

Registration

Name – Attendee #1Embalmer/FD License #

☐ Friday☐ Saturday☐ Both Days

Name – Attendee #2Embalmer/FD License #

☐ Friday☐ Saturday☐ Both Days

Funeral Home

Address

City, State, Zip

Email

\$125 Friday only (\$250 NM*)
\$75 Saturday only (\$150 NM*)
\$175 Both days (\$350 NM)*

Total \$

Master CardVisaAMEXDiscover

Card Number

Cardholder’s Signature

Security codeExpiration Date

*NM = Non Member

Register online at OFDAonline.org or return registration in the enclosed envelope.
Make checks payable to OFDA.

Business Solutions
& Technology Conference



September 30
&
October 1, 2016

Cincinnati, OH

The Schedule

Friday, September 30 (5 credit hours, pending)

9:00 - 10:00 AM Registration
10:00 AM - 12:00 PM
“Funeral Home Technology...What’s THIS going to cost me !?”

Chris Runnels, Advanced Audio Systems
12:00 PM Lunch Sponsored by *Dave Kolbe & Messenger*

1:00 - 3:00 PM
Win More, Suck Less-How to Drive Leads on Social Media, It’s Not Just ‘Good Will’ Marketing
Ryan Thogmartin, Disrupt Media
3:00 - 4:00 PM

Technology in the Casket Industry
Astral Industries, Batesville Casket Company, Matthews
Aurora Funeral Solutions
4:00 - 5:00 PM Social Hour

Saturday, October 1 (4 credit hours, pending)

8:30 AM Registration
Continental Breakfast Sponsored by



9:00 - 11:00 AM
Funeral/Cremation Liability:
How to Minimize Your Risk
Frank Rosenacker, Rosenacker & Associates
11:00 AM - 1:00 PM
Intelligent Communication 101 - Meaningful Engagement with Every Generation
Lacy Robinson, CFSP, NFDA



Located in downtown Cincinnati
\$99 per night plus tax
single, double, triple, quad
Millennium Hotel
151 West Fifth Street
Cincinnati, OH
800-876-2100 (mention OFDA)
Reservation cut off date is
September 8, 2016



Seminar Location:
Cincinnati College of
Mortuary Science
645 W. North Bend Rd.
Cincinnati, OH 45224

Friday,
September 30



Chris Runnels, Advanced Audio Systems, as one of the few technology providers serving the death care industry, Chris has unique insight on where funeral home technology may be headed.



Ryan Thogmartin, Disrupt Media, four monster highlights of this presentation: 1) the biggest two myths about social media and funeral service, 2) real examples from funeral homes dominating on social media, 3) why strategy is key for success, 4) why Facebook Ads must be a part of your social media strategy.



David Hazelett, Astral Industries, discusses how the dramatic changes in technology have emerged, and how you can better

serve your families. Learn how to be a part of the solution while integrating the new technology available.



Brian Harpring, Batesville Casket Company, reflects on today's consumer and technology trends, technology integrations and partnerships to simplify for funeral professionals and families, and "entering the arena" of technology regardless of your personal technology journey.



Marty Strohofer, Matthews Aurora Funeral Solutions, will show you how funeral homes are making connections with families like never before. He will describe a variety of technology initiatives funeral homes across the country use to grow market share and educate families about the value of funeral service and memorialization.

Saturday,
October 1



Frank Rosenacker, Rosenacker & Associates, will focus on matters affecting funeral director/crematory owners on a daily basis. Next of kin issues; cremation authorizations (both pre-need and at-need); negligence, breach of contract; infliction of mental anguish, and much more.



Lacy Robinson, CFSP, NFDA, will provide powerful insights of each generation's consumer motivations. You will learn effective communication strategies and discover innovative ideas for creating life celebration events that emotionally connect every person by the life lived.



Lacy Robinson
sponsored by
Garfield Refining

Friday, 4:00 PM
Social Hour

*Thank you to our
social hour
sponsors:*



Batesville



Matthews Aurora
FUNERAL SOLUTIONS

Credit Hours:
Friday: Five
Saturday: Four