

# Pathways



**The 138<sup>th</sup> OFDA Annual Convention & Exhibition**

MAY 22-24, 2018

• HILTON COLUMBUS AT EASTON •





### Members of OFDA,

I am excited to announce the 138<sup>th</sup> Ohio Funeral Directors Association Annual Convention and Exhibition will once again be held at the Hilton Columbus at Easton, TUESDAY, May 22 - THURSDAY May 24, 2018. The convention will provide up to 17 hours of continuing education. Don't miss **Kizer and Bender, Allison Gilbert, Michael Saletta, "The Legal Eagles"** and many other experienced presenters.

OFDA will once again host Pre-Convention programming on Monday, May 21, 2018. Mr. Shane Ritchie's Embalming Seminar is sure to hold your attention and provide helpful techniques. Need hours for your insurance license? Join FDL's very own Pam Ulery and Steve Jenkins as they present an Insurance Seminar that is sure to keep you awake as well as provide a few laughs.

There will be numerous opportunities to network and connect with colleagues and friends! Monday evening we will return to Fado Irish Pub for what has become a must attend social event. After receiving great feedback, Casino Night will make a return for an entertaining evening filled with games, delicious food and drinks.

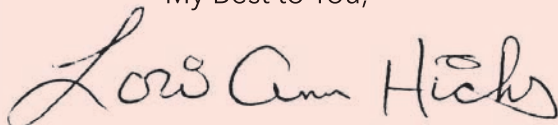
With many advances in the funeral industry, changes in the law and the transition from traditional church services, our theme for the 2018 Convention will be **PATHWAYS**.

The newly renovated Hilton, and its staff, offers a comfortable and intimate setting for attendees, guests and exhibitors. The location offers free parking and close proximity to many retail and entertainment venues in the Easton Town Center.

With many advances in the funeral industry, changes in the law and the transition from traditional church services, our theme for the 2018 Convention will be **PATHWAYS**. Our hope is to provide information, products and services to help each member discover the direction of their growth.

On behalf of the Convention Committee, Executive Committee and the entire OFDA staff, I would like to thank you. We value the continued support we receive from the members and vendors. You are what makes Ohio's convention the BEST! I look forward to seeing you soon.

My Best to You,

A handwritten signature in black ink that reads "Lori Ann Hicks".

Lori Ann Hicks



# Thank You, SPONSORS!

## EXHIBIT HOURS

Tuesday, May 22 4:30 - 7:00 pm  
(CCMS/PIMS Students 2:00 pm)  
Wednesday, May 23 2:00 - 5:30 pm  
Thursday, May 24 8:00 - 10:00 am



Ohio Funeral Supply  
Sales Club



OFDA DISTRICTS 4 & 11



RBC Trust Company (Delaware) Limited

GILLIGAN LAW OFFICES



UBS Financial 770 Group



Karpus Scott & Company



## Monday May 21, 2018

### PRE-CONVENTION - TWO EDUCATIONAL SEMINARS

OFDA strives to provide quality educational programs to help you meet your continuing education requirements. Seating is limited. Please see fees and registration information on page 14.

#### INSURANCE EDUCATIONAL SEMINAR

Juniper Ballroom A

7:00 am – 5:00 pm

**10 hours of insurance continuing education credits** (not funeral director/embalmer credits)

Presented by **Steve Jenkins** and **Pam Ulery**, Funeral Directors Life



Steve Jenkins



Pam Ulery

#### REGISTRATION AND CONTINENTAL BREAKFAST

7:00 – 7:30 am

#### MORNING SESSION

7:30 am – 12:00 pm

#### Financial Intelligence: Ten Accounting Instruments Every Professional Should Know

In today's economy, businesses are doing more with less, demanding more productivity from every employee and looking for every possible measure to improve the bottom line. Gained knowledge learned from this session will help you make the necessary sound decisions regarding all aspects of your business.

Noon – 12:30 pm

**LUNCH** will be provided on-site for Insurance Seminar attendees.

#### AFTERNOON SESSION

12:30 – 5:00 pm

#### Ethics in the Workplace

You will learn how to pinpoint unethical behavior, create a plan for an effective ethics program, and deal with unethical co-workers. As a result, you will be able to build organizational trust, have greater integrity when approaching problems, have increased respect among co-workers, and establish clear standards of ethical behavior.

