The 139th OFDA Annual Convention & Exhibition





May 21-23, 2019
Hilton Columbus at Easton



To Lead Is To *Inspire!*Triends, Colleagues and OTDA Members,

The largest gathering of funeral professionals in Ohio, and one of the largest in the country, will be held May 21-23, 2019, in Columbus, Ohio, at the 139th Ohio Funeral Directors Association Annual Convention. The Hilton at Easton will be the place to be for your opportunity to network and earn continuing education hours with fellow funeral service practitioners in the Buckeye State! The convention theme is *To Lead Is to Inspire*.

We have changed the format in 2019 to give you extended exhibit floor hours, plenty of

educational opportunities and time to socialize with friends. We have scheduled exciting programming that begins with Education Day on Tuesday, May 21. An in-depth technical seminar will be led by Mr. Karl Wenzel, CFSP, from the Canadian School of Advanced PREP (Postmortem Reconstruction & Embalming Practices). At the same time, we will offer an insurance seminar hosted by Tom Holland of Columbian Financial. Education Day will be capped off with a luau theme welcome party. Come dressed in your best island wear and join the fun! The party continues on Wednesday, May 22, at the annual Fadó Irish Pub social event.

We have changed the format in 2019 to give you extended exhibit floor hours, plenty of educational opportunities and time to socialize with friends.

Learning Labs, informational updates on the latest changes to our profession and keynote speakers on Thursday, May 23, will close our convention. In all, we will have 16.5 hours of CE. The exhibits will be open throughout the convention, giving you the chance to see the newest products and

innovations in funeral service, speak one-on-one with vendors and look for convention deals.

The Hilton offers comfortable spaces for all our meetings and events. Many retail and entertainment venues are a short walk from the hotel. Plenty of free parking is available close to the hotel.

On behalf of the Convention Committee, OFDA Executive Committee and the OFDA staff, I know you will be *INSPIRED* by the 139th OFDA convention. Your continued support is what makes Ohio's annual convention one of the best in the country, and for that, I thank you. I look forward to seeing you in May.

My best,

Gary M. Burr, CFSP



EXHIBIT HOURS

Wednesday, May 22 - 12:00 - 6:00 pm Thursday, May 23 - 7:00 am - 1:00 pm

All nature photos courtesy Gary M. Burr, CFSP

Schedule

At-A-Glance

Tuesday, May 21

7:00 am - 5:00 pm.......Insurance Continuing Education (two five hour courses)

1:00 - 5:00 pmArranging for the Embalmer - What We Need to

Change to Save Our Profession

5:30 - 7:30 pmWelcome Reception/Luau @ Hilton

Wednesday, May 22

6:00 - 8:00 pmSocial Event - A Celli for a fine Lad! @ Fadó Irish Pub

Thursday, May 23

Continuing Education Hours

Tuesday, May 21

Arranging for the Embalmer - What We Need to Change to Save Our Profession

Karl Wenzel, CFSP, Instructor/Founder Canadian School of Advance PREP Postmortem Reconstruction & Embalming Practices

Four Hours

Wednesday May 22

Response to Active Violence Incidents

Lt. Paul R. Ohl, Columbus Division of Police SWAT Section

Two Hours

CONNECTING WITH YOUNG FUNERAL DIRECTORS FORUM

Accreditation for Funeral Service Education

Robert C. Smith, III, CFSP, Executive Director American Board of Funeral Service Education

An Orientation to The Conference

Dalene Paull, Executive Director, The International Conference of Funeral Service Examining Boards

Steps to Completing Your Apprenticeship

David A. Ingram, Esq., Executive Director, Ohio Board of Embalmers and Funeral Directors

Combined One Hour

A Place to Go: Why Ceremonies Matter

Linda Stuart, Life-Cycle Celebrant

One Hour

Passion! 8 Steps to Reignite Yours

Mark Lindquist, Actor, Singer, Motivational Speaker

One Hour

Exhibits

One Hour

(You may only receive one hour for viewing exhibits during the convention)

Thursday, May 23

7AM LEARNING LABS

(Three concurrent sessions; you may only attend one and receive One Hour)

