

A large rectangular frame containing a photograph of a sunset over the ocean. The sun is low on the horizon, creating a bright glow and reflecting on the water. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. The title 'New HORIZONS' is written in a large, elegant font, with 'New' in a script style and 'HORIZONS' in a bold, sans-serif style. The text is centered over the sunset image.

New HORIZONS

The 137th
OFDA ANNUAL
CONVENTION & EXHIBITION

MAY 16-18, 2017

HILTON COLUMBUS AT EASTON

My fellow members of OFDA,



I am pleased to announce that plans are well underway for the Ohio Funeral Directors Association's 137th Annual Convention and Exhibition. We will be returning to the freshly renovated Hilton Columbus at Easton, TUESDAY, May 16 - THURSDAY, May 18, 2017. Pre-convention programming on Monday, May 15, 2017 will feature NFDA Arranger Training with Lacy Robinson; Technical Seminar presented by Jack Adams; and Insurance

Seminar. Monday evening we will return to Fado Irish Pub for what has become a must attend social event!

The Hilton Columbus at Easton offers many amenities including easy access, free parking, and close proximity to the variety of retail and entertainment venues Easton Town Center has to offer; not to mention the extraordinary Hilton staff members dedicated to ensuring your guest experience and our convention is second to none!

Our theme for the 2017 Convention and Exhibition will be ***New Horizons***, reflecting our strong belief that our association and indeed our entire noble profession is on the cusp of a bright and exciting future. That sentiment will be reflected as we continue to enhance your convention experience. From fresh educational programming, a vast array of exhibitors and vendors, and several unique opportunities to network and connect with colleagues and friends; our convention offers you one of the best values and experiences available!

Our theme for the 2017 Convention and Exhibition will be ***New Horizons***, reflecting our strong belief that our association and indeed our entire noble profession is on the cusp of a bright and exciting future.

After receiving great feedback last year we will again offer **up to 17 CEU's** to attendees. The Mortuary College students will be returning for featured programming. I am also excited to announce that the theme for the President's Reception Wednesday evening will be ***Casino Royale***. Casino games will make a return and we hope this event will once again be one of the "can't miss" social and networking opportunities on your convention agenda.

On behalf of the Convention Committee, the Executive Committee and the entire OFDA staff we thank you for your continued support. Our convention is made possible by each of you, our valued members. We look forward to seeing you in Columbus as together we journey toward exciting ***New Horizons***!

Warm regards,

Bradley J. Chute, CFSP

NEW HORIZONS

OFDA's 137th Annual Convention

Tuesday, May 16 -

Thursday, May 18, 2017

- Freshly renovated Hilton Columbus at Easton
- Free Parking
- Pre-convention Programming; Technical Seminar, Insurance Seminar
- Social Event at Fado Irish Pub
- Up to 17 CEU's of Educational Programming
- Casino Royale President's Reception

Thank You, SPONSORS!

EXHIBIT HOURS

Tuesday, May 16 • 4:30 - 7:00 pm
Wednesday, May 17 • 2:00 - 5:30 pm
Thursday, May 18 • 8:00 - 10:00 am



Swigart Easterling Funeral Home



Ohio Funeral Supply
Sales Club



RBC Trust Company (Delaware) Limited

GILLIGAN LAW OFFICES



UBS Financial 770 Group



Karpus Scott & Company



OFDA DISTRICTS 4, 6, 8, 10, 11, 15 AND 16

Monday MAY 15, 2017

EXHIBIT HOURS

Tuesday, May 16 • 4:30 – 7:00 pm
Wednesday, May 17 • 2:00 – 5:30 pm
Thursday, May 18 • 8:00 – 10:00 am

Said about the 2016
Convention: "I love the energy
throughout the convention."

Choices, Choices, Choices!

There will be three different and informative seminars presented on this day! Please see the information below for topics, times and registration for each seminar.

7:00 am – 5:00 pm

Lilac Room

INSURANCE EDUCATIONAL SEMINAR

10 Hours of Insurance Continuing Education Credits (not funeral director/embalmer credits)

Instructors: **Steve Jenkins** and **Pam Ulery**, Funeral Directors Life

7:00 – 7:30 am

REGISTRATION AND CONTINENTAL BREAKFAST

7:30 am – 12:00 pm

Meeting the Needs of the Growing Insurance Market

A review of insurance basics and how to effectively meet the insurance and financial needs of the growing 55+ market.

Noon – 12:30 pm

LUNCH will be provided on site for Insurance Seminar attendees.

12:30 – 5:00 pm

Generational Ethics

Focuses on understanding how ethics and behaving with integrity varies throughout the generations in our workforce and the impact of such action on our profession in today's market.

Seating is limited. Please see fees and registration information on page 13 & 14.

7:30 – 8:00 am

Juniper A

REGISTRATION FOR NFDA Arranger Training

8:00 am – 4:30 pm

Juniper A



Lacy Robinson,
CFSP

NFDA Arranger Training

Presented by **Lacy Robinson, CFSP**, NFDA Director of Member Development

This high-energy, interactive program

provides you with the tools you need to convey the value of the funeral to families and partner with them to design memorable life tribute events. Through a combination of small and large group discussions, problem-solving and creative collaboration, you'll leave with fresh approaches and new ideas to transform your arrangement conferences.

