



an evolution...in service

The 136th OFDA Annual Convention and Exhibition
May 17-19, 2016



Hilton Columbus at Easton



Dear Members:

The 2016 Ohio Funeral Directors Association's 136th Annual Convention and Exhibition will be held TUESDAY, May 17, 2016 through THURSDAY, May 19, 2016. Special pre-convention programming will take place, MONDAY, May 16, 2016, followed by a special social event at Fado Irish Pub & Restaurant. Pre-convention programming will include the usual full-day Insurance Educational Program and a half-day Embalming Seminar.

The return to the Hilton Easton property offers comfortable accommodations, free parking with easy access to convention activities and an efficient and pleasant staff. Many opportunities for shopping, sightseeing, entertainment and fine dining are available in the Easton area.

The theme for 2016 will be **An Evolution . . . In Service** which reflects the changes in both funeral service and OFDA's commitment to its members. As the word **Evolution** reflects, this is not a destination but a continuation in the development of member/association relationships. The Committee has added educational credits by offering some additional programming. These additions include a **NEW** two-hour program Tuesday morning, prior to the annual Service of Remembrance and the convention's formal opening session. Also on Wednesday there will be **THREE** one-hour early bird sessions running concurrently, starting at 7 am, 8 am and 9 am. Following Wednesday's activities, which includes the installation of officers and an awards luncheon, an early evening Presidential reception will be held in the Hilton lounge, with a Rain Forest theme.

We are especially excited to be providing special programming to the current mortuary science students and apprentices. We will be offering, at

no expense to the students, a special seminar exclusively for this group on Tuesday morning. Following their two-hour seminar and brunch, they will be invited to join the entire convention for its first day's activities. We feel this program will encourage and engage the students and apprentices early in their professional lives and strengthen the future of funeral service.

On behalf of the Convention Committee, your Executive Board and entire OFDA Staff, I hope you will join us for a full week of education, reunion and fellowship.

Looking forward to seeing everyone May 16-19!

Ben R. Easterling Jr.
President-Elect
Convention Chairman



Scleroderma Awareness

During my year as President at OFDA, I would like to use this opportunity to share awareness with our members of a medical condition that has impacted my family. For the past decade our daughter-in-law, Tara, has been fighting Scleroderma. It has completely changed the lives of Tara, our son, J.R., and grandson Dylan.

Scleroderma is an autoimmune disease affecting approximately 300,000 Americans. While the severity of the disease and symptoms can vary from person to person, an individual living with scleroderma can commonly suffer

from the presentation of all or some of the following: sensitivity to cold in extremities, thickening of the skin, shortness of breath, difficulty swallowing, joint stiffness and pain, and damage to internal organs. Due to the unfamiliarity within the medical profession, people often go undiagnosed or are misdiagnosed, resulting in extended suffering.

There is no cure for this chronic disease and the cause or causes is still unknown. By supporting the Scleroderma Foundation, we are able to help provide individuals and their

families with education and support, as well as continue to research this chronic disease.

For those of you also affected by this debilitating disease, I am honored to champion this cause and ask all members to consider this worthy endeavor with your support.

If you would like to present a gift in person, the OFDA staff will graciously accept your donation in their booth at convention, or donate online at: www.Scleroderma.org.

Thank You to Our Sponsors



Swigart Easterling Funeral Home



Ohio Funeral Supply Sales Club



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Funeral and Cremation Services



Karpus Scott & Company



OFDA DISTRICT 1

OFDA DISTRICT 16

Monday, May 16, 2016

Two very informative seminars will be presented on this day! Please see the information below for times and topics of each seminar. Registration and payment information can be found on pages 13 & 14..

7:00 p.m. – 5:00 p.m.

Insurance Educational Seminar

Juniper Ballroom A

10 Hours of Insurance Continuing Education Credits (Not Funeral Director/Embalmer Credits)

Instructors: **STEVE JENKINS**, Director of Sales Development and **PAM ULERY**, Director of Sales Development - Funeral Directors Life Insurance Company

7:00 – 7:30 a.m.

Registration and

Continental Breakfast

7:30 a.m. – 12:00 p.m.

Consumer Protection Law

The course is designed to help you better understand today's consumer protection laws, the agencies that enforce those regulations, and the impact on your professional life through presentation and discussion of real life scenarios.

12:00 – 12:30 p.m.

Lunch will be provided on site for attendees.

Lunch is generously sponsored by Implant Recycling, LLC

12:30 – 5:00 p.m.

The Basics of Ethics

The course is designed to provide the participant with an understanding of the impact of ethics from both a personal and professional standpoint. Topics will focus on developing an ethical vocabulary, how ethics are formed (and continue to develop over our lifetimes), the impact of ethics in the world of business along with how to make ethical decisions and develop an ethical code.

Fees:

OFDA Members Full Day - \$125
Non-Members Full Day - \$250
OFDA Members Half Day - \$60
Non-Members Half Day - \$120

Seating is limited - register on pages 13 & 14

12:30 – 5:00 p.m.

Embalming and Facial Trauma Restoration – Juniper Ballroom B & C

Presenter – **WALLACE P. (WALLY) HOOKER**, Family & Friends Funeral Home, Indiana

Four Credit Hours



Wallace P.
(Wally) Hooker

Embalming Tips & Techniques

This two hour presentation begins with a brief introduction and opening remarks concerning the importance of quality embalming. It covers a variety of common sense tips, techniques, procedures and

products, which will be of value to students, interns as well as seasoned embalmers: basic feature positioning, suturing techniques, with demonstrations, dealing with autopsied cases, donor cases, tissue building and overcoming difficulties we face daily in the embalming room.

Facial Reconstruction & Restorative Techniques

This course will review five case studies of actual reconstructive cases showing the progression from initial traumatic injuries, through the end result of being an acceptable open casket viewing. These cases are presented with the permission of the families. The course will also feature a live demonstration on facial reconstruction using commonly available products on RATH (restorative art teaching heads). In addition, new Simskin heads, which are medical realistic surgical training models are utilized.

