and inurnment, eligibility and different types of military honors, and update the attendees on current initiatives to improve the service Arlington provides to our nation's service members, veterans, and family members.

Colonel Jack E. Lechner, Jr. retired from the United States Army on October 31, 2011 and was appointed as the Cemetery Administrator, Arlington National Cemetery, Arlington, VA. On August 27, 2012 he was appointed as the Deputy Superintendent, Arlington National Cemetery. Mr. Lechner has been serving at Arlington National Cemetery since June 2010.

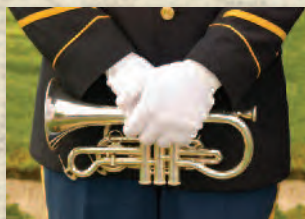
He came to Arlington from the Joint Staff, Pentagon, where he was responsible for the Joint Supply Chain Architecture (JSCA) and equipping the Iraq and Afghanistan National Security Forces.

Mr. Lechner earned an associate degree and mortuary science certificate from Mercer County Community College and became a licensed Practitioner of Mortuary Science in New Jersey where he was the co-founder and co-owner of South Jersey Funeral Associates, Inc. Mr. Lechner is a Certified Funeral Service Practitioner (CFSP), a member of the National Funeral Directors Association (NFDA), and is a licensed funeral director and embalmer in Ohio and Virginia. Mr. Lechner earned a Bachelor of Mortuary Science degree (Summa Cum Laude), Cincinnati College of Mortuary Science (1990).

At the conclusion of Mr. Lechner's presentation the Ohio Army National Guard Military Funeral Honors will present a processional and rendering of Military Honors with a seven person full honors detail.

Easton Grand Ballroom
Two Hours of CEU

Jack Lechner is generously sponsored by Aurora Casket Company





12:15 p.m. – 12:30 p.m.

Call to Order

MARK A. MERZ, CFSP

General Session and Election of Officers

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

12:30 p.m. – 1:30 p.m.

Awards Luncheon - Recognizing Committee Awards; CFSP; 25 Year and 50-Year Award Recipients; OFDA Past Presidents and Installation of Officers

Easton Grand Ballroom

*Sponsored in part by
The Outlook Group*



Knowledge. Trust. Innovation.

Committee Awards

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

Jim McKnight, Louisville
OSHA/EPA Committee

Jonathan Stuchell, Cincinnati
Scholastic Assistance Committee

Mark Whetstone, Vandalia
Mortuary Response Team Policy Board

Second Five-Year Committee Awards

Tami Baird, CFSP, Troy
Nominating Committee

Becky Bayliff, Cridersville
Mortuary Response Team Policy Board

John Evans, CFSP, Norwalk
Education Committee & Master Trust Committee

Mike Gedert, Cincinnati
Convention Committee

Jane Ludlow, CFSP, Cincinnati
Legislative Committee

Pam Parramore, CFSP, Middletown
Constitution & Bylaws Committee

Terry Reardon, Youngstown
Master Trust Committee

Recognition of 50-Year Award Recipients

Zeryl R. Ashcroft, Fullerton

Danferd C. Avis, Olmsted Twp

Robert C. Barnes, Eaton

James R. Bayliff, Tipp City

Lee H. Bierie, Powell

S. Howard Cheney, Troy

David R. Courtley, Youngstown

Frank C. Dawson, East Liverpool

Launey J. Dovin, Lorain

Wallace D. Lewellyn, Jr., Grove City

Charles A. Miller, Cincinnati

Thomas R. Neeld, Xenia

Carol Ann Parobek, Aurora

J. Roger Primm, Ashland

Joseph D. Schiavone, Youngstown

Harry Shaw, III, Columbus

Joseph G. Skerl, Brecksville

Charles J. St. John, Bedford

Edward Stofcheck, LaRue

Eugene J. Sujkowski, Jr., Rossford

Raymond O. Wright, Grand Rapids

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

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, Mentor - 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