Registration will be handled by NFDA. Information and fees can be found on the NFDA website nfda.org.

Seating is limited!

12:30 - 1:00 pm

Juniper B & C

REGISTRATION FOR *You Only Have One Chance - But Sometimes More Can Be Done*



Jack Adams

Juniper B & C *You Only Have One Chance - But Sometimes More Can Be Done*

Presented by **Jack Adams**, The Dodge Company

Remember the first case that looked so challenging when you were newly licensed? Looking back, it probably wouldn't seem so tough now, would it? The more an embalmer challenges him/herself, the better their skill set will be. With that in mind, Jack will hold an interactive discussion with pictures of several very difficult cases that he has embalmed and restored and discuss the steps he took to reach the final result.

Jack will address donor case embalming with a focus on long bone and skin donation. Each donor case ultimately provides unique challenges to the embalmer, but there are restorative procedures which will help to overcome these challenges.

Four Continuing Education Hours

Seating is limited. Please see fees and registration information on page 13 & 14.

Jack is generously sponsored in part by [Preplanning Associates](#).

5:30 – 8:00 pm

SOCIAL EVENT

Fado Irish Pub & Restaurant

Join us for a "wee" bit of fun at Fado Irish Pub from 5:30 – 8:00 pm. Fado is located at 4022 Townsfair Way, in Easton, a stone's throw from the Hilton.

Come enjoy food, entertainment and "Irish Whiskey Tasting" and it is FREE.

Please register on page 13 to attend. See insert for more information.



Tuesday MAY 16, 2017

EXHIBIT HOURS

Tuesday, May 16 • 4:30 – 7:00 pm
Wednesday, May 17 • 2:00 – 5:30 pm
Thursday, May 18 • 8:00 – 10:00 am

Said about the 2016 Convention:
"Hated to miss even one minute of the speakers as they were excellent."

8:00 am – 7:00 pm
REGISTRATION HOURS

9:00 – 11:00 am

Juniper Ballroom

**Cooperative Efforts: Fiction, Reality
OR the First Step to a Successful
Succession Plan**

Presented by **Frank B. Rosenacker**,
Rosenacker and Associates



Frank B. Rosenacker

No matter what any of us do, we need to plan who will eventually manage/own our business – a business we have devoted our lifetime to and have nurtured for years.

Since succession is inevitable, why can't funeral directors cooperate with their colleagues? Are cooperative efforts simply a fiction in funeral service or will they become a reality that must occur to keep funeral homes viable and profitable? Find out answers to these and other questions about *Cooperative Efforts*.

Two Continuing Education Hours

10:00 am – 12:00 pm
The Beginning of the End: Starting Out in Funeral Service



Caroline McGill

A seminar for mortuary students, apprentices and young funeral directors.

Presented by **Caroline McGill**, J. Henry Stuhr Funeral Chapels and Crematory, Charleston, SC

Funny Bone Comedy Club & Restaurant, Easton Town Center (within walking distance of the Hilton)

I hope to have a conversation with you about our generation of funeral professionals. I came into this business wide-eyed and with some big ideas. Five years and hundreds of funerals into it,

I have a little bit more perspective. This business is not for the faint of heart. Burnout is a real thing. Each day presents new challenges and opportunities, and I feel it is important for us to talk about them together.

This seminar is complimentary to mortuary students. If you are an apprentice or young funeral director and would like to attend, please register using the form on pages 13 & 14.

One Continuing Education Hour

Caroline is generously sponsored by *Swigart-Easterling Funeral Home*, Canal Fulton. Transportation, food and beverages for students provided by *American Coach Sales, Cincinnati College of Mortuary Science, Cincinnati Equitable Life Insurance Company, Messenger, OFDA District 15 & 16* and *Pittsburgh Institute of Mortuary Science*. Venue sponsored by *Newcomer Funeral Service Group*.

12:00 – 12:45 pm

Juniper Ballroom

SERVICE OF REMEMBRANCE

Jeff Smith, Chaplain, Licking Memorial Health System, Newark

Video tribute by *Tukios*; flowers by *Oberer's*; books donated by *Ohio Funeral Supply Sales Club*; remembrance pieces generously sponsored by *Physicians Mutual* and *The Outlook Group*.

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

1:00 – 1:15 pm



Ben R. Easterling, Jr.

Regent Ballroom

ANNUAL MEETING

Ben R. Easterling, Jr.,
OFDA President

Introduction of District Presidents
Introduction of Regional Directors
Nominating Committee Report
Present Colors, Pledge of Allegiance
and National Anthem

1:15 – 2:15 pm



W. Ashley Cozine,
CFSP, CPC, CCO

Regent Ballroom

NFDA UPDATE

W. Ashley Cozine,
CFSP, CPC, CCO,
NFDA President

OFDA UPDATE

President Ben R. Easterling, Jr.

and OFDA Executive
Director **Melissa S. Sullivan**

**Combined for
One Continuing
Education Hour**



Melissa Sullivan

2:15 – 2:30 pm

REFRESHMENT BREAK

Generously sponsored by *Matthews Aurora Funeral Solutions*

2:30 – 4:30 pm

Regent Ballroom

**Cremation, Celebrant Ceremonies
and Pew Research**



Ernie Heffner

Ernie Heffner, Heffner Funeral Chapels & Crematory, York, PA

The main topics of this presentation will address how end-of-life service providers might remain relevant by

reconfiguring certain critical aspects of how the profession serves.

