



143RD OFDA CONVENTION and EXHIBITION



SCHEDULE AT-A-GLANCE

MONDAY, APRIL 24

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



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

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

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

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

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

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

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



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

MONDAY, APRIL 24

PRE-CONVENTION SEMINARS

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

INSURANCE CONTINUING EDUCATION

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

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

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

5 hrs CEC (insurance license only)

12:00 – 12:30 pm POWER LUNCH

Lunch provided on-site for insurance seminar attendees, only

12:30 – 5:30 pm AFTERNOON INSURANCE SEMINAR

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

John T. Feher, *Precoa*

2. Ethics in the Workplace

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

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

EMBALMING SEMINAR

1:00 – 5:00 pm

Implantable Devices and Therapies: What You May Not Know

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

4 CE (General)

Tuesday 3:30 – 6:00 pm

Wednesday 3:00 – 5:30 pm

Thursday 10:15 – 11:45 am

EXHIBIT HOURS



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

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

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

BE EXTRAORDINARY!

Michael S. Schoedinger

Michael S. Schoedinger, CFSP
President-Elect

TUESDAY, APRIL 25

LEARNING LABS

8:00 - 9:00 am



**Funeral Business Financing:
How to Avoid Costly Mistakes**

Tim Bridgers



Write, Trust, Profit. Repeat!

*Laura Dempsey, Chrissy Fichtner,
Scott Serafin, CSRIC™, Paul vonSchoeler*



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

Ryan Thogmartin

CE LEGEND



Preneed



General



Laws & Rules



Ethics

LEARNING LABS

9:15 - 10:15 am



**If Not Now, When? - The Truth
About Your Business Succession**

Chris Cruger



Beating Mental Bias

Greg Logue, BS, MBA, MA

**SERVICE OF REMEMBRANCE
AND RECEPTION**

10:30 - 11:45 am

MEGA-MUNCH LUNCH

11:45 am - 12:30 pm

Regent Ballroom



12:45 - 1:45 pm

KEYNOTE SPEAKER



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

**CAMERON
MITCHELL**

Regent Ballroom

1:45 - 2:15 pm

ANNUAL MEETING

Past President Introductions
Board of Directors Installation

Lloyd E. Rankin
OFDA President



TUESDAY, APRIL 25

REFRESH & RECHARGE!

REFRESHMENT BREAK

2:15 - 2:30 pm



CE LEGEND



Preneed



General



Laws & Rules



Ethics

**PROFESSIONAL
PHOTO OPPORTUNITY**

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

Portrait Studio open daily during exhibit hours.

Regent Ballroom



2:30 - 3:30 pm

KEYNOTE SPEAKER



Evolving Funeral Service Education

**LEILI
MCMURROUGH**

3:30 - 6:00 pm

**EXHIBIT HOURS &
WELCOME RECEPTION**

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



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

**YOUNG FUNERAL DIRECTORS
SOCIAL EVENT**



TUESDAY, APRIL 25

6:30 - 8:30 pm

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

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

WEDNESDAY, APRIL 26

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

LEARNING LABS

8:00 - 9:00 am

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

Ashley Montroy

G Emotional intelligence for Funeral Directors
Melanie Carr, Ph.D

9:15 - 10:15 am

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

Jake Johnson

E Pediatric Funeral Care
Amanda Marie Ellis King, CFSP

G Putting the "Extra" in Extraordinary!
Deborah Thomas-Nininger

10:30 - 11:30 am

G Grief Therapy Dogs, A Benefit to your Client Families
Amie L. Burr & Gary M. Burr, CFSP

L Climbing the VA Tower
Donald B. Ferfolia Jr., J.D., CFSP

G Fabulous Food For Funerals; Catering the Funeral Experience
Justin Zabor, CFSP

CE LEGEND

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

POWER-UP LUNCH

11:30 am - 12:15 pm

Regent Ballroom

12:15 - 12:45 pm

G NATIONAL UPDATE

NFDA Treasurer, Christopher P. Robinson, CFSP, CCO
ICCFA President-Elect, Robbie Pape
CANA Executive Director, Barbara Kemmis, CAE