Thomas F. Leonhard, Pinehurst, NC - 1990

Jack W. Moreland, Westerville - 1991

David B. Tobias, Dayton - 1992

Donald E. Pucak, CFSP, Akron - 1993

William C. Wappner, CFSP, Mansfield - 1994

Jon W. Rettig, Sr., East Palestine - 1995

Dwayne R. Spence, CFSP, Canal Winchester - 1996

R. Scott Davis, CFSP, West Portsmouth - 1997

Henry L. Epstein, Kansas City, MO - 1998

Gary L. Heller, Huber Heights - 1999

Tamara L. Baird, CFSP, Troy - 2000

Robert C. Carter, CFSP, Columbus - 2001

J. Michael Krill, CFSP, Edgerton - 2002

Dan K. Tobias, CFSP, Dayton - 2003

Bob Van Horn, CFSP, Toledo - 2004

Ken Cahall, CFSP, Georgetown - 2005

Jon Deitloff, CFSP, Springfield - 2006

Keith Walker, CFSP, Toledo - 2007

Walt Lindsey, CFSP, Loudonville - 2008

Tom Fleming, Jefferson - 2009

Terry Reardon, Youngstown - 2010

John W. Evans, CFSP, Norwalk - 2011

THURSDAY, continued on p. 12

THURSDAY, MAY 30, 2013

continued

1:30 p.m. – 2:00 p.m.
Installation of Officers
Easton Grand Ballroom

2:00 p.m. – 5:30 p.m.
Exhibition Hours

6:00 p.m. – 8:00 p.m.

The President's Reception – "Getya Gangsta On"



Hilton Lounge/Outdoor Patio

Please join us for fellowship with your friends, colleagues and business associates. You will enjoy complimentary hors d'oeuvres and music. A cash bar will be available.

Generously sponsored by Administrative Systems, Inc., Gilligan Law Offices, Matthews Casket Division, and Messenger



GILLIGAN LAW OFFICES

FRIDAY, MAY 31, 2013

6:30 a.m. – 12:30 p.m.
Registration Hours

7:30 a.m. – 9:00 a.m.

MARC H. BURR
MARC F. (BURRLY) BURR
Burr Funeral Home, Chardon

JANE SRNICK MONREAL
JEFFREY R. MONREAL
Monreal Funeral Home, Eastlake

Tragedy and Strategy—Dealing with an event that "will never happen here."

On February 27, 2012, a shooting took place at Chardon High School in Chardon, Ohio. Three students died within the two days following the incident. Burr Funeral Home and Monreal Funeral Home will tell their stories on how they handled this tragic event. The Burr Funeral Home will speak about how they dealt with the logistics and unique problems serving two of the families in a small town. The Monreals will speak about their funeral home experience in dealing with location, guests/family control. Both funeral homes will discuss their experiences dealing with the media. They will also take time to answer any questions from the attendees at the conclusion of their presentation.

Marc H. Burr is 5th generation funeral director in Chardon, OH; 1969 Graduate of Chardon High School. He is a 1973 graduate of the University of Mount Union, Alliance, OH and a 1974 graduate of Pittsburgh Institute of Mortuary Science.

Marc F. (Burrly) Burr is a 6th generation funeral director in Chardon, OH; a 1999 Graduate of Chardon High School. He is a 2003 Graduate of Allegheny College, Meadville, PA and a 2005 Graduate of Pittsburgh Institute of Mortuary Science.



Jane Srnick Monreal



Jeffrey R. Monreal



Marc H. Burr



Mark F. (Burrly) Burr

FRIDAY, MAY 31, 2013

continued

Jane Srnick Monreal began in the funeral home business in 1993 as a Family Service Counselor serving the Northeast Ohio area, and then as an apprentice Funeral Director. As a successful business woman with a background in sales and marketing, she became president of the Monreal Funeral Home in 2006.

Jeffrey R. Monreal is a Funeral Director since 2006 and is the fifth generation of Monreal funeral directors. Jeff has a strong business background in sales/advertising and management. Mr. Monreal received his Bachelor's Degree in Business Marketing from Mercyhurst University in Erie.

★ Easton Grand Ballroom

One hour of CEU

This presentation is generously sponsored by Columbian Financial Group and OFDA District 19



9:00 a.m.

Continental Breakfast

Easton Grand Ballroom

9:00 a.m. – 11:00 a.m.