WALLACE P. (WALLY) HOOKER, is the owner/funeral director/embalmer of Family & Friends Funeral Home, Wingate, IN. Wally attended Purdue University and is a graduate of Worsham College of Mortuary Science, Wheeling, IL. He has been licensed 22 years. He currently serves as President of the Indiana Funeral Directors Association. He has developed a passion and reputation for quality no-nonsense embalming and facial reconstruction.

Fees:

OFDA Member - \$75
Non-Member \$150

Seating is limited - register on pages 13 & 14

5:30 – 8:00 p.m.

Social Event

Fado Irish Pub & Restaurant

Food, Refreshments, Entertainment & Fun

Let the luck of the Irish be with you again this year

as you join your friends, colleagues and exhibitors at Fado a premiere Irish Pub located within walking distance from the Hilton Columbus at Easton. The Pub is closing its doors for all OFDA convention attendees from 5:30 - 8:00 p.m.

Enjoy tasting fantastic Irish food, craft beers, fine Irish whiskey as well as entertainment!

This evening is compliments of American Coach Sales, American Limousine Service and Baxter Wilbert Burial Vault, Bell Vault & Monument, Bass-Mollett, Columbian Financial Group, Crummitt & Son Vault Corp., Eagle Coach, Eckels, Fifthian Wilbert, Halo Int'l, Hupp Stiverson Burial Vaults, Lemasters, Longstreth Wilbert, National Mortuary Shipping, NOMIS Publications, OFSSC, Ohio Vault Works, Outlook Group, Physicians Mutual, Tri-State Wilbert Vault, Turner Vault, Toledo Funeral Supply

Please register on pages 13 & 14 to attend.

Please see insert for more information.

Tuesday, May 17, 2016

8:00 a.m. – 7:00 p.m.

Registration Hours

9:00 – 11:00 a.m. Juniper Ballroom

Put ME in Coach! and Funeral Service: A Global Perspective

Presenter – **JEFFREY CHANCELLOR, CFSP**, serves as Director of Education, Training and Research for H. S. Eckels & Company.

Two Credit Hours

Jeff is generously sponsored by H.S. Eckels & Company



Jeffrey Chancellor,
CFSP

Put ME in coach!

During this presentation we will explore the process of funeral service sales with special emphasis on creative group discussion and exploring strategies to empower funeral professionals to answer the tough questions, explain the benefits of our unique services and move from the role of friendly helpful stranger to a trusted, knowledgeable and professional guide through their journey of loss and healing.

Funeral Service: A Global Perspective

The goal of this presentation is to educate funeral professionals with relevant service processes and business culture knowledge to improve cultural awareness and diversify funeral offerings to emerging new markets, the immigrant and ethnic families.

Tuesday, May 17, 2016 **continued**

10:00 a.m. – Noon

(By Invitation Only) - *Easton Grand Ballroom*

A Talk with Little Miss Funeral – aka Lauren K. LeRoy -

A seminar for mortuary students, apprentices and young funeral directors

Aimed at young funeral professionals and those who are interested in funeral services, Lauren K.

LeRoy will speak on her personal experiences as being a “young female funeral director”.

This talk will also discuss the trials and tribulations young funeral professionals are faced with during their first five years. With examples

from Lauren's own career and advice on how to overcome these obstacles, she will also speak about what can be gained from a career in funeral service and why being a funeral director is the best decision she's ever made.

Lauren is a licensed funeral director in New York State. Born and raised in Buffalo, NY, Lauren graduated Cum Laude in 2010 with her AOS in Funeral Services from the New England Institute at Mount Ida College. In 2012 she started blogging under her pseudonym Little Miss Funeral. She has written for and been featured with numerous funeral publications including funeralOne, ASD and most recently, the BBC.

Little Miss Funeral is generously sponsored by Swigart-Easterling Funeral Home, Inc.

Transportation, food and beverages for students provided by American Coach, Messenger and Cincinnati Equitable Life Insurance Company, OFDA District 1, OFDA District 16, CCMS and PIMS

12:00 – 12:45 p.m.

Juniper Ballroom

Service of Remembrance

JIM GINDLESBERGER, Associate Pastor at Lakeview Christian Church, Akron

Video tribute compliments of Tukios; flowers donated by Oberer's; books compliments of Ohio Funeral Supply Sales Club; remembrance pieces sponsored in part by Behalt Casket

Service of Remembrance

Reception immediately following the Service of Remembrance will be located in the *Magnolia Room*
Generously sponsored by Messenger

1:00 -1:15 p.m. *Easton Grand Ballroom*

Annual Meeting Terry L. Palmer, CFSP, OFDA President

Introduction of District Presidents

Introduction of Regional Directors

Nominating Committee Report

1:15 – 2:15 p.m. *Easton Grand Ballroom*

NFDA Update

NFDA Treasurer, **Kenneth A. Cahall, CFSP, CCO;**

OFDA Update

President **Terry Palmer, CFSP** and OFDA Executive Director **Melissa S. Sullivan**



Kenneth A. Cahall, CFSP, CCO



Terry Palmer, CFSP



Melissa S. Sullivan

Combined for One Credit Hour

2:15 – 2:30 p.m.

Refreshment Break

Generously sponsored by Batesville Casket Company

2:30 – 3:30 p.m.

Easton Grand Ballroom

Minding the Gap with Cremation

Keynote -

NECTAR L. RAMIREZ,

Director of Customer Training at Batesville



Nectar L. Ramirez

This educational seminar is designed for all funeral directors who are involved in the arrangement process with cremation families, and who

seek to better understand the needs of these families. More and more, families are selecting cremation as a means of final disposition when the death of a loved one occurs. We will talk about common misconceptions regarding the cremation consumer and how the funeral professional can change their presentation to the family in a way that will result in higher family satisfaction and revenue. We will cover the order of the arrangement conference to drive a more positive experience for the family.

One Credit Hour

Nectar is generously sponsored by Batesville Casket Company

3:30 – 4:30 p.m.

Easton Grand Ballroom

Putting People Back Into People Skills

Keynote - DEBORAH THOMAS-NININGER -

DTN Productions, International, Columbus



Deborah Thomas-Nininger

EQ versus IQ seems to be all the buzz, so what does it mean? This program provides an assessment of where you rate within the top soft skills categories. Discover your empathy score and evaluate your listening style. Assess your ability to generate engagement, build rapport

and successfully synchronize with others. Determine how relatable you are as you explore the impact of body language, verbal presence and overall likeability. Soft skills rule today as never before!