Ernie will review the demographic and societal statistics presented by Pew Research, how the reality of this information, has been and will continue

Tuesday, continued on page 6

Tuesday
MAY 16, 2017 continued

to be, dramatically impacting end-of-life service providers and the adaptations needed by the profession, including further education and training, in order to remain prospectively relevant to contemporary consumers.

Two Continuing Education Hours

Ernie is sponsored in part by *Behalt Casket*

4:30 – 7:00 pm

EXHIBITION HOURS

One Continuing Education Hour for viewing exhibits

4:30 – 7:00 pm

WELCOME RECEPTION

Enjoy complimentary hors d'oeuvres as you view exhibits. There will be host/cash bars located in the exhibit areas. Generously sponsored in part by

OFDA Districts 4, 6, 8, 10, 11



7:30 – 10:30 pm

YOUNG FUNERAL DIRECTORS SOCIAL EVENT (40 and under)

Cooper's Hawk Winery, Easton

Enjoy an evening getting to know fellow young funeral professionals while enjoying food, wine and great company. All apprentices, students, and funeral directors 40 and under are welcome to attend. This event is hosted by the OFDA Young Funeral Directors Committee.

Pre-registration required at the cost of \$35 per person. Space is limited!

Registrations will be accepted on a first come, first serve basis. Please see page 13 & 14 to register.

YFD Social is sponsored in part by

CareWorksComp

Wednesday
MAY 17, 2017

EXHIBIT HOURS

Tuesday, May 16 • 4:30 – 7:00 pm
Wednesday, May 17 • 2:00 – 5:30 pm
Thursday, May 18 • 8:00 – 10:00 am

6:30 am – 5:00 pm

REGISTRATION HOURS

6:30 – 8:30 am

Juniper Ballroom A

CONTINENTAL BREAKFAST

7:00 – 7:50 am

THREE CONCURRENT BREAKOUT SESSIONS (you may only attend one)

How to Drive Leads on Social Media, It's Not Just 'Good Will' Marketing



Ryan Thogmartin

Ryan Thogmartin,
Owner, DISRUPT Media

If you're not driving leads then you're doing it wrong!

This presentation isn't going to be about 'what is social media' or 'why your funeral home/cemetery should embrace social media' – frankly if you don't already know the answers to the previous questions you must be living under a rock.

Are your customers really using social media and do they want to talk about your funeral home? H*L yes they are and we are going to show you the proof.

One Continuing Education Hour

Ryan is generously sponsored by
Astral Industries

Compassion Fatigue, Burnout and the Funeral Director



Lauren K. LeRoy

Lauren K. LeRoy AKA
"Little Miss Funeral,"
New York

Compassion fatigue is described as a state experienced by those helping people in distress or an extreme

state of tension and preoccupation with the suffering of those being helped to the degree that it can create a secondary traumatic stress for the helper.

Sharing her own personal stories, she hopes to start a conversation with others to let them know that being a funeral director is hard, but the work that funeral directors do is worth it as long as they learn to first care for themselves.

One Continuing Education Hour

Lauren is generously sponsored by
Homesteaders Life

Benefits of Airbrushing



Duane G. Hedrick

Duane G. Hedrick,
The Dodge Company

This program will touch on the benefits of using an airbrush cosmetic technique compared to using traditional mortuary cosmetics or over-the-counter cosmetics. Images of before and after results of some relatively extreme cases will be shown highlighting the benefits of the airbrush procedure.

One Continuing Education Hour

Said about the 2016 Convention: "This was my first convention, didn't realize what I was missing. Great Job!"

Wednesday
MAY 17, 2017 continued

8:00 – 8:50 am

THREE CONCURRENT BREAKOUT SESSIONS (you may only attend one)

Selling and other "4 letter" words

Jeffrey Chancellor, CFSP, Director of Education, Training and Research for HS Eckels & Company

We will explore the process of funeral service and client management with special emphasis on exploring strategies to empower arrangers to effectively deal with today's most difficult families and develop care offerings in line with today's consumer.



Jeffrey Chancellor, CFSP

One Continuing Education Hour

Jeffrey is sponsored in part by [HS Eckels & Company](#)

Tech Soup...today's recipe for success

"It's not just about the ingredients; it's how we put them together"



Pam Ulery



Kevin Gaffney

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

You will learn about consumer driven technologies and how to integrate them into your processes and create more value for families by communicating with them the way that they want to communicate. You will also get tips and ideas on leveraging technology to improve communication within your firm, and community influencers like pastors, hospice and elder law attorneys.

One Continuing Education Hour

Kevin and Pam are generously sponsored by [Funeral Directors Life](#)



C. Jeff Lee, DO

The Coroner and the Funeral Director

C. Jeff Lee, DO, Deputy Coroner/Chief Forensic Pathologist, Licking County Coroner's Office

Two interesting high profile autopsy cases will be reviewed: autopsy findings and background stories surrounding the Knox County dismemberment homicides and the Muskingum County Terry Thompson suicide with release of the exotic animals. Discussion will involve how funeral homes work with the coroner's office to help families understand the procedures involved when an autopsy is conducted.

One Continuing Education Hour

Dr. Lee is generously sponsored by [Paragon Caskets](#)

9:00 – 9:50 am

THREE CONCURRENT BREAKOUT SESSIONS (you may only attend one)

How on earth are we going to pay for the nursing home? Some Elder Law Basics

Christopher R. Meyer, Reese, Pyle, Drake & Meyer, Newark, OH



Christopher R. Meyer

When a loved one enters a nursing home he or she is typically experiencing life changing physical and/or mental problems. The family is now facing a huge new financial burden. In search for ways to cover the expense, families will have to look at spending down their bank accounts which usually includes, Medicare, Medicaid and preplanning for their loved one's funeral.

One Continuing Education Hour

Christopher is generously sponsored by [Behalt Caskets](#)

Sharing Life by Design...a Funeral Director's Guide to Relevant Funerals



Erin Whitaker

Erin Whitaker, Foundation Partners Group

This session goes deep into how to use your funeral home's team and local as well as online resources to design a personal, meaningful, intentional event that will leave families and funeral guests comforted and transformed.

One Continuing Education Hour

Erin is generously sponsored by [Matthews Aurora Funeral Solutions](#)

Master Trust Advantage

"Strengthening your preneed portfolio and funeral home valuation"



Bill Pahl

Bill Pahl, UBS Financial The 770 Group and



Paul vonSchoeler

Paul vonSchoeler, CEO, Administrative Systems, Inc.

You leave this session with an overall understanding of preneed law in Ohio. Learn of new regulations, and how Ohio law provides built-in consumer protection. In addition, the OFDA Master Trust is explained in detail allowing you to identify an investment avenue appropriate for your individual clients and improve your funeral home's valuation through the utilization of trust products.

One Continuing Education Hour

10:00 – 10:15 am

REFRESHMENT BREAK

Generously sponsored by [Carriage Services](#)

Wednesday, continued on page 8

Wednesday

MAY 17, 2017 continued

10:15 – 11:15 am

Regent Ballroom

ICCFA/CCMS/PIMS/OEA UPDATE



Scott Sells,
CCFE



Jack E. Lechner,
CFSP, CT



Dr. Joseph A.
Marsaglia, Jr.,
CFSP

ICCFA President **Scott Sells, CCFA**; CCMS President **Jack E. Lechner, CFSP, CT**; PIMS Dean/Chief Operating Officer **Dr. Joseph A. Marsaglia, Jr., CFSP**; and Secretary of Ohio Embalmers Association **David Hicks, CFSP** will each give a brief update regarding their school and/or association.



David Hicks, CFSP

Combined for One Continuing Education Hour

11:15 am – 12:15 pm

Regent Ballroom

Winning Character

Tommy Bowden, Former coach of Clemson University



Tommy Bowden

From an outstanding student-athlete at West Virginia University, to the two-time ACC Coach of the Year at Clemson University, to widely sought after

motivational speaker, Tommy Bowden has dedicated his life to making a difference in others' lives. Mr. Bowden will discuss the basic traits for success in character and leadership that you can utilize in your personal and professional life. The five traits spell CARDS - Commitment, Accountability, Responsibility, Discipline, and Sacrifice. He may even share a few humorous sports stories.

One Continuing Education Hour

Mr. Bowden is generously sponsored by [State Auto Insurance Companies](#)

12:15 – 12:30 pm

Regent Ballroom

GENERAL SESSION AND ELECTION OF OFFICERS



Ben R. Easterling, Jr.

Ben R. Easterling, Jr.,
OFDA President

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

12:30 – 1:30 pm

Regent Ballroom

AWARDS LUNCHEON

RECOGNIZING COMMITTEE AWARDS; 25-YEAR AND 50-YEAR RECIPIENTS; OFDA PAST PRESIDENTS

Luncheon is generously sponsored by [Funeral Directors Life](#)

RECOGNITION OF OFDA COMMITTEE MEMBERS

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

Terry Palmer, CFSP, Chillicothe
Benefit Trust Board of Trustees and
Master Trust Committee