Exhibition Hours

11:00 a.m. – 1:00 p.m.

Keynote JZYK S. ENNIS, MPA, CFSP



Funeral Customs of the World

As the world, and the United States, is becoming more culturally diverse, the purpose of this seminar is to help funeral service professionals gain a new perspective on how the world disposes of their dead and how they memorialize their dead. By gaining this understanding, the funeral service professional becomes more prepared to handle the first call,

transportation, arrangement conference, funeral/memorial service, selected disposition, and aftercare for that culture.

As many funeral professionals have been long removed from mortuary school, this seminar brings focus to a topic that is viewed as a crucial educational item. The funeral profession has indicated that funeral professionals must embrace and understand our changing clientele; therefore, because these topics are directly related to how our state and national citizenship is changing and becoming more diverse, the following are the major religions and cultures covered:

Buddhist; Hindu; Muslim/Islamic; Jewish (Orthodox, Conservative, Reform); Hmong; Tibetan/Sky Burial; Mongolia/Air Sacrifice; Baha'I; Pacific Northwest Haida/Pit Burial; Mayans/Under Home Burial; Kiribati/Skull Burial;

Orthodox; Mormon; Jehovah's Witness; Church of Christ, Scientist; Amish/Mennonite/Quaker; Military, Fraternal groups; Protestant; Roman Catholic; Non-religious and Atheist; Miscellaneous.

Jzyk S. Ennis, MPA, CFSP (pronounced Jay-zick) is employed as a full-time instructor in the Funeral Service Education Program at Jefferson State Community College in Birmingham, Alabama and as a part-time funeral director for McCalla Memorial Funeral Home in McCalla, Alabama. Mr. Ennis is a licensed funeral director and embalmer in the states of Alabama and Georgia. He began teaching as an adjunct instructor in 2000 and was hired as a full-time instructor in 2005 and remains in that position today. Previous to his hire at Jefferson State Community College, Mr. Ennis managed one of Alabama's largest funeral homes and has over 23 years of experience in the funeral profession. He is a past president of the Alabama Funeral Directors Association and a former At-large Representative on the Executive Board of the National Funeral Directors Association. Mr. Ennis graduated Magna Cum Laude and as the 1992 Outstanding Student in Funeral Service Education from Jefferson State Community College, from Auburn University with a B.S. in Business Administration, from The University of Alabama at Birmingham with a M.P.A in Public Administration, and is currently enrolled at Auburn University pursuing his Ph.D. in Adult Education.

★ Easton Grand Ballroom

Two Hours of CEU

Jzyk S. Ennis, MPA, CFSP is generously sponsored by Funeral Directors Life Insurance Company





Service of Remembrance

A traditional event of the convention is the Service of Remembrance. OFDA pays tribute to all members and their immediate family members who have died during the year. The Service of Remembrance will be held on Wednesday, May 29, beginning at 12:00 p.m., in the Easton Grand Ballroom, Hilton Columbus at Easton.

Immediately following the service, OFDA will host a reception for families in attendance.

Listed are the individuals who will be remembered during the service (this list is as of March 6). If you know of someone we've missed, please call Diana O'Neal at the OFDA office at 614-486-5339 or 1-800-589-6332. She can also be reached via email at diana@ofdaonline.org.

James W. Andryc, *Saline, MI*
David H. Beam, *West Union*
Cynthia A. "Cindy" Bayliff, *Cridersville*
Charles R. "Chuck" Blessing, *Aurora*
Robert Jesse Brooke, *Peebles*
Linda "Jo" Cantrell, *Enon*
Sean R. Carlson, *Loudonville*
Donald S. Chiles, *Lima*
Betty Ann Combs, *Zanesville*
Marion A. Crobaugh, *Euclid*
George L. Custer, *Alliance*
Ivan L. Davis, *Grandview Heights*
Billy O. "Bill" Eley, *Haines City, FL*
Richard S. Eston, *Solon (Sales Club Member)*
Marilyn L. Everist, *Middleburg Heights*
Ruth Anna "Annie" Farison, *Forest*
Helen Farone, *Cleveland*
Barbara Lorraine Foster, *Juno Beach, FL*
Geary E. Fraley, *Covington*
Ernest "Ernie" B. Hall, *Proctorville*
John J. "Jack" Higgins, *Poland*
Michael A. Hoeflinger, *Oregon*
Richard J. Hoskinson, *Zanesville*
Martha Jane Huntley, *Vinton*