Positioning for Succession

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

Law Enforcement Line of Duty Death

Craig Hungler, Chaplain for The Ohio Chapter of Concerns of Police Survivors

The State of Preneed in Ohio (OBEFD Required Topic)

Donald B. Ferfolia, Jr., J.D., CFSP, Ferfolia Funeral Home

8AM LEARNING LABS

(Three concurrent sessions; you may only attend one and receive One Hour)

101: Best Practices = Best Results (OBEFD Required Topic)

Scott Gilligan, OFDA General Counsel and Laura Dempsey, OFDA Member Services Coordinator

Ideology, Concept & Implementation of Pet Services

Ross C. DeJohn, Jr., and Sherri DiPietro, DeJohn Pet Services

"I Was Just Trying to Help...Besides -No One Will Ever Know" Funeral Ethics and Law for the Deathcare Profession (OBEFD Required Topic)

Poul Lemasters, Esq., Lemasters Consulting



9AM **LEARNING LABS**

(Three concurrent sessions; you may only attend one and receive One Hour)

Proven HR Systems Necessary for Your Funeral Home (OBEFD Required Topic)

Jamie M. Hasty, Vice President SESCO Management Consultants

Legal Issues in the Arrangement Conference (OBEFD Required Topic)

Scott Gilligan, OFDA General Counsel

Women in Leadership Roles within Family-Owned Businesses

Bea Wolper, President, Emens & Wolper Law Firm

Exhibits

One Hour

(You may only receive one hour for viewing exhibits during the convention)

Pulse On NFDA/OFDA

Charles T. Bowman, CMSP, CFSP, CCO, NFDA President Melissa S. Sullivan, OFDA Executive Director Combined for .5 hour

Funerals Build More Resilient Kids: The Importance of the Youth & Funerals Initiative

Joe Primo, International Speaker, Author and Good Grief CEO

One Hour

2:30 - 4:30 pm

State Funerals of the 21st Century

Robert "Bob" Boetticher, Sr., President/CEO of LHT Consulting Group

Two Hours

Guesald May 21



EDUCATION DAY

Two quality educational programs to help you meet your continuing education requirements. Seating is limited. Please see fees and registration information on page 13 & 14.

7:00 am - 12:00 pm Insurance Concepts Final Expense & Preneed Industry Today

Five hours of insurance continuing education credits

12:00 - 12:30 pm LUNCH will be provided on-site for attendees



12:30 – 5:00 pm

Insurance Industry Product Offerings/ Agents/ Counselors

Thomas B. Holland, II, PhD., CPC
Director of Field Development, Columbian Financial Group
Five hours of insurance continuing education credits

12:30 - 5:00 pm

Arranging for the Embalmer - What We Need to Change to Save Our Profession

Come to this session to discuss how we can change with the times and revitalize our services and create an experience that people now look for. A deep look into Major reconstruction cases and how they have created not only a positive effect on our profession but the lives of the families we serve.



Karl Wenzel, CFSP
Instructor/Founder Canadian School of Advance PREP Postmortem
Reconstruction & Embalming Practices

Four hours

5:30 – 7:30 pm Welcome Reception/Luau

Come dressed in your best island wear and join the fun! Enjoy a complimentary Hawaiian themed buffet and host/cash bar. Regent Ballroom, Hilton





Contract May 22

KEYNOTE SPEAKER



8:00 – 10:00 am Response to Active Violence Incidents

The goal of this presentation is to increase the overall awareness of citizens and prepare them to respond using best practices during incidents of active violence.

Lt. Paul R. Ohl
Columbus Division of Police SWAT Section
Two CF

10:30 am - 12:30 pm **Service of Remembrance**

Service of Remembrance and Reception

Pastor J. Mark Holbrook Cornerstone Church, Maumee

Immediately following the service, a reception will be held for the families and their guests.

11:00 am – 12:00 pm **Job Fair**

OFDA has a great opportunity for your funeral home to recruit potential employees! See insert included in brochure for information regarding the Job Fair.

10:00 am – 12:00 pm

CONNECTING WITH YOUNG FUNERAL DIRECTORS FORUM

(LUNCH will be served at 11:30 am)

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

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

Combined for One CE



Accreditation for Funeral Service Education

Robert C. Smith, III, CFSP Executive Director American Board of Funeral Service Education



An Orientation to the Conference

Dalene Paull
Executive Director
The International Conference of
Funeral Service Examining Boards



Steps to Completing Your Apprenticeship

David A. Ingram, Esq. Executive Director Ohio Board of Embalmers and Funeral Directors





12:15 – 1:00 pm Opening Ceremony/Annual Meeting/ Installation of Board of Directors

Lori A. Hicks, OFDA President

1:00 - 1:30 pm

Awards Ceremony

Recognizing Committee Members, 50-Year Recipients, and OFDA Past Presidents

Recognition of OFDA Committee Members

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

Lauren Baughman, Canal Winchester - Young Funeral Directors
Gary Burr, CFSP, Bryan - Bylaws
Holly Colwell, Columbus - Young Funeral Directors
Matthew Dixon, Canal Winchester - Young Funeral Directors
Lori Hicks, Mason - Scholastic Assistance
Bill Kindred, CFSP, CCO, Englewood - Legislative
Ashley Myers, Lebanon - Scholastic Assistance
Bill Smith, Columbus - Education
Eric Smith, Lancaster - Young Funeral Directors
Craig Stires, CFSP, Pickerington - Education & Young Funeral Directors
Pam Ulery, Loveland - Convention
Devin Woodyard, Columbus - Young Funeral Directors

Recognition of 50-Year Award Recipients

James Anderson, Clyde Major Crispin, Powell David Danner, Cincinnati Thomas Davis, Wooster Ronald Karlo, North Canton John Mercer, Lake Worth, FL **Gregory Northrop,** Bucyrus **Edward O'Neill, Wilmington Thomas Roberts, Logan** Gary Rook, Port Charlotte, FL Joseph Rossi, Niles **Ralph Scott**, Portsmouth Charles Smith, Concord John Smith, Westlake **Ned Spangler, Wadsworth** Robert Van Horn, Toledo **Edward Wise, Bucyrus** James Yuhasz, Niles

1:00 – 5:00 pm Professional Photo Opportunity

Visit the OFDA booth to have a new professional photo taken by Picture America. Photos are available to download at full resolution and you can print or use them as you choose.

Wednesday, May 22, continued









1:30 – 3:30 pm

KEYNOTE SPEAKERS



A Place to Go: Why Ceremonies Matter

Life-Cycle Celebrant **Linda Stuart** outlines how and why we should help families create heartfelt, rich and unique ceremonies.

One CE



Passion! 8 Steps to Reignite Yours

Actor, Singer, Motivational Speaker **Mark Lindquist** will leave you with a renewed energy for the life you live and the work you do!

One CE



6:00-8:00 pm "CÉAD MÍLE FÁILTE," a 100,000 Irish welcomes to everyone headed to convention this year! Join us at Fadó Irish Pub for our annual celebration. Share your "Comhghairdeas," Congratulations, for Gary Burr, the Lad from Bryan, as he takes the helm at OFDA. Fadó is located within walking distance of the Hilton.



LEARNING LABS

7:00 - 7:50 am one CE

Positioning for **Succession**



Tim's presentation on a successful transition will identify common misunderstandings related to financing options for the buyer, and requirements

based on different financing products.

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

Law Enforcement Line of Duty Death



Valuable knowledge to help funeral directors who are assisting families and agencies when a law enforcement officer is killed

Craig Hungler
Chaplain for The Ohio Chapter of
Concerns of Police Survivors

The State of Preneed in Ohio



(OBEFD Required Topic - Preneed) Need information on Preneed Law? Don will help you consider various scenarios involving

the newest version of the Ohio Preneed Law and how to deal with these scenarios within the new framework.

Donald B. Ferfolia, Jr., J.D. CFSP Ferfolia Funeral Home



8:00 - 8:50 am one CE





101: Best Practices = Best Results

(OBEFD required topic - Preneed)

Gain a better understanding of why proper contract completion ensures compliance, insight on how to maximize your preneed portfolio investment and realize the value of consumer protection.

Scott Gilligan, OFDA General Counsel and Laura Dempsey, OFDA Member Services Coordinator



Ideology, Concept & