

A large rectangular frame containing a sunset scene over the ocean. The sun is low on the horizon, casting a bright glow across the sky and reflecting on the water. The sky is filled with soft, white clouds. The word 'New' is written in a black script font, and 'HORIZONS' is written in a black, bold, sans-serif font.

# New HORIZONS

*The 137<sup>th</sup>*  
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 137<sup>th</sup> 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 137<sup>th</sup> 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](http://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

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,

### EXHIBIT HOURS

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

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

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

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 Neeper, 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](mailto: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**

### **THE BEGINNING OF THE END: STARTING OUT IN FUNERAL SERVICE**

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

**One Continuing Education Hour**

### **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](http://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](http://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 137<sup>th</sup> 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.....1<sup>st</sup> attendee x \$135 = \$ \_\_\_\_\_  
(Welcome, Wine & Cheese, and Presidents Receptions, Breakfast, Luncheon, Breaks, Speakers and Exhibits included)

Member Pre-Registration – Access to All 3 Days.....(2<sup>nd</sup>, 3<sup>rd</sup>, 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](mailto: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](http://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**