Rosemary Ibbs, *Chester, WV*
Dale E. Law, *Delaware*
Cynthia L. Lockney, *Warren*
Jeanne Meier, *Lima*
LeRoy M. Meier, *Lima*
M. Lorraine Melcher, *Port Orange, FL*
Mary Lou Melcher Millhouse, *Port Orange, FL*
Loyal E. Monkemeier, *Sanborn, IA*
Barbara Ruth Neville, *Toledo*
Rachael Ramsey-Bamonte, *St. Leon, IN*
Phyllis M. Reber, *Avon*
Jason G. Reed, *Oakwood, IL (Sales Club Member)*
Mildred S. Richardson, *College Corner, IN*
Paul E. Richardson, *College Corner, IN*
Polly L. Roberts, *New Lexington*
Robert "Bob" Sanders, *Reynoldsburg*
Gerald "Jerry" Wylie Shroyer, *New Albany*
Wanda M. Siferd, *Lima*
James P. "Jim" Stevens, *Bellefontaine*
Kay Storch, *Brunswick, GA*
Nicholas R. "Nick" Vaniman, *Eldorado*
Betty Wikoff, *Harrison*
Joan J. Wood, *Gallipolis*



OUR FOUNDATION • OUR COMMITMENT

Honor, Respect, Integrity and Service

Special Events

Insurance Educational Seminar

Tuesday, May 28, 7:00 a.m. – 5:00 p.m.

Instructors: Steve Jenkins, Director of Sales Development – FDLIC
Kevin Gaffney, Regional Sales Vice President – FDLIC

Ten Hours of Insurance Continuing Education Credits

Hilton Columbus at Easton

Master's Training Seminar

Tuesday, May 28, 8:00 a.m. – 4:00 p.m.

Presented by OFDA Education Committee

Six Hours of CEU

Hilton Columbus at Easton

Social Event at Easton

Tuesday, May 28, 6:00 p.m. – 8:00 p.m.

Join us for cocktails and hors d'oeuvres to honor the unveiling of the next generation of 2013 Cadillac professional funeral cars. Come see what is new in funeral vehicles in 2013. *Hosted by American Coach Sales, Eagle Coach Company, Cadillac Professional Vehicles*



Service of Remembrance

Wednesday, May 29, 12:00 p.m. – 1:00 p.m.

Easton Grand Ballroom

Welcome Reception

Wednesday, May 29, 4:30 p.m. – 7:30 p.m.

Please enjoy complimentary hot and cold hors d'oeuvres. There will be a cash bar available for beverages.

Awards Luncheon

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

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

Easton Grand Ballroom

Sponsored in part by The Outlook Group



President's Reception

Thursday, May 30, 6:00 p.m. – 8:00 p.m.

Please join us for fellowship with your friends, colleagues and business associates. You will enjoy complimentary hors d'oeuvres and music. A cash bar will be available.

Hilton Lounge/Outdoor Patio

Generously sponsored by Administrative Systems, Inc., Gilligan Law Offices, Matthews Casket Division, and Messenger



GILLIGAN LAW OFFICES



The Exhibition

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

Annual Meeting

The Annual Meeting of the Ohio Funeral Directors Association will be held during the Convention at the Hilton Columbus at Easton on Wednesday, May 29, 2013 in the Easton Grand Ballroom.



EXHIBIT HOURS

Wednesday, May 29
4:30 p.m. – 7:30 p.m.

Thursday, May 30
2:00 p.m. – 5:30 p.m.

Friday, May 31
9:00 a.m. – 11:00 a.m.