50-YEAR RECIPIENTS

William D. Babitt, North Royalton
Robert N. Bell, Bellaire
Bernard P. Borowski, Newton Falls
Patrick E. Carlson, Brunswick
M. Craig Dixon, Waverly
Robert L. Forward, Shaker Heights
E. Lynn Hartman, Columbus Grove
Daryl L. Ingram, Marysville
Robert Jackson, Jackson

Joel F. Jerome, Westfield Center
M. Walter Jordan, Albany
John F. Kuhn, Bedford
Michael Mallchok, Parma
Robert D. Mihovk, Cincinnati
William A. Monreal, Eastlake
Bruce A. Neely, Ada
Nevin C. Nussbaum, Orrville
Boyd E. Oliver, Ashville

Regent Ballroom

12:45 - 1:30 pm

AWARDS/RECOGNITION

Recognition of OFDA Committee Members
Young Funeral Directors Distinguished Service Award
25-Year and 50-Year Recipients

Charlene Paquelet, Massillon
Mark U. Reichlin, Elyria
James A. Sarver, West Milton
Wayne L. Smith, Urbana
John William Terwood, Avon
Darrell L. Waite, Brunswick
Thomas F. Wappner, Mansfield
Lynn C. Zechman, Springfield

WEDNESDAY, APRIL 26

**STUDENT PHOTO BOOTH
&
JOB FAIR**

11:45 am - 1:15 pm



*Emerging
Leaders*

**MORTUARY
STUDENT FORUM**

1:15 - 2:45 pm

**DEBORAH
THOMAS-NININGER**

REFRESH & RECHARGE!

REFRESHMENT BREAK

1:30 - 1:45 pm



**PROFESSIONAL PHOTO
OPPORTUNITY**

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

Portrait Studio open daily during exhibit hours.

CE LEGEND



Preneed



General



Laws & Rules



Ethics

Regent Ballroom



1:45 - 2:45 pm

KEYNOTE SPEAKER



*Breathing
Oxygen*

JASON BARGER!

**3:00 - 5:30 pm
EXHIBIT HOURS**



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

PRESIDENT'S RECEPTION

Regent Ballroom

5:30 - 7:00 pm

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



THURSDAY, APRIL 27

CE LEGEND



LEARNING LABS

8:00 - 9:00 am

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

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

9:15 - 10:15 am

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

G **Cremation is ____:
Understanding cremation
motivations**
Barbara Kemmis, CAE

9:00 - 11:00 am

**BRUNCH
FOR THE
BRAVE**

*Easton & Regent
Foyers*

10:15 - 11:45 am

EXHIBIT HOURS

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

*Regent Ballroom
11:45 am - 12:45 pm*

G **KEYNOTE SPEAKER**



**JASON
SCHECHTERLE**

*Burning Shield - The
Jason Schechterle Story*

12:45 - 1:00 pm

CLOSING REMARKS

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

JANUARY 29 - FEBRUARY 3, 2024

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

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

MasterTrust
Ohio Funeral Directors Association

**\$5,698
Value**

**AMERICAN
COACH SALES**

INFORMATION YOU SHOULD KNOW



REGISTRATION

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

PRE-REGISTRATIONS

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

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

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

CANCELLATIONS/REFUNDS

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

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

HILTON

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

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

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

CE SCANNING

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

THANK YOU TO OUR SPONSORS!



**Service Corporation
International**



**CINCINNATI EQUITABLE LIFE
INSURANCE COMPANY**
Our Family Serving Your Family



**FUNERAL
DIRECTORS
LIFE**



NGL



Physicians Mutual



PRECOA



**TRIBUTE
TECHNOLOGY**



UBS

Sponsors as of March 8, 2023

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



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

Sponsors as of March 8, 2023

Experience the EXTRAORDINARY!