#### EMBALMING AND RESTORATION SEMINAR

Juniper Ballroom B & C

#### REGISTRATION/PROGRAM

12:30 – 5:00 pm

#### Four Hours Continuing Education

Presented by **Shane A.S. Ritchie, CFSP**  
Appalachian Mortuary Services, LLC



Shane A.S. Ritchie

#### Why it Matters: Embalming for Restoration and Special Situations

Shane will share his knowledge and techniques in the following areas:  
Treatment of Major Head Trauma and  
Treatments for Soft Tissue Damage,  
Airbrush, and Special Cosmetology.

#### EXHIBIT HOURS

Tuesday, May 22

4:30 – 7:00 pm  
(CCMS/PIMS Students 2:00 pm)

Wednesday, May 23

2:00 – 5:30 pm

Thursday, May 24

8:00 – 10:00 am



#### SOCIAL EVENT

Fado Irish Pub & Restaurant

5:30 – 8:00 pm

Join us for a "wee" and "free" bit of fun at Fado Irish Pub from 5:30 – 8 pm. Enjoy food, fun and a great evening with friends to celebrate Lori Hicks, incoming OFDA President. Fado is located at 4022 Townsfair Way (within walking distance of the Hilton).

Please register on page 14 to attend. See insert for more information.





# Tuesday May 22, 2018

## REGISTRATION HOURS

8:00 am – 7:00 pm

## EDUCATIONAL SEMINAR

Regent Ballroom

9:00 – 11:00 am

**Two Hours Continuing Education**

**Be the Extra Support Your Families Need – And Get Media Attention Too!**

Presented by **Allison Gilbert**



Allison Gilbert

Author and nationally recognized grief expert Allison Gilbert reveals new, innovative ways to help families remember and celebrate the family and friends they

never want to forget.

Sponsored by **Homesteaders Life Co.** and **National Funeral Directors Association**

Allison will be selling/signing the following books after her presentation:



*Passed and Present: Keeping Memories of Loved Ones Alive* \$16.00

*Always Too Soon: Voices of Support for Those Who Have Lost Both Parents* \$15.00

*Parentless Parents: How the Loss of Our Mothers and Fathers Impacts the Way We Raise Our Children* \$10.00

She will accept cash or credit card on-site.

## YOUNG FUNERAL DIRECTORS EDUCATIONAL SEMINAR

11:00 am – 12:30 pm

(LUNCH will be served at Noon)

Funny Bone Comedy Club & Restaurant, 145 Easton Town Center (within walking distance of the Hilton)

**One Hour Continuing Education**

**Connecting as a Funeral Professional**

Presented by

**Matthew D. Morian**

Lucas Funeral Home & Cremation Services, Grapevine, TX

Matthew will speak about levels of connectivity, connecting at work, with professional organizations, your community and with yourself.



Matthew D. Morian

This seminar is complimentary to mortuary students. If you are an apprentice or young funeral director and would like to attend, the seminar is included in the convention registration. Please register using the form on page 13 & 14.

Matthew is sponsored by **Swigart-Easterling Funeral Home**

Transportation, food and beverages for students provided by **American Coach Sales, Cincinnati College of Mortuary Science, Cincinnati Equitable Life Insurance Company, Messenger** and **Pittsburgh Institute of Mortuary Science**

Venue sponsored by **Newcomer Funeral Service Group**

12:30 – 1:30 pm

## JOB FAIR

(Immediately following Young Funeral Directors Educational Seminar at the Funny Bone)

**OFDA has a great opportunity for your funeral home to recruit potential employees!**

See insert included in brochure for information regarding the Job Fair.

## SERVICE OF REMEMBRANCE

12:00 – 12:45 pm

Juniper Ballroom

**Karen Behm, Chaplain,**  
Cincinnati Children's Hospital Medical Center

Video tribute by **Tukios**; flowers by **Oberer's**; books donated by **Ohio Funeral Supply Sales Club**

Immediately following the **Service of Remembrance** a reception will be held in the **Magnolia Room**. Reception generously sponsored by **Messenger**

## ANNUAL MEETING

1:00 – 1:15 pm

Regent Ballroom



Bradley J. Chute

**Bradley J. Chute, CFSP**  
OFDA President

**Present Colors, Pledge of Allegiance and National Anthem**

**Welcome and Announcements**

Tuesday (continued on page 6)

**Tuesday** May 22, 2018 (continued)

## NFDA UPDATE/OFDA UPDATE

1:15 – 2:15 pm

Regent Ballroom

**Kenneth A. Cahall, CFSP, CCO**  
NFDA President



Kenneth A. Cahall



Bradley J. Chute



Melissa S. Sullivan

**Bradley J. Chute, CFSP**  
OFDA President

**Melissa S. Sullivan**  
OFDA Executive Director

**Combined for One Hour  
Continuing Education**

## REFRESHMENT BREAK

2:15 – 2:30 pm

Sponsored by **District #4**

## KEYNOTE SPEAKER

2:30 – 4:30 pm

Regent Ballroom

**Two Hours Continuing Education**

**Social Media Not So 101: Essential  
Strategies for a Noisy World**

Presented by **Rich Kizer & Georganne  
Bender, KIZER & BENDER** Speaking!