Convention CEU Opportunities

TUESDAY, MAY 28, 2013

★ **Master's Training Seminar**
Six Hours of Continuing Education

WEDNESDAY, MAY 29, 2013

**NFDA Update, OFDA Update and
OFDA Executive Director's Message**
Combined for One Hour of Continuing Education

Keynote Speaker MIKE STAVER
The Staver Group
Leadership Isn't For Cowards
Two Hours of Continuing Education

Exhibits -
One Hour of Continuing Education for Viewing Exhibits

★ **Total of Four Hours of Continuing Education is offered
on Wednesday.**

THURSDAY, MAY 30 2013

Speaker ROBERT G. MAYER, FBIE
Embalming Best Practices
One Hour of Continuing Education

Speaker NANCY LOHMAN
*Become "Best in Class" - Increase your Revenue,
your Market Share and your Brand Effectiveness*
One Hour of Continuing Education

Speaker COLE IMPERI
*12 Things to Know About Consumer Behavior and
the Psychology of Advertising*
One Hour of Continuing Education
*(Robert, Nancy and Cole are speaking concurrently,
you may only attend one.)*

Speaker BILL ZWICHAROWSKI
Benefits and Entitlements
One Hour of Continuing Education

Speaker KEVIN GAFFNEY
Arranging for Generations to Come
One Hour of Continuing Education



Thursday, May 30 2013, continued

Speaker TERRY SCHOOL
Customization -Unlimited Choices for Families
One Hour of Continuing Education
*(Bill, Kevin and Terry are speaking concurrently,
you may only attend one.)*

Keynote Speaker JACK E. LECHNER, JR., CFSP
Arlington National Cemetery
Two Hours of Continuing Education

Exhibits
One Hour of Continuing Education for Viewing Exhibits

★ **Total of Five Hours of Continuing Education is offered on Thursday.**

FRIDAY, MAY 31, 2013

**Burr Funeral Home, Chardon and
Monreal Funeral Home, Eastlake**
*Tragedy and Strategy - Dealing with an event that "will
never happen here."*
One Hour of Continuing Education

Exhibits
One Hour of Continuing Education for Viewing Exhibits

Keynote JZYK S. ENNIS, MPA, CFSP
Funeral Customs of the World
Two Hours of Continuing Education

★ **Total of Four Hours of Continuing Education is offered on Friday.**

**PLEASE NOTE: You may only receive one
hour of CEU for viewing Exhibits during the
convention.**

OUR FOUNDATION • OUR COMMITMENT

Honor, Respect, Integrity and Service

Convention Committee

- ★ **CHAIR: Anthony Quahliero, Jr., Struthers**
- 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
- Tom Fleming, Jefferson
- Ada Fraley, CFSP, Covington
- Mike Gedert, Cincinnati
- Brent Hartley, McComb
- JoAnn Hartley, McComb
- Steve Hartwig, New Bremen
- Gary Heller, Huber Heights
- Steve Jenkins, New Philadelphia
- Justin Kaszowski, CFSP, Warren
- Jon Kinn, Bluffton
- Dave Kolbe, CFSP, Dayton
- Becky Krill, Edgerton
- Dave Morrow, Washington Court House
- Tim O'Neill, Wilmington
- Pam Parramore, CFSP, Middletown
- Don Pucak, CFSP, Akron
- Steve Ripepi, Cleveland



★ Election

Thursday, May 30, 2013

Positions being voted on during Convention:

★ **President-Elect** ★ **Treasurer** ★ **Secretary**

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

- ★ Only OFDA member firms are eligible to vote
- ★ One vote per firm (branch locations do not receive a vote unless that branch pays dues independently of the main firm)
- ★ Any employee of firm may cast a vote
- ★ Firm and voting member must be registered at convention and properly badged
- ★ Voting member of firm must be present on Thursday, May 30, 2013 at the General Session beginning at Noon
- ★ Voting member of firm will be required to sign adjacent to funeral home name to receive ballot
- ★ Voting stand will be conveniently located, please report to the proper designated alphabetical section to receive ballot
- ★ Complete ballot must be placed in ballot box
- ★ Election results will be announced at the close of general session on Thursday, May 30, 2013



Pre-Registration

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

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

New this year, OFDA is offering a One-Day Registration on Friday, May 31. The Friday, May 31 registration fee is \$50.00 per person. **The fee includes speakers, exhibits and breakfast. One-Day Registration is available ON-SITE ONLY.** ←

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

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

OFDA encourages you to pre-register for all functions during the convention using the attached pre-registration form. Please mail pre-registrations to the OFDA office by **Friday, May 17, 2013**. Pre-registrations help OFDA to prepare for adequate and comfortable seating for attendees in meeting rooms, pre-registration packets, precise amounts of food at each food function, along with many other aspects of the convention.

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

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

Directions to Easton Town Center

From the East:

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

From the West:

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

From the North:

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

From the South:

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

160 Easton Town Center • Columbus, Ohio 43219 • I-270, Easton Exit 33 • (614) 337-2200

HOTEL HEADQUARTERS

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

New!

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

All Hilton guests will enjoy a complimentary welcome gift in their room.

Easton's thriving corporate and retail centers make the Hilton Easton Hotel the perfect location whether you are visiting for business or pleasure. Just outside the doors of the Hilton, a world of excitement awaits. There are more than 100 shops, restaurants, clubs and entertainment sites. It's all just steps from the Hilton, and it's all unforgettable. Check out the Easton Town Center's website at www.eastontowncenter.com. To make your reservation you may call the Hilton at 614-414-5000 or go to: <http://www.ofdaonline.org> for the Hilton link and use our group code "OFD" to receive the \$174 group rate.

New!



Hilton Columbus at Easton



160 Easton Town Center,
Columbus, Ohio 43219
I-270, Easton Exit 33



(revised 4/10/13)

Pre-Registration Form

The 133rd OFDA Annual Convention and Exhibition

MAY 29-31, 2013
Hilton Columbus at Easton

Funeral Home _____
(If applicable)

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____



REVISED Pre-Registration Form

Your Selections Include...

- 1. **Insurance Continuing Education Seminar** – Tuesday, May 28, 2013
Instructors – Steve Jenkins/Kevin Gaffney
 - Full Day Member# attending ____ x \$110 = \$ _____
 - Full Day Non-Member# attending ____ x \$220 = \$ _____
 - Half Day Member A.M.# attending ____ x \$60 = \$ _____
 - Half Day Non-Member A.M.# attending ____ x \$120 = \$ _____
 - Half Day Member P.M.# attending ____ x \$60 = \$ _____
 - Half Day Non-Member P.M.# attending ____ x \$120 = \$ _____
- 2. **Master Training Seminar** – Tuesday, May 28, 2013
 - Member# attending ____ x \$70 = \$ _____
 - Non-Member.....# attending ____ x \$140 = \$ _____
- 3. **Convention Registration** – Wednesday, May 29, Thursday, May 30, Friday, May 31, 2013
Member Pre-Registration (**Luncheon, President's Reception and Breakfast included**) # attending ____ x \$95 = \$ _____
 Free registration for: OFDA Past Presidents and Past Presidents' Spouses, Mortuary Students,
 Children 18 and under, and Individuals with 50 years or more of service
 Please check one and indicate name(s) here: _____
attending _____
- 4. **Awards Luncheon** – Thursday, May 30, 2013, **Included with Registration Fee** # attending _____
- 5. **President's Reception** – Thursday, May 30, 2013, **Included with Registration Fee** # attending _____
- 6. **Breakfast** – Friday, May 31, 2013, **Included with Registration Fee** # attending _____
- 7. **Non-Member** (must be a licensed Funeral Director/Embalmer to attend) – Convention Registration# attending ____ x \$200 = \$ _____

Total Amount Enclosed: \$ _____

NOTE: Please List Embalmer and/or Funeral Director License Number & Indicate if you are attending the Insurance Seminar, (IS) or the Master Training Seminar, (MS) and Indicate your Thursday Speaker Choice

Attendee Name(s)	IS	MS	8A*	8B*	8C*	9A*	9B*	9C*

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

1st Session at 8:00 AM: 8A-Mayer – OR – 8B-Lohman – OR – 8C-Imperi
2nd Session at 9:00 AM: 9A-Zwischarowski – OR – 9B-Gaffney – OR – 9C-School

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, May 17, 2013.**



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

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