

Registration

Name – Attendee #1 Embalmer/FD License #
 Friday Saturday Both Days

Name – Attendee #2 Embalmer/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 Card Visa AMEX Discover

Card Number

Cardholder's Signature

Security code Expiration 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

Ohio Funeral Directors Association



**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:*



Credit Hours:
Friday: Five
Saturday: Four