Bump up your listening acuity; How to make the emotional connection; Verbal persuasion - how to use it authentically; The likeability factor - what role does it play; Building rapport = trust = successful relationships; Communication is not a one-size fits all; Being adaptable, flexible and relatable; How to get people talking; Developing a higher level of approachability; Being in the moment - attentively focused; How to give both physical and verbal feedback; Human to human connectivity in a world of paperwork, red tape and technology

One Credit Hour

Deborah is generously sponsored by State Auto Insurance Companies

4:30 – 7:00 p.m.

Exhibition Hours

One Credit Hour for viewing exhibits

4:30 – 7:00 p.m.

Welcome Reception

Enjoy complimentary hot and cold hors d'oeuvres as you view the exhibits. There will be host/cash bars located in the exhibit areas.

Welcome Reception beverages generously sponsored by Live Oak Bank

7:30 – 10:30 p.m.

Cooper's Hawk Winery, Easton

Young Funeral Directors Social Event

(Registration required - see pages 13 & 14.)

Enjoy an evening getting to know fellow young funeral professionals while enjoying food, wine and great company! All funeral directors, apprentices, students and guests 40 and under are welcome to

Tuesday, **continued on page 6**

Tuesday, May 17, 2016 continued

attend. This event is hosted by the OFDA Young Funeral Directors Committee.

*The evening is sponsored in part by
CareWorksComp Inc.*

Registration is \$20 per person. Space is limited so registration will be on a first come, first serve basis.

Wednesday, May 18, 2016

6:30 a.m. – 5:00 p.m.

Registration Hours

6:30 – 8:30 a.m. *Juniper Ballroom A*

Continental Breakfast

Concurrent BreakOut Sessions

7:00 – 7:50 a.m. *Juniper Ballroom B & C*

Funeral Home Acquisition – Your Opportunity for Growth



Jim Breaux

Presenter – **JIM BREAU**X,
Senior Loan Officer –
Live Oak Bank

Jim will discuss with attendees topics that will help them become aware of their future business strategies. He will share ideas and options to further grow your business.

Topic of discussion will be:

Acquisition Landscape; Options For Growth; Open a flanker brand; Acquire a competitor; Determine A Strategy; Preparing To Sell/Planning to Retire; Prepare in advance; Valuing of the business

One Credit Hour

Jim is generously sponsored by Live Oak Bank

7:00 – 7:50 a.m. *Magnolia Room*

Funeral Directors Preparation for Contagious Diseases

Presenters – **GARY BURR, CFSP** and **PETE MINGES** – **Ohio Mortuary Operational**



Gary Burr, CFSP



Pete Minges

Response Team Update of OMORT as Responders to Pathogenic Cases

OMORT Update

OMORT has been working the Ohio Department of Health (ODH) to develop a plan for strategic handling of human remains who may have died of highly infectious diseases.

ODH Requests

ODH has developed a contract with OMORT to train and equip several Strike Teams located throughout the state who can quickly respond to a highly infectious death. The contract calls for identifying crematories throughout the state that will handle highly infectious remains.

Training Planning

An OMORT training day was held on November 11, 2015 with over 90 members in attendance at the Ohio EMA. There will be a discussion on the training scheduled and plans for upcoming trainings.

Equipment

The contract with ODH provides funding for the purchase of specialized equipment for the safe handling of highly infectious remains. There will be a discussion on PPE and other equipment required by the Strike Teams.

One Credit Hour

*Gary and Pete are generously sponsored by
Columbian Financial Group*

7:00 – 7:50 p.m. *Lilac Room*

Communication with your Organ & Tissue Procurement Organization – Understanding the process and each of our roles



Michael Czup

Presenter – Michael Czup,
Funeral Director/Embalmer
and Coroner Liaison –
Lifebanc, Ashtabula

Mike will discuss steps and procedures to be taken when organ and tissue donation is involved.

Following are the steps taken after a death has been reported to and O.P.O:

1. Who is required to report and why?
What is the anatomical gift act?
2. How is the information gathered?
3. Why does it take so long?
4. Difference between organ, tissue and eye only donors
5. Quick reference to embalming techniques
6. Wearing two hats in my position
7. Funeral homes talking families out of donation
8. The heartbreaking statistics of donor need

One Credit Hour

*Michael is generously sponsored by
Bass-Mollett*

Concurrent BreakOut Sessions

8:00 – 8:50 a.m.

Juniper Ballroom B & C

Today's Funeral Event: Creating a better experience by adding value through hospitality

Presenters – **KEVIN GAFFNEY**, Regional Sales Vice President and **PAM ULERY**, Director of Sales Development – Funeral Directors Life Insurance Company



Pam Ulery



Kevin Gaffney

Kevin and Pam will discuss and provide details into how to add value through hospitality for the families that you serve.

Ask yourself these questions:

- How can we continue to be better and different in funeral service?
- Are we taking orders, or creating a healing and meaningful experience?
- How are you meeting the needs of the changing consumer?
- What am I doing to create value in the business for today's consumer?

Kevin and Pam will broaden your horizon and help you to think outside the box when it comes to expanding your services to position your funeral home to serve the next generation of funeral planners.

One Credit Hour

*Kevin and Pam are generously sponsored
by FDLIC*

8:00 – 8:50 a.m. *Magnolia Room*

Reputation Management – Building Your Brand

Presenter – **DEBORAH THOMAS-NININGER** – DTN Productions, International, Columbus

The necessary foundation of one's professional brand – managing your reputation! This program teaches the finer points of self-presentation critical



Deborah Thomas-Nininger

to a successful and well-managed brand. Entertaining, informative and practical – you will learn the top “10” items pivotal to your business reputation and how to “grow” your professional brand. Reputation = brand and it's up to everyone to effectively

Wednesday, May 18, 2016 **continued**

manage theirs. A few of the topics Deborah will discuss are:

- Managing public perceptions - making reality "real"
- Contemporary business etiquette - it's not charm school, but it is necessary
- Social media presence - harness the power without the headache
- Packaging a professional "brand" that communicates credibility...consistently

One Credit Hour

Deborah is generously sponsored by State Auto Insurance Companies

8:00 – 8:50 a.m. *Lilac Room*

How pet services and a therapy dog can enhance your business

Presenter - **ROBERTA KNAUF, CPLP** - Schoedinger Pet Services, Columbus

Expanding your traditional business to include pet services. The nuts and bolts of starting a pet loss business. Roberta will discuss the following:



Nika and Tara

- Why it is beneficial both financially and volume
- Reaching a new market segment
- Hiring the right person "a funeral director?"