Gain exposure for your funeral home: what and what not to say to encourage customer interaction; how to use links, photos and videos in your posts; why Facebook ads are in your future; how much time to invest each day in social media marketing; the latest tools available to help you evaluate your on-line effectiveness, and more.

Sponsored in part by **Behalt Casket**



Rich Kizer &  
Georganne Bender

## NEED A NEW PROFESSIONAL PHOTO?

4:30 – 6:30 pm



Is your current headshot outdated? Be sure to visit the OFDA booth and have a new photo taken by Picture America, compliments of funeralOne. We'll make sure you look spectacular! Photos are available to download at full resolution and you can print or use them as you choose!

Photo Studio sponsored by **funeralOne**

## EXHIBITION HOURS

4:30 – 7:00 pm

**One Hour Continuing Education for Viewing Exhibits**

## WELCOME RECEPTION

4:30 – 7:00 pm



Complimentary hors d'oeuvres and host/cash bars as you network with colleagues and vendors.

Beverages sponsored by **Physicians Mutual**

Food sponsored in part by **District #11**

## YOUNG FUNERAL DIRECTORS SOCIAL EVENT

(40 AND UNDER)

8:00 – 10:00 pm

**Funny Bone Comedy Club & Restaurant**

145 Easton Town Center (within walking distance of the Hilton)

Enjoy an evening of networking with fellow young funeral professionals. The evening will include appetizers, host/cash bar and a comedy show.



All apprentices, mortuary 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. Please see page 13 & 14 to register.

YFD Social is sponsored in part by **CareWorksComp** and **Funeral Directors Life**



# Wednesday May 23, 2018

## REGISTRATION HOURS

6:30 am – 5:30 pm

## CONTINENTAL BREAKFAST

6:30 – 8:30 am

Juniper Ballroom A

## THREE CONCURRENT BREAKOUT SESSIONS

(YOU MAY ONLY ATTEND ONE)

7:00 – 7:50 am

One Hour Continuing Education



Lieutenant  
Paul R. Ohl

### Active Aggressor/ Active Shooter Incident

Presented by **Lieutenant Paul R. Ohl**  
Columbus Division of Police/SWAT Section  
Juniper Ballroom B & C



Tim Bridgers

### Employee Empowerment: Profitability, Culture & Satisfaction

Presented by **Tim Bridgers**  
General Manager, Live Oak Bank Funeral  
Home & Cemetery Lending  
Lilac Room

Sponsored by **Live Oak Bank**



Jeffrey K. Chancellor

### "So you want to be a funeral director?"

Presented by **Jeffrey K. Chancellor, CFSP**  
Director of Education, Training and  
Research for the Eckels Company  
Magnolia Room

Sponsored by **Eckels Company**

## THREE CONCURRENT BREAKOUT SESSIONS

(YOU MAY ONLY ATTEND ONE)

8:00 – 8:50 am

One Hour Continuing Education



Mike Gedert

### Privileged to Assist - OFDA Members Respond to Puerto Rico

Presented by **Mike Gedert**  
OFDA Mortuary Response Team  
Juniper Ballroom B & C

Sponsored by **Columbian Financial Group**



Scott Gilligan



Bill Pahl



Paul vonSchoeler

### OFDA Master Trust: How to Ensure Compliance, Consumer Protection and Enhance Your Bottom Line

Presented by **Scott Gilligan, Bill Pahl and Paul vonSchoeler**  
Lilac Room

### Consumer Tribes: How Zoomers, Millennials and Generation Z Buy and How They are Challenging Your Sacred Cows

Presented by **Rich Kizer & Georganne Bender, KIZER & BENDER Speaking!**  
Magnolia Room

Sponsored by **Matthews Aurora  
Funeral Solutions**



Rich Kizer &  
Georganne Bender

Wednesday May 23, 2018 (continued)

## THREE CONCURRENT BREAKOUT SESSIONS

(YOU MAY ONLY ATTEND ONE)