WIN A TRIP FOR TWO

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

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

\$6,200
Value



OMG!



AMAZING!

Thank You to Our Trip for Two Sponsors:



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

143RD OFDA CONVENTION & EXHIBITION REGISTRATION FORM

APRIL 25-27, 2023, HILTON COLUMBUS AT EASTON

BE EXTRAORDINARY!

FUNERAL HOME NAME: _____ PHONE: _____

ADDRESS: _____

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

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

Unique email required for confirmation, badge printing and event app

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

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

Unique email required for confirmation, badge printing and event app

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

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

Unique email required for confirmation, badge printing and event app

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

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

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

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

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

☐ Tuesday
☐ Wednesday
☐ Thursday

☐ Tuesday
☐ Wednesday
☐ Thursday

☐ Tuesday
☐ Wednesday
☐ Thursday

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

National Producer Number

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

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

TOTAL FOR SELECTIONS				GRAND TOTAL
	\$	\$	\$	\$

☐ Check enclosed made payable to Ohio Funeral Directors Association

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

Name on Card: _____ Signature: _____

BILLING ADDRESS (if different than above): _____

EMAIL FOR RECEIPT: _____

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

Please duplicate form for additional registrants.

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

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

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

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

CANCELLATIONS/REFUNDS

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

Full details at ofdaonline.org.

2023 EXTRAORDINARY EXHIBITORS



@need Marketing
American Coach Sales
American Crematory Equipment Co
ASCO
ASD
Astral Industries
Atlantic Coast Life
B&L Cremation Systems Inc
Batesville
Behalt Casket Company LLC
C&J Financial
Cincinnati College of Mortuary Science
Cincinnati Equitable Life Insurance Co.
Clark Grave Vault
Commemorative Rosaries
Community Tissue Services/ Lions Eye Bank West Central Ohio
Core Scientific
Cremation Recycling, a division of Mid-States Recycling
Cremation Systems
Custom Air Trays
DISRUPT Media
Dodge
Donate Life Ohio
Doric Vault Dealers of Ohio
eFuneral Partner
Eternity's Touch
Express Funeral Funding
Federated Insurance
Frigid Fluid Company
FT the Americas (Facultative Technologies)
Funeral Directors Life
Funeral Home Gifts
funeralOne LLC
Funeral Service Foundation/NFDA
Garfield Refining
Golden Considerations
Great Western Insurance Company
H.S. Eckels and Company (Eckels)
HEMA/Dental Care Plus
Homesteaders Life Company
ICCFA - International Cemetery, Cremation & Funeral Association
Infinityurns LLC
Inman Shipping
LCBA
Legacy Touch
Legacy.com



Live Oak Bank
Matthews Aurora Funeral Solutions
Messenger
Mid-America College
More Than A Memorial
MorTrack
Mortuary Lift Company, Inc.
Muster Coaches
National Mortuary Shipping and Cremation
Newcomer Funeral Service Group
Oberers Flowers
Ohio Department of Health, Bureau of Vital Statistics
Ohio Embalmers Association
OneRoom
Paragon Casket Inc.
Passare
Pathway Pre-Need by Pekin Insurance
Physicians Mutual
Pierce Companies
Pittsburgh Institute of Mortuary Science
Precious Memories
PMRS
Precoa
Red Letter
Ring Ring Marketing
Riviera Tailors Ltd
Roberts & Downey Chapel Equipment, Inc.
Sedgwick
Service Corporation International
Shiva Shade
Snyder Funeral Homes
Starmark Local LLC
State of Ohio Board of Embalmers and Funeral Directors
Superior Casket Co.
The Bancorp
The Champion Company
The Foresight Companies
The NewBridge Group, Inc.
Thumbies
Timberwind Tree Farm
Tribute Technology
Tukios
Unity Financial Life
Wayne State University Mortuary Science Program
Wilbert Vaults of Ohio
Zane Casket Company