Diane Smith, Cleveland
Scholastic Assistance Committee

David Tackett, CFSP, Kettering
Education Committee

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

Jim Dempsey, Springfield
Mortuary Response Team Policy Board

Justin Kaszowski, CFSP, Warren
Convention Committee

Jon Neepser, CFSP, Lima
OSHA/EPA Committee

RECOGNITION OF 50-YEAR AWARD RECIPIENTS

John R. Atkins, Urbana
Alan C. Auble, Orrville
Daniel H. Becker, Struthers

Kathleen Bogner, Bonita Springs, FL
Herman Borkoski, Tiltonsville
William F. Boyd, II, Cleveland
Tracy E. Brammer, Jr., Russell, KY
James Carl Brickner, Van Wert
David P. Brown, Logan
Anton Dostal, Bay Village
Joseph Richard Garr, Cincinnati
Karla M. Golub, Brecksville
Donald Israel, Louisville
Vincent Charles Keller, Martins Ferry
Dennis S. Lazuta, Parma
Richard Lebold, Bolivar
Charles J. Lokar, Westlake
J.B. Love, Mansfield
Reverend Hardin M. Martin, Sr., Beachwood
Dennis Charles McCreery, Brecksville
James V. Moore, II, Dayton
James Flynn Mylott, Delray Beach, FL
Robert A. Oziomek, Stow
Robert J. Plagge, Cleves
Thomas D. Rue, CFSP, Springfield
John D. Schafer, Painesville
David S. Schoedinger, CFSP, Columbus
Steve Shopp, Parma
Martin R. Tabone, Chagrin Falls
Stephen G. Tirpak, Cleveland
John Vodrazka, Brecksville
Charles Watson, Cleveland
Wayne Wheat, Dayton
Richard Zele, Cleveland

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, CFSP, Westerville - 1991
David B. Tobias, Dayton - 1992
Donald E. Pucak, CFSP, Akron - 1993
William C. Wappner, CFSP, Mansfield - 1994
Jon W. Rettig, Sr., Columbiana - 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

Wednesday
MAY 17, 2017 continued

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, Loudonville - 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
Terry Palmer, CFSP, Chillicothe - 2015

1:30 – 2:00 pm

Regent Ballroom

INSTALLATION OF OFFICERS

2:00 – 5:30 pm

EXHIBITION HOURS

One Continuing Education Hour for viewing exhibits

2:00 – 5:30 pm

WINE AND CHEESE RECEPTION

During exhibit hours; located on exhibit floor. Network with your colleagues as you enjoy the exhibits. Reception is complimentary.



5:30 – 7:30 pm Regent Ballroom

PRESIDENT'S RECEPTION - "CASINO ROYALE"

Casino night is back with style! Place your bets and make it a full house to celebrate with incoming president **Bradley Chute, CFSP**. Enjoy Blackjack, Roulette, Craps, Texas Hold'em, Let it Ride, Pai-Gow Poker and 3 Card Poker, Cocktails and Hors d'oeuvres, and Prize Giveaways! Come get your game on!

Casino generously sponsored by [Administrative Systems, Inc.](#), [Gilligan Law Offices](#), [Karpus, Scott & Company, PC](#), [RBC Trust Company \(Delaware\) Limited](#), [UBS Financial The 770 Group](#). Casino night food sponsored in part by [Columbian Financial Group](#), [funeralOne](#), [Homesteaders Life](#) and [National Funeral Directors Association](#). Casino night beverages are generously sponsored by [Live Oak Bank](#).

Thursday
MAY 18, 2017

7:30 am – Noon

REGISTRATION HOURS

7:30 – 9:00 am

CONTINENTAL BREAKFAST

Located on exhibit floor
Generously sponsored by
[Batesville Casket](#)

8:00 – 10:00 am

EXHIBITION HOURS

One Continuing Education Hour for viewing exhibits

EXHIBIT HOURS

Tuesday, May 16 • 4:30 - 7:00 pm
Wednesday, May 17 • 2:00 - 5:30 pm
Thursday, May 18 • 8:00 - 10:00 am



Erin Whitaker

10:00 am – 11:00 pm Regent Ballroom

The Funeral of Tomorrow....Today - Erin Whitaker, Foundation Partners Group

In this presentation, attendees will be challenged to recognize the unmet needs of families and funeral guests while discovering a holistic approach to meeting those needs before, during and after a funeral. We will share how cutting edge technology integrated with personal touch is driving tangible customer and employee satisfaction.

One Continuing Education Hour

Erin is generously sponsored by [Matthews Aurora Funeral Solutions](#)



Wayne Campbell

11:00 am - 12:00 pm Regent Ballroom

Speak Up, Save a Life - Wayne Campbell, President and Founder of Tyler's Light

Tyler's Light, a grassroots non-profit organization bringing awareness to communities across the Midwest about the dangers of prescription and illegal drug use. The organization was named after Wayne's son, Tyler, who tragically died of an accidental heroin overdose in July 2011 after a fight with addiction to prescription pain medication. Wayne will share personal stories, statistics, what to look for and how funeral professionals can assist in the community with awareness, drug free clubs, monetary contributions etc.

One Continuing Education Hour

12:00 pm **CLOSING REMARKS**

Service of REMEMBRANCE

Please join us to remember the life lived by your loved one. During the Service of Remembrance, OFDA will pay tribute to all members and their immediate family members who have died during the year. The service will be held on Tuesday, May 16, beginning at Noon and will be held in the Juniper Ballroom at the Hilton Columbus at Easton. A special remembrance piece will be presented to each family member.

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 614-486-5339 or 800-589-6332. She can also be reached via email at diana@ofdaonline.org.