9:00 – 9:50 am

One Hour Continuing Education

### The Real Truth on Handling Pet Loss Services



Coleen A. Ellis

Presented by  
**Coleen A. Ellis, CT, CPLP**  
The Pet Loss Pioneer/Certified in Pet Loss & Grief Companionship  
Juniper Ballroom B & C  
Sponsored by **Batesville Casket**



Robert J. Winter

### Organ, Eye and Tissue Donation: Partnering to Honor the Gift

Presented by **Robert J. Winter**  
Director-Tissue Operations, LifeCenter Organ Donor Network  
Lilac Room

Sponsored by **Behalt Casket**



Rev. Dr. Deborah C. Lindsay

### Understanding Religious Difference

Presented by **Rev. Dr. Deborah C. Lindsay**  
Magnolia Room

Sponsored by **Halo International**

## REFRESHMENT BREAK

10:00 – 10:15 am

Sponsored by **Matthews Aurora Funeral Solutions**

## ICCFA/PIMS/CCMS UPDATE

10:15 – 11:15 am

Regent Ballroom

### One Hour Continuing Education



Christine Toson Hentges



Dr. Joseph A. Marsaglia, Jr.



Jack E. Lechner

ICCFA President **Christine Toson Hentges**, PIMS Dean/Chief Operating Officer **Dr. Joseph A. Marsaglia, Jr., CFSP**, and CCMS President **Jack E. Lechner, CFSP, CT**

## INSTALLATION OF BOARD OF DIRECTORS

11:15 – 12:00 pm

Regent Ballroom

## AWARDS LUNCHEON

12:00 – 1:00 pm

Regent Ballroom

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

Lunch is sponsored by **Funeral Directors Life**

## RECOGNITION OF OFDA COMMITTEE MEMBERS

**OFDA members are recognized for volunteering on an OFDA committee for five consecutive years.**

**Dan Branham, New Richmond** - Education Committee (OSHA)

**Caroline Caliguri, Cleves** - OFDA Mortuary Response Team Policy Board

**Kathleen Shaffer, CFSP, Ashtabula** - Member Services Committee and Scholastic Assistance Committee

**Kevin Schoedinger, Columbus** - Member Services Committee and Scholastic Assistance Committee

**Bob Weigel, Hamilton** - Master Trust Committee

### Second five-year award

**Bradley J. Chute, CFSP, Newark** - Bylaws Committee



Wednesday May 23, 2018 (continued)

## RECOGNITION OF 50-YEAR AWARD RECIPIENTS

Guy Anderson, Cincinnati  
Richard Armstrong, Seville  
Ronald Belding, Geneva  
Stuart Berkowitz, Cleveland Heights  
David C. Brickman, Wickliffe  
T. Charles Brickner, Van Wert  
Charles M. Crates, Arlington  
Larry Crates, Arlington  
Richard R. Dardenne, Maumee  
Nicholas M. Gattozzi, Jr., Chesterland  
David Green, Mantua  
Benney L. Haller, Chillicothe  
Joann Hartley, Lakeside  
James Hillis, Zanesville  
Marvin Hilty, Columbus  
Dwane Hostetler, Barberton  
Lars E. King, Dover  
David Komorowski, Cleveland  
Edward A. Kubu, Mentor  
John F. Kummer, Columbiana  
Michael D. Lehman, Celina  
Timothy Hale Matheney, Chesterhill  
Jack W. Moreland, Westerville  
Richard R. Schnierer, Parma  
Jerry Spears, Columbus  
Dwayne Richard Spence, Canal Winchester  
Paul Sweeney, Port Clinton  
Eleanor L. Taylor, Amanda  
James Gerlach Turpen, Miamisburg  
Donald Willis, Lyndhurst  
David K. Wilson, Manchester

## RECOGNITION OF OFDA PAST PRESIDENTS

Robert L. Shank, Sr., CFSP, Perrysburg - 1980  
Dan M. Stevens, Bethel - 1981  
Nick J. Ciriello, Akron - 1982  
Larry G. Crates, Arlington - 1984  
Thomas D. Rue, CFSP, Springfield - 1985  
David S. Schoedinger, CFSP, Columbus - 1986  
James N. Blower, Columbus - 1987  
Robert M. Baird, Troy - 1988  
Edward C. Nurre, Amelia - 1989  
Thomas F. Leonhard, Pinehurst, NC - 1990  
Jack W. Moreland, Westerville - 1991  
David B. Tobias, Dayton - 1992  
Donald E. Pucak, CFSP, Akron - 1993  
William C. Wappner, CFSP, Mansfield - 1994  
Jon W. Rettig, Sr., East Palestine - 1995  
Dwayne R. Spence, CFSP, Canal Winchester - 1996  
R. Scott Davis, CFSP, West Portsmouth - 1997  
Henry L. Epstein, Kansas City, MO - 1998  
Gary L. Heller, Huber Heights - 1999  
Tamara L. Baird, CFSP, Troy - 2000  
Robert C. Carter, CFSP, Columbus - 2001  
J. Michael Krill, CFSP, Edgerton - 2002