- Being pet friendly, taking that first step
- First to market wins
- Promoting your services
- BC or CC
- How to acquire a therapy dog
- Marketing the entire package

One Credit Hour

Roberta is generously sponsored by Schoedinger Funeral & Cremation Services

Concurrent BreakOut Sessions

9:00 – 9:50 a.m.

Juniper Ballroom B & C



Nectar L. Ramirez

How to handle information seekers over the phone

Presenter - **NECTAR L. RAMIREZ**, Director of Customer Training at Batesville Casket

This educational seminar is designed for all funeral homes who are faced with information seekers, and who seek to better understand the needs of these

families. Often, these families are seeking information regarding offerings and pricing, before they are willing to make an appointment with a funeral home. This presentation is designed to give the funeral home a look into what drives the decision-making process for these families calling for information. It will also help put together an action plan to better address their needs on the phone and ensure we don't "close" on a direct cremation before having the opportunity to present to a family.

One Credit Hour

Nectar is generously sponsored by Batesville Casket Company

9:00 – 9:50 a.m. *Magnolia Room*

How to Find, Hire, Train, Motivate and Keep the Best Employees

Presenters - **RICH KIZER & GEORGANNE BENDER** - Kizer & Bender Speaking!

You worked hard to build your business, and harder still to make sure it continues to grow, but you can't do it alone. The right people can help you take your business to the top; the wrong people can break your momentum. The question is: How well does your team handle your business?

Your front line is your bottom line. To customers your employees and your business are one and the same; they are walking, talking billboards that represent your brand. This makes hiring, training, and motivating employees a TOP PRIORITY. Join Rich Kizer and Georganne Bender and learn:

- How to recruit and hire top performers
- A better way to do employee evaluations
- Why you should do 360 Degree Assessments
- Training, Meetings, and More
- No-cost, low-cost ways to recognize and reward a job well done
- You'll come away with strategies, tactics, tips, and training ideas to thrill customers, and keep your team happy, motivated, and productive!

One Credit Hour

Kizer and Bender generously sponsored in part by Homesteaders Life Company

9:00 – 9:50 a.m. *Lilac Room*

Mom's Gone – What Now?

Presenter - **JODY HERSHBERGER, BSN, RN, CHPN**, Director - Aultman Hospice & Palliative Care, Canton

Jody will discuss with attendees how to deal with family relations at end of life and what conversations to engage. She will talk about bereavement and the different stages of grief. She will also discuss what is the role of hospice and what is the role of the funeral home.



Jody Hershberger

One Credit Hour

Jody is generously sponsored by Huntington Bank

10:00 – 10:15 a.m.

Refreshment Break

Generously sponsored by Legacy Touch

10:15 – 11:15 a.m. *Easton Grand Ballroom*

ICCFA/CCMS/PIMS/OEA Update

ICCFA **PRESIDENT MICHAEL R. USELTON, CCFE**; CCMS President **JACK E. LECHNER, CFSP, CT**; PIMS Dean of Faculty & Students **JOE MARSAGLIA**; and Secretary of Ohio Embalmer's Association **DAVID HICKS, CFSP** will each give a brief update regarding their school and/or association.



Michael R. Useton, CCFE



Jack E. Lechner, CFSP, CT



Joe Marsaglia



David Hicks, CFSP

Combined for One Credit Hour

11:15 a.m. – 12:15 p.m.

Easton Grand Ballroom

Online Engagement:

Tech Terms & Tools Made Easy



Santiago Jaramillo

Keynote – SANTIAGO JARAMILLO

CEO and Founder of mobile app engagement platform Bluebridge

In the ever-changing digital landscape, the number one competitive differentiator is adaptability. How quickly an organization can make

Wednesday, **continued on page 8**

Wednesday, May 18, 2016 continued

changes or course-correct will ultimately be a major determining factor for its overall success. That's why having a deeper understanding of the tech tools available to marketers today is crucial. In this program, CEO and Founder of Bluebridge mobile engagement platform Santiago Jaramillo shares his own experience with adaptability and explains the biggest trends in technology to help funeral directors become adaptable. Attendees will take away actionable advice with tools that can be immediately implemented to stay connected with your audience.

One Credit Hour

*Santiago is generously sponsored by
Physicians Mutual/The Outlook Group*

12:15 – 12:30 p.m.

Easton Grand Ballroom

General Session and Election of Officers

TERRY PALMER, CFSP, OFDA President
One member from each funeral home must be present to cast a vote for elected positions.

12:30 – 1:30 p.m.

Easton Grand Ballroom

Awards Luncheon –

**Recognizing Committee Awards
25-Year and 50-Year Recipients
OFDA Past Presidents**

*Luncheon is generously sponsored by Funeral
Directors Life Insurance Company*

Recognition of OFDA Committee Members

OFDA members are recognized for volunteering on an OFDA committee for **five consecutive years**. We would like to acknowledge:

Lori Hicks, Mason – Membership Committee
Joe Miller, Cincinnati – Education Committee
Pete Minges, Cincinnati – Mortuary Response Team Policy Board

This year we have members who are receiving their **second five-year award**. We would like to acknowledge:

Scott Baltzell, Mansfield – Education Committee
Joan Billman, CFSP, Ashtabula – Master Trust Committee
Dave Morrow, Jeffersonville – Convention Committee