Beverly S. Batton, *Upper Sandusky*

Martha Elizabeth "Betty" Behm, *Perry/Madison*

William J. Bican, Jr., *Cleveland*

Russell M. Bolin, *Zanesville*

Gregory D. Bridgeforth, *Maple Heights*

William E. Calhoun, *Akron*

John L. Carey, Jr., *Cleveland*

Thomas A. Corrigan, *Westlake*

Carmella "Mell" DeJohn, *Mayfield Heights*

Ross C. DeJohn, Sr., *Mayfield Heights*

Pat Phillip Goebel, *Crooksville*

Cliff Greene, *Wooster*

Ray J. Greenisen, *Salem*

Roberta Marker "Bertie" Heller, *Dayton*

Freddie Mae Horne, *Cleveland*

Mary Magdeline Hoyles, *Attica*

Robert J. "Bob" Inman, *Palm Harbor, FL*

Helen Marie Jakubs, *Cleveland*

Robert J. Jenkins, *Dover*

Lelia Jane Jones, *Sun Lakes, AZ*

Rev. Donald H. Jordan, Sr., *Cincinnati*

James O. Kishler, *Granville*

Joyce Ann Lafferty, *West Union*

Geraldine "Jerry" Lane, *Mineral Ridge*

Eileen Linder, *Parma*

H. Barth Littleton, *Sabina*

Gertrude M. Love, *Columbus*

Pauline Martens, *Cleveland*

Ronald L. McKay, *Youngstown*

Erminia Theresa "Erma" Mitolo, *Niles*

Paul A. Morabith, Sr., *Parma*

Robert J. Moreland, *Westerville*

Peter Ignatius Morrison, *Youngstown*

Bernard Palmer, *Gratiot*

Donald Paul Pinnick, *Romeo*

Frank Peterson, *Fairfield*

Mabel Schermesser-Lentz, *Akron*

Stephen J. Sekeres, Sr., *North Canton*

James E. "Jim" Smith, *Wilmington*

Michael R. Straker, *Parma*

Noel D. Underwood, *Marysville*

Esther Vensil, *Nashport*

John K. Webster, *Hamilton*

Paul H. Wiggins, Jr., *Mount Vernon*

Joseph Zevnik, *Willoughby Hills*

CEU'S

Convention Continuing Education Opportunities

Earn up to 17 hours

Monday

MAY 15

YOU ONLY HAVE ONE CHANCE - BUT SOMETIMES MORE CAN BE DONE

Presented by Jack Adams, The Dodge Company

Four Continuing Education Hours

Tuesday

MAY 16

COOPERATIVE EFFORTS: FICTION, REALITY OR THE FIRST STEP TO A SUCCESSFUL SUCCESSION PLAN

Presented by Frank B. Rosenacker, Rosenacker and Associates

Two Continuing Education Hours

NFDA UPDATE

President W. Ashley Cozine, CFSP, CPC, CCO,

OFDA UPDATE

President Ben R. Easterling, Jr. and OFDA Executive Director Melissa S. Sullivan

Combined for One Continuing Education Hour

CREMATION, CELEBRANT CEREMONIES AND PEW RESEARCH

Ernie Heffner, Heffner Funeral Chapels & Crematory, York, PA

Two Continuing Education Hours

EXHIBITS

One Continuing Education Hour for Viewing Exhibits

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

Wednesday

MAY 17

7 AM - THREE CONCURRENT BREAKOUT SESSIONS

(You may only attend one)

How to Drive Leads on Social Media, It's Not Just 'Good Will' Marketing

Ryan Thogmartin, Owner, DISRUPT Media

Compassion Fatigue, Burnout and the Funeral Director

Lauren K. LeRoy AKA "Little Miss Funeral," NY

Benefits of Airbrushing

Duane G. Hedrick, The Dodge Company

One Continuing Education Hour

8 AM - THREE CONCURRENT BREAKOUT SESSIONS

(you may only attend one)

Selling and other "4 letter" words

Jeffrey Chancellor, CFSP, Director of Education, Training and Research for HS Eckels & Company

Tech Soup...today's recipe for success. "It's not just about the ingredients; it's how we put them together"

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

The Coroner and the Funeral Director

C. Jeff Lee, DO, Deputy Coroner/Chief Forensic Pathologist, Licking County Coroner's Office

One Continuing Education Hour

9 AM - THREE CONCURRENT BREAKOUT SESSIONS

(You may only attend one)

How on earth are we going to pay for the nursing home? Some Elder Law Basics

Christopher R. Meyer, Reese, Pyle, Drake & Meyer, Newark

Sharing Life by Design...a Funeral Director's Guide to Relevant Funerals

Erin Whitaker, Foundation Partners Group

Master Trust Advantage

Bill Pahl, UBS Financial The 770 Group and Paul vonSchoeler, CEO, Administrative Systems, Inc

One Continuing Education Hour

ICCFA/CCMS/PIMS/OEA UPDATE

Combined for One Continuing Education Hour

WINNING CHARACTER

Tommy Bowden, Former coach at Clemson University

One Continuing Education Hour

EXHIBITS

One Continuing Education Hour for Viewing Exhibits

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

Thursday,

MAY 18

EXHIBITION HOURS

One Continuing Education Hour for viewing exhibits

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

THE FUNERAL OF TOMORROW... TODAY

Erin Whitaker, Foundation Partners Group

One Continuing Education Hour

SPEAK UP, SAVE A LIFE

Wayne Campbell, President and Founder of Tyler's Light

One Continuing Education Hour

Pre-Registration/On-Site Registration

Please take a moment and look over the registration form found on pages 13 & 14. New this year, OFDA is offering a full three-day registration or single-day registration. **The full registration fee includes speakers, exhibits, breaks, lunch, the welcome, wine and cheese, and president's reception, and breakfast.** A \$600 VALUE! Please type or print the requested information clearly.



Hilton Columbus at Easton

The registration fees are as follows:

Pre-Registration:

Full convention registration - \$135
(access to all three days)

Full convention registration additional person(s) - \$110
(access to all three days)

Single day registration - \$110
(Tuesday or Wednesday)

On-Site Registration:

Full convention registration - \$135 (access to all three days)

Single day registration - \$110 (Tuesday or Wednesday)

Thursday only registration - \$65
(Thursday will be on-site registration only)

Non-Member:

Full convention registration - \$270
(access to all three days)

Single day registration - \$220

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 5, 2017. Pre-registrations help OFDA to prepare for adequate and comfortable seating for attendees in meeting rooms, precise

amounts of food at each food function, along with many other aspects of the convention.

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

Register online at
ofdaonline.org.

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



I-270, Easton Exit 33

Directions to Easton Town Center and Hilton

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 • 3900 Chagrin Drive, Columbus, Ohio 43219 • I-270, Easton Exit 33 • (614) 414-5000

HILTON COLUMBUS AT EASTON IS THE OFDA CONVENTION HEADQUARTERS

The Hilton has undergone an extensive renovation that includes main lobby, lobby bar, executive lounge along with a revitalized pool and expanded state of the art workout facility.

Just outside the doors of the Hilton, a world of excitement awaits. There are more than 100 shops, restaurants, clubs and entertainment sites. Make your reservation by calling the Hilton at (614) 414-5000 or go to: ofdaonline.org for the Hilton link to receive the \$184 group rate.

If the Hilton room block is full when making your reservation, OFDA has set up a block of rooms at the Residence Inn Marriott, 3999 Easton Loop West, Columbus, OH 43219, (614) 414-1000. Ask for the Ohio Funeral Directors block.

The Residence Inn Marriott rate is \$180 plus tax.

PLEASE NOTE

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

The 137th OFDA Annual Convention and Exhibition

Hilton Columbus at Easton

Pre-Registration Form - Page 1 of 2 *Please be sure to return both registration pages.*

May 15-18, 2017

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 15

Instructors – Steve Jenkins & Pam Ulery	Full Day Member.....# of attendee(s) _____ x \$135 = \$ _____
	Full Day Non-Member.....# of attendee(s) _____ x \$270 = \$ _____
	Half Day Member am session# of attendee(s) _____ x \$70 = \$ _____
	Half Day Non-Member am session# of attendee(s) _____ x \$140 = \$ _____
	Half Day Member pm session# of attendee(s) _____ x \$70 = \$ _____
	Half Day Non-Member pm session# of attendee(s) _____ x \$140 = \$ _____

Insurance Seminar Attendee Name _____ National Producer Number _____

Insurance Seminar Attendee Name _____ National Producer Number _____

2. You Only Have One Chance... – Monday, May 15 Embalming Seminar

Member# of attendee(s) _____ x \$80 = \$ _____
Non-Member# of attendee(s) _____ x \$160 = \$ _____

Embalming Seminar Attendee Name _____ Embalmer/Funeral Director License Number _____

Embalming Seminar Attendee Name _____ Embalmer/Funeral Director License Number _____

3. Social Event – Monday, May 15 Complimentary # of attendee(s) _____ *at Fado Irish Pub & Restaurant*

4. Convention Registration – May 16-18

Member Pre-Registration – Access to All 3 Days.....1st attendee x \$135 = \$ _____
(Welcome, Wine & Cheese, and Presidents Receptions, Breakfast, Luncheon, Breaks, Speakers and Exhibits included)

Member Pre-Registration – Access to All 3 Days.....(2nd, 3rd, etc.) # of attendee(s) _____ x \$110 = \$ _____
(Welcome, Wine & Cheese, and Presidents Receptions, Breakfast, Luncheon, Breaks, Speakers and Exhibits included)

Member Pre-Registration – Single Day - ☐ Tuesday Only.....# of attendee(s) _____ x \$110 = \$ _____

Member Pre-Registration – Single Day - ☐ Wednesday Only.....# of attendee(s) _____ x \$110 = \$ _____

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: _____

Pre-Registration -- Continued on Page 14

5. The Beginning of the End - Caroline McGill – Tuesday, May 16 • 10 am - 12 pm# of attendee(s) ____
at Funny Bone Comedy Club & Restaurant (See page 5 for more information.)

Attendee Name _____

Attendee Name _____

6. Young Funeral Directors Social Event – Tuesday, May 16 • 7:30 - 10:30 pm# of attendee(s) ____ x \$35 = \$ ____
Cooper's Hawk Winery, Easton

Attendee Name _____

Attendee Name _____

7. Awards Luncheon – Wednesday, May 17 **included with registration fee**# of attendee(s) ____

8. President's Reception – Wednesday, May 17 **included with registration fee**# of attendee(s) ____

9. Breakfast – Thursday, May 18, 2017 **included with registration fee**# of attendee(s) ____

10. Non-Member (must be a licensed Funeral Director/Embalmer to attend) – Full Convention Registration# of attendee(s) ____ x \$270 = \$ ____
 (access to all three days)

11. Non-Member (must be a licensed Funeral Director/Embalmer to attend) – Single Day Registration# of attendee(s) ____ x \$220 = \$ ____
 (access to ONE day) ☐ **Tuesday Only** OR ☐ **Wednesday Only**

Total Amount Enclosed: \$ _____

Convention Attendee Name(s):

*Please check your convention choice:
 Full 3 Days, Tuesday only or Wednesday only*

If you wish to attend one of the *Wednesday morning concurrent speakers, please indicate your choice, which helps us determine room assignments. Check **ONLY** ONE speaker per hour. →

Attendee Name & Embalmer/Funeral Director License Number

☐ Full ☐ Tues. ☐ Wed.

Attendee Name & Embalmer/Funeral Director License Number

☐ Full ☐ Tues. ☐ Wed.

Attendee Name & Embalmer/Funeral Director License Number

☐ Full ☐ Tues. ☐ Wed.

Attendee Name & Embalmer/Funeral Director License Number

☐ Full ☐ Tues. ☐ Wed.

* Wednesday Morning Concurrent Speaker Choices -

See pages 6 & 7 for speaker information.

7 am

7a - Thogmartin
 7b - LeRoy
 7c - Hedrick

8 am

8a - Chancellor
 8b - Ulery/Gaffney
 8c - Lee

9 am

9a - Meyer
 9b - Whitaker
 9c - Pahl/vonSchoeler

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 5, 2017.**



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 Card _____ Exp. date: _____ CVC# _____

Billing address: _____

Signature: _____

OFDA USE ONLY

amt.
 rec'd _____

ck. # _____

date _____

**Online registration available
 at ofdaonline.org**

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

ELECTION

WEDNESDAY, MAY 17, 2017

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 17, 2017 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 the general session on Wednesday, May 17, 2017

SPECIAL EVENTS

Monday, MAY 15

5:30 - 8:00 pm

SOCIAL EVENT

Fado Irish Pub (located within walking distance from the Hilton)

Please RSVP for the event on the registration page located on page 13.

Tuesday, MAY 16

12:00 - 12:45 pm - Juniper Ballroom

SERVICE OF REMEMBRANCE

Jeff Smith, Chaplain, Licking Memorial Health System, Newark

A reception will held in the Magnolia Room, immediately following the Service of Remembrance.

1:00 pm - Regent Ballroom

ANNUAL MEETING

The annual meeting of the Ohio Funeral Directors Association will be held during the convention at the Hilton Columbus at Easton.

4:30 - 7:30 pm

WELCOME RECEPTION

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

7:30 - 10:30 pm - Cooper's Hawk Winery, Easton

YOUNG FUNERAL DIRECTORS

SOCIAL EVENT (40 and under)

Enjoy an evening getting to know fellow young funeral professionals while enjoying food, wine and great company.

All apprentices, students, and funeral directors 40 and under are welcome to attend. This event is hosted by the OFDA Young Funeral Directors Committee.

Pre-registration required at the cost of \$35 per person. Space is limited! Registrations will be accepted on a first come, first serve basis. Please see pages 13 and 14 to register.

Wednesday, MAY 17

12:30 - 1:30 pm - Regent Ballroom

AWARDS LUNCHEON

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

2:00 - 5:30 pm - on exhibit floor

WINE AND CHEESE RECEPTION

During exhibit hours.

Complimentary wine and cheese social. Network with your colleagues as you enjoy the exhibits.



5:30 - 7:30 pm - Regent Ballroom

PRESIDENT'S RECEPTION - "CASINO ROYALE"

Casino night is back with style! Place your bets and make it a full house to celebrate with incoming president Bradley Chute, CFSP. Enjoy Blackjack, Roulette, Craps, Texas Hold'em, Let it Ride, Pai-Gow Poker and 3 Card Poker, Cocktails and Hors d'oeuvres, and Prize Giveaways! Come get your game on!

New HORIZONS



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

ofdaonline.org



Let's use this text for the Hilton instead of what I gave you. It is off their website. You can remove the sentence that starts Easton's thriving.... Leave the next two sentences and then remove the next sentence It's all just steps..... Change the rate to \$184

The Hilton Columbus at Easton has completed an extraordinary 345 guest rooms <<http://www.hiltoncolumbus.com/Experience/Accommodations.aspx>> renovation. Each guest room was redesigned with rich fabrics, alternating textures, and bursts of saturated color that lend warm layers to the feel of the updated luxurious guest room décor.

In addition to the completed room renovation, the hotel will undergo an extensive transformation in 2016 with our first floor public spaces. The main lobby and popular lobby bar will be updated to accommodate more seating for all guests to network and unwind after a busy day. The executive lounge will be redesigned in rich colors with striking furniture and will relocate to the first floor.

The new lounge will continue to offer first-class service, all the latest in technology and comfort for the guest along with expanded and more advanced meeting facilities. Guests will also enjoy the revitalized pool with a resort-style atmosphere, including an expanded state-of-the-art workout facility - all with additional equipment to enhance the guest experience.



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