Dan K. Tobias, CFSP, Dayton - 2003  
Bob Van Horn, CFSP, Toledo - 2004  
Kenneth A. Cahall, CFSP, Georgetown - 2005  
Jon Deitloff, CFSP, Miamisburg - 2006  
Keith Walker, CFSP, Toledo - 2007  
Walter H. Lindsey, CFSP, Loudonville - 2008  
Thomas T. Fleming, Jefferson - 2009  
Terry Reardon, Youngstown - 2010  
John W. Evans, CFSP, Norwalk - 2011  
Mark A. Merz, CFSP, Holland - 2012  
Anthony J. Quahliero, Jr., CFSP, Struthers - 2013  
Joan E. Billman, CFSP, Ashtabula - 2014  
Terry L. Palmer, CFSP, Chillicothe - 2015  
Ben R. Easterling, Jr., Canal Fulton - 2016  
Bradley J. Chute, CFSP, Newark - 2017

## KEYNOTE SPEAKER

1:00 – 2:00 pm

Regent Ballroom

### One Hour Continuing Education

### Inspired Leadership for Improved Sales, Service and Systems

Presented by **Michael Saletta**  
Saletta Leadership

This engaging keynote presentation will shake-up your thinking and energize you to make proactive shifts in your current business model. It's time to re-imagine your profession and adapt to changing trends. Learn the steps to align your team to meet the evolving needs of the families we serve.

Sponsored by **State Auto Insurance Companies**



Michael Saletta

## NEED A NEW PROFESSIONAL PHOTO?

2:00 – 5:00 pm



Is your current headshot outdated? Be sure to visit the OFDA booth and have a new photo taken by Picture America, compliments of funeralOne. We'll make sure you look spectacular! Photos are available to download at full resolution and you can print or use them as you choose!

Photo Studio sponsored by **funeralOne**

## EXHIBITION HOURS

2:00 – 5:30 pm

### One Hour Continuing Education for Viewing Exhibits

Wednesday (continued on page 10)

## Wednesday May 23, 2018 (continued)

### PRESIDENT'S RECEPTION CASINO NIGHT

5:30 – 8:30 pm

Regent Ballroom

It's a hit! Incoming president Lori Hicks knows a sure bet and is bringing back Casino Night. Join in the fun and earn chances to win great prizes. There will be Blackjack, Roulette, Craps, Texas Hold'em, Let it Ride, Pai-Gow Poker, 3 Card Poker, Cocktails and Hors d'oeuvres.

Casino Night sponsored by **Administrative Systems, Inc.;** **Gilligan Law Offices; Karpus, Scott & Company; RBC Trust Company (Delaware) Limited** and **UBS Financial The 770 Group**

Food sponsored in part by **Astral Industries** and **Precoa**

Beverages sponsored by **Live Oak Bank**



## Thursday May 24, 2018

### REGISTRATION HOURS

7:30 am – 12:00 pm

### CONTINENTAL BREAKFAST

7:30 – 9:00 am *Located on exhibit floor*

Sponsored by **Answering Service for Directors (ASD)**

### EXHIBITION HOURS

8:00 – 10:00 am

**One Hour Continuing Education for Viewing Exhibits**

### KEYNOTE SPEAKERS

10:00 am – 12:00 pm

**Two Hours Continuing Education**

Regent Ballroom

### THE LEGAL EAGLES



Scott Gilligan

Scott Gilligan, Poul Lemasters & Don Ferfolia

#### Presentation on Resolving Negative Complaints

Presented by **Scott Gilligan**  
Gilligan Law Offices

OFDA General Counsel, Scott Gilligan, explains how review websites like Yelp and

Google work and the steps funeral homes can take to clear up negative online reviews of their funeral homes.

### "That's The Way Everyone Does It" Funeral Ethics and Law for the Deathcare Profession

Presented by **Poul Lemasters**  
Lemasters Consulting

Ethical and legal dilemmas are becoming a more common scenario. Poul will educate the death care provider on a few important issues that relate directly to ethics and the funeral process.