Recognition of 50-Year Award Recipients

Lawrence Bagnoli, Tallmadge
Barbara Barndt, Wayne
Ronald Brickman, Willoughby

Donald Brown, Hicksville
James M. Brown, Lewis Center
Nick Ciriello, Fairlawn
E. Stephen Conner, Waynesville
Louis Crow, Van Wert
Marilyn Deliberato, Garfield Heights
Walter F. “Tony” Deming, Palm Harbor, FL
Daniel Distl, Mansfield
Kenneth Free, Coshocton
Jack Hottinger, Marion
Paul A. Hummel, Jr., Akron
James E. Johnson, Concord
James Osman, South Shore, KY
Joseph T. Paquelet, Massillon
Jeff Powers, Jamestown
Rev. Randall Redington, Steubenville
John Robinson, Delaware
John Schiavone, Struthers
H. Grant Shorten, Mason
David Stombaugh, Carey
William Sujkowski, Toledo
Myron Walker, Pittsburgh, PA
Dennis Welling, Oregon

Recognition of OFDA Past Presidents

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, Columbus – 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
Kenneth A. Cahall, CFSP, Georgetown – 2005
Jon Deitloff, CFSP, Miamisburg – 2006
Keith Walker, CFSP, Toledo – 2007
Walt Lindsey, CFSP, Loundonville – 2008
Tom Fleming, Jefferson – 2009
Terry Reardon, Youngstown – 2010

John W. Evans, CFSP, Norwalk – 2011
Mark A. Merz, CFSP, Holland – 2012
Anthony Quahliero, CFSP, Struthers – 2013
Joan Billman, CFSP, Ashtabula – 2014

1:30 – 2:00 p.m.

Installation of Officers

2:00 – 5:30 p.m.

Exhibition Hours

One Credit Hour for viewing exhibits

2:00 – 5:30 p.m.

Wine and Cheese Reception

During exhibit hours

Brie our guest for a complimentary wine and cheese social. Toast, nibble and network with your colleagues as you tour the exhibit floor.

*Generously sponsored by
Matthews Aurora Funeral Solutions*



an evolution...in service

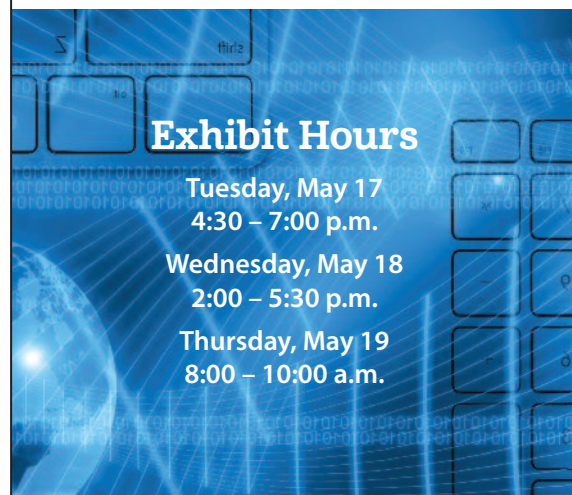


Exhibit Hours

Tuesday, May 17
4:30 – 7:00 p.m.

Wednesday, May 18
2:00 – 5:30 p.m.

Thursday, May 19
8:00 – 10:00 a.m.

Wednesday, May 18, 2016 **continued**

5:30 – 7:30 p.m.

President's Reception – la celebración de Panamá

Hilton Lounge

Cruise the Hilton hallway canal, cross the Amador Causeway into the Hilton lobby, surf over to the bar and tasty hors d'oeuvres station, snorkel your way to the dance floor and enjoy the colorful

ambience of the rain forest. Want to dress the part? Men dust off that traditional kuna shirt and ladies break out those lovely molas! Celebrate incoming President Ben Easterling, Jr. and the 2017 OFDA Annual Educational Conference destination of Panama.

Generously sponsored by Administrative Systems, Inc., Gilligan Law Offices, Karpus, Scott & Company, RBC Trust Company (Delaware) Limited, UBS Financial 770 Group.

**Enjoy live entertainment featuring
The Rice Brothers**



Thursday, May 19, 2016

7:00 a.m. – Noon

Registration Hours

7:30 – 9:00 a.m.

Continental Breakfast

located on exhibit floor

*Generously sponsored by
State Auto Insurance Companies*

8:00 – 10:00 a.m.

Exhibition Hours

One Credit Hour for viewing exhibits

10:00 – 11:00 a.m.

Easton Grand Ballroom

Obit: Inspiring Stories of Everyday People Who Led Extraordinary Lives

**Keynote - JAMES SHEELER, Case Western
Reserve University, Cleveland**

Journalist and author Jim Sheeler will describe how his years on the obituary desk writing life stories of

everyday people led to his first book, *Obit*, and shaped his journey to the story that eventually earned him the Pulitzer Prize.

James Sheeler will be bringing copies of his book *Obit* to sell for \$15. He will be available at 9:30AM in the Easton Grand Ballroom prior to his presentation and also at Noon after the presentation from Kizer & Bender. Please bring the exact amount of \$15 cash or you can purchase the book with a credit card.

One Credit Hour

*James generously sponsored by
Astral Industries*

11:00 a.m. – 12:00 p.m.

Easton Grand Ballroom

GenerationSpeak



**Rich Kizer &
Georganne Bender**

**Keynote - RICH KIZER &
GEORGANNE BENDER** -
Kizer & Bender Speaking!

Do you speak the same language that your customers speak? Do you understand generational nuances; the things that make each generation who they are? Do you know the attitudes and values of each

generation? How about their secret languages, favorite methods of communication, and how they buy? Today, it all comes down to understanding people from different generations, with different values and motivations and sensitivities. During this presentation you will meet:

GENERATION Z: "Zeds" for short - are the first 21st Century generation. The oldest Zeds are 21 and no longer kids; the youngest are just four years old.

The MILLENNIALS: Were born between 1981 and 1994; their elder statesmen are now 35, the youngest just turned 22. Millennials were born into high tech and optimistic times - and they have the sense of entitlement to show for it.

GENERATION X: If you believe the Generation X slacker hype, you're in for trouble! Gen Xers are great customers if you understand how they think.

The 50 + ZOOMERS: A combination of the 76 million Baby Boomers and the 64 million members of the Greatest Generation, who have morphed into one huge group of cash-rich consumers with special shopping needs.

Getting to know your changing customers has never been easier! You'll come away with a clear understanding of each generation, what they expect, and what to do about it. You'll leave armed with the know-how to give each customer what they want, when they want it, the way that they want it!

One Credit Hour

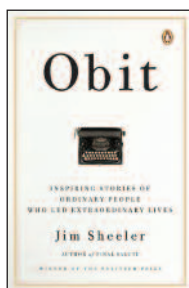
*Kinzer & Bender generously sponsored in part
by National Funeral Directors Association*

12:00 p.m. *Easton Grand Ballroom*

Closing Remarks



James Sheeler



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, May 17, beginning at Noon. The service will be held in the Juniper Ballroom at the Hilton Columbus at Easton.

Listed are the individuals who will be remembered during the service (as of print time). If you know of someone we've missed, please contact Diana Carpenter at the OFDA office at 614-486-539 or 1-800-589-6332. She can also be reached via email at diana@ofdaonline.org.

Melody Anderson, *Cincinnati*
Margaret Berry Roche, *Cleveland*
Fred M. Beshara, *Youngstown*
Dianna M. Blackstone, *Girard*
Clarence E. Bowman, Jr., *Dayton*
Marcene "Marcy" Werner Busch, *Westlake*
Joseph A. Campagna, *Independence*
John C. Carge, *Ft. Myers, FL*
Katharine Carlson, *Brunswick*
Neil E. Carlson, *Brunswick*
Elnora "Norie" Cisco, *St. Marys*
John A. "Jack" Dunn, *Akron*
Irving Robert Emmerich, *Avon Lake*
Jeannette Etta Emmerich, *Avon Lake*
Mary "Jane" Estep, *Springfield*
Lenore L. Faulhaber, *Broadview Heights*
Alice M. Fox, *Canfield*
Paul E. Frederick, *Cincinnati*
Michael J. Gearhart, *Van Wert*
Marian H. Guyton, *Springfield*
Marguerite Hall, *Conneaut*
Mark Liggett Hall, *Warren*

Dale Emerson Hill, *Kingston*
Dr. Henry Holden, Sr., *Girard*
Joseph E. Hollister, *Newark*
Peter A. Holowczak, *Parma*
Norma Homer, *Dayton*
Merlin James, *Fort Myers, FL*
Sara E. Koch, *Freeport*
Patricia L. Kozel, *Fairview Park*
Joyce A. Masterson, *Hoffman Estates, IL*
Leslie Barkdull Neal, *Shelby*
Rita J. Peters, *Fairview Park*
George F. Ridgeway, *Heath*
Harvey M. Smith, *Mount Gilead*
Donald R. Spicer, *Toronto*
Harry G. Stefanyk, *Marysville*
Shirley Irene Stocker, *Bradenton, FL*
Maynard M. Storer, *Jamestown*
David B. Tobias, *Beavercreek*
Marcella J. Tomon, *Cleveland*
Patricia J. Turnbull, *Hicksville*
Jane F. Waite, *Painesville*
Wanda Willis, *Gallipolis*

Convention – Earn up to 17 hours Credit Hour(s) Opportunities

Monday, May 16

Embalming and Facial Trauma Restoration

Instructor – Wallace (Wally) Hooker
Family & Friends Funeral Home, Wingate, IN
Four Credit Hours

Tuesday, May 17

Put Me in Coach! and Funeral Service: A Global Perspective

Presenter – Jeffrey Chancellor, CFSP,
Director of Education at Eckels Company
Two Credit Hours

NFDA Update – NFDA Treasurer,
Kenneth A. Cahall, CFSP, CCO;

OFDA Update – President
Terry Palmer, CFSP

OFDA Executive Director's Message – Melissa S. Sullivan
Combined for One Credit Hour

Minding the Gap with Cremation

Keynote – Nectar L. Ramirez, Director of
Customer Training at Batesville
One Credit Hour

Putting People Back Into People Skills

Keynote – Deborah Thomas-Nininger –
DTN Productions, International, Columbus
One Credit Hour

Exhibits

One Credit Hour for Viewing Exhibits

(You may only receive One Credit Hour for viewing exhibits during the convention)

Wednesday, May 18

Funeral Home Acquisition – Your Opportunity for Growth

Presenter – Jim Breaux, Senior Loan Officer –
Live Oak Bank

Funeral Directors Preparation for Contagious Diseases

Presenters – Gary Burr, CFSP and Pete Minges –
Ohio Mortuary Operational Response Team

Communication with your organ & tissue donation: understanding the process and each of our roles

Presenter – Michael Czap, Funeral Director/Embalmer
/Coroner Liaison – Lifebank, Ashtabula
Jim, Gary/Pete and Michael are speaking concurrently.
You may only attend one and receive One Credit Hour.

Today's Funeral Event: Creating a better experience by adding value through hospitality.

Presenters – Kevin Gaffney, Regional Sales Vice President
and Pam Ulery, Director of Sales Development –
Funeral Directors Life Insurance Company

Reputation Management – Building Your Brand

Presenter – Deborah Thomas-Nininger – DTN
Productions, International, Columbus

How Pet Services and a Therapy Dog Can Enhance Your Business.

Presenter – Roberta Knauf, CPLP –
Schoedinger Pet Services, Columbus
Kevin/Pam, Deborah and Roberta are speaking concurrently.
You may only attend one and receive One Credit Hour.

How to Handle Information Seekers over the Phone.

Presenter – Nectar L. Ramirez, Director of Customer
Training at Batesville

How to Find, Hire, Train, Motivate and Keep the Best Employees

Presenters – Rich Kizer & Georganne Bender –
Kizer & Bender Speaking!

Mom's Gone – What Now?

Presenter – Jody Hershberger, BSN, RN, CHPN,
Director – Aultman Hospice & Palliative Care, Canton
Nectar, Kizer & Bender and Jody are speaking concurrently.
You may only attend one and receive One Credit Hour.



ICCFA/CCMS/PIMS/OEA Update

ICCFA President Michael R. Uselton, CCFE; CCMS President Jack E. Lechner, CFSP, CT; PIMS Dean of Faculty & Students Joe Marsaglia; and Secretary of Ohio Embalmer's Association David Hicks, CFSP will each give a brief update regarding their school and/or association.

Combined for One Credit Hour

Online Engagement: Tech Terms & Tools Made Easy

Keynote – Santiago Jaramillo – Bluebridge
One Credit Hour

Exhibits

One Credit Hour for Viewing Exhibits

(You may only receive One Credit Hour for viewing exhibits during the convention)

Thursday, May 19

Exhibits

One Credit Hour for Viewing Exhibits

(You may only receive One Credit Hour for viewing exhibits during the convention)

Obit: Inspiring Stories of Everyday People who led Extraordinary Lives

Keynote – James Sheeler,
Case Western Reserve University, Cleveland
One Credit Hour

GenerationSpeak

Keynote – Rich Kizer & Georganne Bender –
Kizer & Bender Speaking!
One Credit Hour



Exhibit Hours

Tuesday, May 17
4:30 – 7:00 p.m.

Wednesday, May 18
2:00 – 5:30 p.m.

Thursday, May 19
8:00 – 10:00 a.m.



Election

Wednesday, May 18, 2016

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 vote
- Firm and voting member must be registered at convention and properly badged
- Voting member of firm must be present on Wednesday, May 18, 2016 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
- Completed ballot must be placed in ballot box
- Election results will be announced at the close of general session on Wednesday, May 18, 2016



Special Events

Monday, May 16

5:30 – 8:00 p.m.

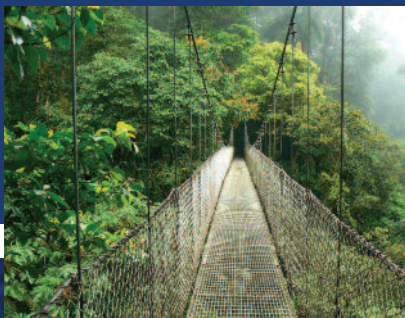
Social Event

Fado Irish Pub (located within walking distance from the Hilton)
Please R.S.V.P. for the event on the registration page located on pages 13 & 14

Tuesday, May 17

Annual Meeting

The annual meeting of the Ohio Funeral Directors Association will be held during the convention at the Hilton Columbus at Easton in the Easton Grand Ballroom on Tuesday, May 17, 2016.



Tuesday, May 17, continued

12:00 – 12:45 p.m. - Juniper Ballroom

Service of Remembrance

Jim Gindlesberger, Associate Pastor at Lakeview Christian Church, Akron

The Service of Remembrance Reception will be located in the Magnolia Room, immediately following the Service of Remembrance.

4:30 – 7:00 p.m.

Welcome Reception

Enjoy complimentary hot and cold hors d'oeuvres as you view the exhibits. There will be host/cash bars located in the exhibit areas.

7:30 – 10:30 p.m. - Cooper's Hawk, Easton

Young Funeral Directors Social Event

Wednesday, May 18

12:30 – 1:30 p.m. - Easton Grand Ballroom

Awards Luncheon

Recognizing Committee Awards; 25-Year and 50-Year Recipients; OFDA Past Presidents

2:00 – 5:30 p.m. - During exhibit hours

Wine and Cheese Reception

5:30 – 7:30 p.m. - Hilton Lounge

President's Reception

You will enjoy complimentary hors d'oeuvres, a host/cash bar and live music from the Rice Brothers.

The 136th OFDA Annual Convention and Exhibition

Hilton Columbus at Easton

May 17-19, 2016

Pre-Registration Form Page 1 of 2

Funeral Home _____

And/or Individual's Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email address _____

My Selections Include...

1. Insurance Continuing Education Seminar – Monday, May 16

Instructor – Steve Jenkins & Pam Ulery

Full Day Member	# attending _____	x \$125 = \$ _____
Full Day Non-Member	# attending _____	x \$250 = \$ _____
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 = \$ _____

Insurance Seminar Attendee Name _____

National Producer Number _____

Insurance Seminar Attendee Name _____

National Producer Number _____

2. Embalming and Facial Trauma Restoration – Monday, May 16

Member	# attending _____	x \$75 = \$ _____
Non-Member	# attending _____	x \$150 = \$ _____

Embalming Seminar Attendee Name _____

Embalmer/Funeral Director License Number _____

Embalming Seminar Attendee Name _____

Embalmer/Funeral Director License Number _____

3. Social Event – Monday, May 16, Complimentary # attending _____ *at Fado Irish Pub & Restaurant*

4. Convention Registration – May 17-19, 2016

Member Pre-Registration 1st person attending _____ x \$125 = \$ _____
(Welcome Reception, Luncheon, Wine & Cheese Reception, Presidents Reception, and Breakfast included)

Member Pre-Registration Additional # attending _____ x \$100 = \$ _____
(Welcome Reception, Luncheon, Wine & Cheese Reception, Presidents Reception, and Breakfast included)

Free registration for: ☐ OFDA Past Presidents and Past Presidents' Spouses ☐ Mortuary Students

☐ Children 18 and under ☐ Individuals with 50 years or more of service

Please ☒ check one and indicate name(s) here: _____

5. Speaker Jeffrey Chancellor, CFSP, H.S. Eckels & Co. – Tuesday, May 17 • 9:00 a.m. - 11:00 a.m.,# attending _____ Put ME in Coach! and Funeral Service: A Global Perspective - included with registration fee

6. Young Funeral Directors Social Event – Tuesday, May 17 • 7:30 - 10:30 p.m.# attending _____ x \$20 = \$ _____ *at Cooper's Hawk Winery, Easton*

Pre-Registration -- Continued on Page 14

Pre-Registration Form Page 2 of 2 -- Continued from Page 13

7. **Awards Luncheon** – Wednesday, May 18, included with registration fee.....# attending ____
8. **President's Reception** – Wednesday, May 18, included with registration fee.....# attending ____
9. **Breakfast** – Thursday, May 19, included with registration fee.....# attending ____
10. **Non-Member** (must be a licensed Funeral Director/Embalmer to attend) – Convention Registration.....# attending ____ x \$250 = \$____
- Total Amount Enclosed:** \$____

Convention Attendee Name(s):

If you wish to attend one of the *Wednesday A.M. concurrent speakers, please indicate your choice.

Check ONLY ONE speaker per hour per attendee. _____ →

	7a	7b	7c	8a	8b	8c	9a	9b	9c
Attendee Name & Embalmer/Funeral Director License Number									
Attendee Name & Embalmer/Funeral Director License Number									
Attendee Name & Embalmer/Funeral Director License Number									
Attendee Name & Embalmer/Funeral Director License Number									
Attendee Name & Embalmer/Funeral Director License Number									

* Wednesday A.M. Concurrent Speaker Choices -

See pages 6 & 7 for speaker information.

7 a.m

7a - Breaux
7b - Burr/Minges
7c - Czup

8 a.m

8a - Gaffney/Ulery
8b - Thomas-Nininger
8c - Knauf

9 a.m

9a - Ramirez
9b - Kizer/Bender
9c - Hershberger

Please complete & send applicable payments to OFDA in the enclosed envelope or charge and fax or email form (diana@OFDAonline.org). Please duplicate form for additional registrations. **All pre-registrations must be postmarked by Friday, May 6, 2016.**



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 _____

Online registration available at www.ofdaonline.org

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 \$125.00 for the first person. Additional registrations are \$100 each. **The registration fee includes speakers, exhibits, breaks, lunch, the president's reception and breakfast. A \$500 VALUE!** ←

OFDA is offering a One-Day Registration on Thursday, May 19, 2016.

The Thursday, May 19 registration fee is \$65.00 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 Continuing Education Seminar or the Embalming and Facial Trauma Restoration Program, please use the registration form pages 13 & 14 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 6, 2016**. 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 on-site registration fee will be \$125.00 per person.



Hilton Columbus at Easton



*Easton Town Center
3900 Chagrin Drive
Columbus, Ohio 43219
I-270, Easton Exit 33*

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).
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 first traffic light.

From the North:

Take 71 South to 270 South/East.
Exit at Easton (Exit 33).
Turn right 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 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.

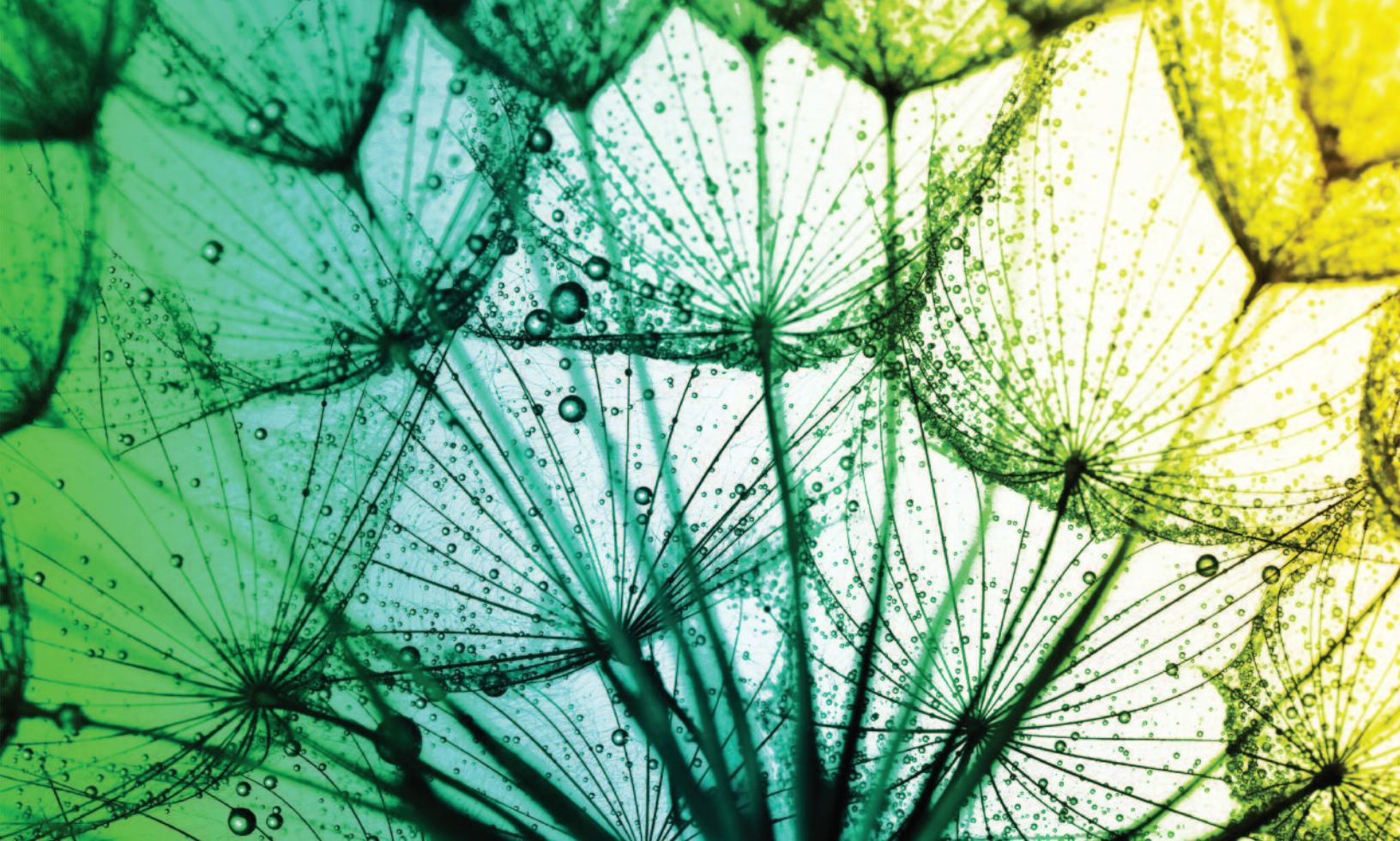
Hilton • Columbus, Ohio 43219 • I-270, Easton Exit 33 • (614) 414-5000

HOTEL HEADQUARTERS *The Convention and Exhibition will be held at the Hilton Columbus at Easton.*

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.

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 to receive the \$182 group rate.

PLEASE NOTE! *If the room block is full when making your reservation, please call Diana at the OFDA office for other options. To cancel your hotel reservation, do so by contacting Diana so we can fill the room with someone on the waiting list. Thank you!*



The Ohio Funeral Directors Association

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

2501 North Star Road • P.O. Box 21760
Columbus, OH 43221-0760



an evolution...in service