Poul Lemasters

### What Now?!? - Hot Topics in Preneed

Presented by **Don Ferfolia, Jr., J.D., CFSP**  
Ferfolia Funeral Home

Don will provide seminar attendees with a review of the issues surrounding the enactment of Ohio's updated preneed law. He will also discuss current issues and best practices pertaining to preneed funding, payment policies, Ohio's new preneed recovery fund and reporting system features.



Don Ferfolia, Jr.

### CLOSING REMARKS

12:00 pm



# Service of Remembrance

Please join us to honor your loved one. OFDA will pay tribute to members and their immediate family members who have died during the year (April 1, 2017 - March 31, 2018). The service will be held on Tuesday, May 22, beginning at Noon in the Juniper Ballroom. A special remembrance piece will be presented to each family.

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 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).

Shelly Ray Amburgey, *Mousie, KY*  
Rachael Nicoletta Anderson, *Columbus*  
Brian Berry, *Avon*  
Roy W. Blackburn, *Hopedale*  
Joan Bollenbacher, *Celina*  
Joan K. Bond, *Londonderry*  
Michael D. Canzone, *Willoughby*  
David R. Courtley, *Youngstown*  
Cynthia "Cindy" E. Danielson, *New Lexington*  
Homer O. "Dutch" Daye, *Springfield*  
Joe Gary Dierkes, *Clarington*  
James A. Dimel, *Wellston*  
Frances T. Ugis Feerick, *Zanesville*  
Clinton Howard Garver, *Beach City*  
Robert L. Gillman, *Rittman*  
Joseph R. "Jay" Green, *Harlingen, TX*  
Mary Lavelle Hanna, *Westlake*  
Larry L. Heitkamp, *St. Henry*  
Elizabeth "Betty" Helen Hempel, *Amherst*  
Sara Jo Heslop, *Martins Ferry*  
John L. Hicks, *West Chester*  
David E. "Ned" Hillis, *Zanesville*  
Paul F. Hornback, *Piketon*  
George R. Horne, Sr., *Cleveland*  
Helen Hoskinson, *Zanesville*  
Joseph A. Jones, *Cleveland*

William Burroughs Jones, Jr., *Sun Lakes, AZ*  
Kent Massie, *Springfield*  
Shirly Ann Palmer McCalla, *Chillicothe*  
Marjean S. McColaugh, *Xenia*  
Dr. Jason E. Meiring, *Beaverton, OR*  
James Flynn Mylott, *Delray Beach, FL*  
Armand J. Nero, Jr., *Garfield Heights*  
Rosa Lee Emerson Newkirk, *Kirkersville*  
Jean Parker, *Lodi*  
Bernice Roessner, *Coldwater*  
Barbara L. Dierkes Rush, *Powhatan Point*  
James Lee Schermesser, *Sun City, FL*  
William L. Shorts, *Ft. Myers, FL*  
Charles D. "Chuck" Siferd, *Lima*  
Sharon Stiffler, *Oak Hill*  
Mary Magdalene Turel, *Hilliard*  
Jacqueline "Jackie" Ann Underwood, *Marysville*  
Patricia "Pat" Verdone, *West Lake*  
Herbert Walker, Jr., *Cincinnati*  
John "Jack" K. Watkins, *Sylvania*  
Ronald C. Watters, *Woodsfield*  
Donald R. Wolfe, *Sciotoville*  
Louise A. Zabjek, *Euclid*

## Pre-Registration/On-Site Registration

OFDA offers a full three-day registration or single-day registration. **The full registration fee includes speakers, exhibits, breaks, lunch, welcome and president's receptions and breakfast.** A \$600 VALUE!  
Please type or print the requested information clearly.



Hilton Columbus at Easton

## Registration Fees

### Pre-Registration

Full convention registration - \$150  
(access all three days)  
Full convention registration additional person(s) - \$110  
(access all three days)  
Single day registration - \$110  
(Tuesday or Wednesday)

### On-Site Registration

Full convention registration - \$150 (access 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 - \$300  
(access all three days)  
Single day registration - \$220  
(Tuesday or Wednesday)

Please mail pre-registrations to the OFDA office by Friday, May 11, 2018. 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.*



## Directions to Easton Town Center and Hilton

I-270, Easton Exit 33

### 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 \$186 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 \$199 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 138<sup>th</sup> OFDA Annual Convention & Exhibition

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

Hilton Columbus at Easton

May 22-24, 2018

Funeral Home \_\_\_\_\_  
and/or Individual's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email address \_\_\_\_\_

### Full 3-Day Registration – Register names(s) below

(Includes: Welcome & President's Receptions, Breakfast, Luncheon, Breaks, Speakers and Exhibits)

Member FIRST registrant x \$150 = \$150  
Member # of additional registrant(s) \_\_\_\_\_ x \$110 = \$\_\_\_\_\_  
Non-Member (must be a licensed Funeral Director/Embalmer to attend) # of registrant(s) \_\_\_\_\_ x \$300 = \$\_\_\_\_\_

### Tuesday Only Registration – Register names(s) below

Member # of registrant(s) \_\_\_\_\_ x \$110 = \$\_\_\_\_\_  
Non-Member (must be a licensed Funeral Director/Embalmer to attend) # of registrant(s) \_\_\_\_\_ x \$220 = \$\_\_\_\_\_

### Wednesday Only Registration – Register names(s) below

Member # of registrant(s) \_\_\_\_\_ x \$110 = \$\_\_\_\_\_  
Non-Member (must be a licensed Funeral Director/Embalmer to attend) # of registrant(s) \_\_\_\_\_ x \$220 = \$\_\_\_\_\_  
President's Reception (Casino Night) # of registrant(s) \_\_\_\_\_ x \$20 = \$\_\_\_\_\_

If you wish to attend one of the \*Wednesday morning concurrent speakers, please indicate your choice. Seating is based on first to arrive at session. Check ONLY ONE speaker per hour.

### Registrant Name(s)

	7a	7b	7c	8a	8b	8c	9a	9b	9c
<input type="checkbox"/> Full <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. Attendee Name & Embalmer/Funeral Director License Number									
<input type="checkbox"/> Full <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. Attendee Name & Embalmer/Funeral Director License Number									
<input type="checkbox"/> Full <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. Attendee Name & Embalmer/Funeral Director License Number									

\* Wednesday Morning Concurrent Speaker Choices - See pages 6 & 7 for speaker information.

<b>7 am</b> 7a - Ohl 7b - Bridgers 7c - Chancellor	<b>8 am</b> 8a - Gedert 8b - Pahl/Gilligan/vonSchoeler 8c - Kizer & Bender	<b>9 am</b> 9a - Ellis 9b - Winter 9c - Lindsay
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### Complimentary Registration

Please ✓ check one and indicate name(s) here: \_\_\_\_\_  
☐ OFDA Past Presidents and Past Presidents' Spouses ☐ Mortuary Students  
☐ Children 18 and under ☐ Individuals with 50 years or more of service

### Young Funeral Directors (See pages 5 & 6 for more information.)

Educational Seminar, Tuesday, May 22 at Funny Bone Comedy Club & Restaurant

Attendee Name \_\_\_\_\_ Attendee Name \_\_\_\_\_

Young Funeral Directors Social, Tuesday, May 22 at Funny Bone Comedy Club & Restaurant # of attendee(s) \_\_\_\_\_ x \$40 = \$\_\_\_\_\_

Attendee Name \_\_\_\_\_ Attendee Name \_\_\_\_\_

**Registration Sub-Total** \$\_\_\_\_\_

## Pre-Convention Events Registration – Monday, May 21

### Insurance Continuing Education Seminar

Instructors – Steve Jenkins & Pam Ulery

Full Day Member  
Full Day Non-Member  
Half Day Member am session  
Half Day Non-Member am session  
Half Day Member pm session  
Half Day Non-Member pm session

# of attendee(s) \_\_\_\_\_ x \$135 = \$ \_\_\_\_\_  
# of attendee(s) \_\_\_\_\_ x \$270 = \$ \_\_\_\_\_  
# of attendee(s) \_\_\_\_\_ x \$ 70 = \$ \_\_\_\_\_  
# of attendee(s) \_\_\_\_\_ x \$140 = \$ \_\_\_\_\_  
# of attendee(s) \_\_\_\_\_ x \$ 70 = \$ \_\_\_\_\_  
# of attendee(s) \_\_\_\_\_ x \$140 = \$ \_\_\_\_\_

Insurance Seminar Attendee Name

National Producer Number

Insurance Seminar Attendee Name

National Producer Number

### Embalming & Restoration Seminar

**Why it Matters, Embalming for Restoration and Special Situations**

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

**Social Event** – 5:30 - 8 pm *at Fado Irish Pub & Restaurant*

**Complimentary** # of attendee(s) \_\_\_\_\_

**Pre-Convention Events Registration Sub-Total** (*from p.14*) \$ \_\_\_\_\_

**Convention Registration Sub-Total** (*from p.13*) \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED** \$ \_\_\_\_\_

(Registration for Thursday will be on-site only.)

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 11, 2018.**



**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: \_\_\_\_\_

Email: \_\_\_\_\_

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.



# Convention Continuing Education Hours *Earn up to 17 hours*

## Monday May 21

**Why it Matters, Embalming for Restoration and Special Situations**  
Presented by **Shane A.S. Ritchie, CFSP**  
Appalachian Mortuary Services, LLC  
**Four Hours**

## Tuesday May 22

**Be the Extra Support Your Families Need – And Get Media Attention Too!**  
Presented by **Allison Gilbert**  
Author & Grief Expert  
**Two Hours**

**Connecting as a Funeral Professional**  
Presented by **Matthew D. Morian**  
Lucas Funeral Home & Cremation Services, Grapevine, TX  
**One Hour**

**NFDA UPDATE**  
**Kenneth A. Cahall, CFSP, CCO**  
NFDA President

**OFDA UPDATE**  
**Bradley J. Chute, CFSP**  
OFDA President

**Melissa S. Sullivan**  
OFDA Executive Director  
**Combined for One Hour**

**Social Media Not So 101: Essential Strategies for a Noisy World**  
Presented by **Rich Kizer & Georganne Bender, KIZER & BENDER Speaking!**  
**Two Hours**

**EXHIBITS**  
**One Hour for Viewing Exhibits**  
(You may only receive One Hour for viewing exhibits during the convention)

## Wednesday May 23

**7 AM - THREE CONCURRENT BREAKOUT SESSIONS** (You may only attend one and receive **one hour**)

**Active Shooter Response**  
Presented by **Lieutenant Paul R. Ohl**  
Columbus Division of Police/SWAT Section

**Employee Empowerment: Profitability, Culture & Satisfaction**

Presented by **Tim Bridgers**  
General Manager, Live Oak Bank Funeral Home & Cemetery Lending

**“So you want to be a funeral director?”**  
Presented by **Jeffrey K. Chancellor, CFSP**  
Director of Education, Training and Research for the Eckels Company

**8 AM - THREE CONCURRENT BREAKOUT SESSIONS** (You may only attend one and receive **one hour**)

**Privileged to Assist - OFDA Members Respond to Puerto Rico**

Presented by **Mike Gedert**  
OFDA Mortuary Response Team

**OFDA Master Trust: How to Ensure Compliance, Consumer Protection and Enhance Your Bottom Line**

Presented by **Scott Gilligan, Bill Pahl and Paul vonSchoeler**

**Consumer Tribes: How Zoomers, Millennials and Generation Z Buy and How They are Challenging Your Sacred Cows**

Presented by **Rich Kizer & Georganne Bender, KIZER & BENDER Speaking!**

**9 AM - THREE CONCURRENT BREAKOUT SESSIONS** (You may only attend one and receive **one hour**)

**The Real Truth on Handling Pet Loss Services**

Presented by **Coleen A. Ellis, CT, CPLP**  
The Pet Loss Pioneer/Certified in Pet Loss & Grief Companionship

**Organ, Eye and Tissue Donation: Partnering to Honor the Gift**

Presented by **Robert J. Winter**  
Director-Tissue Operations, LifeCenter Organ Donor Network

**Understanding Religious Difference**  
Presented by **Rev. Dr. Deborah C. Lindsay**

**ICCFA/PIMS/CCMS UPDATE**  
**Combined for One Hour**

**Inspired Leadership for Improved Sales, Service and Systems**

Presented by **Michael Saletta**  
Saletta Leadership  
**One Hour**

### EXHIBITS

**One Hour for Viewing Exhibits**

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

## Thursday May 24

### EXHIBITS

**One Hour for Viewing Exhibits**

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

### THE LEGAL EAGLES

**Summary of Presentation on Resolving Negative Online Complaints**

Presented by **Scott Gilligan**  
Gilligan Law Offices

**“That’s The Way Everyone Does It” Funeral Ethics and Law for the Deathcare Profession**

Presented by **Poul Lemasters**  
Lemasters Consulting

**What Now?? - Hot Topics in Preneed**

Presented by **Don Ferfolia, Jr., J.D., CFSP**  
Ferfolia Funeral Homes

**Combined for Two Hours**



# Pathways



The Ohio Funeral Directors Association  
(614) 486-5339 • (800) 589-6332  
Fax (614) 486-5358 • Fax (800) 507-1465

2501 North Star Road • P.O. Box 21760  
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[ofdaonline.org](http://ofdaonline.org)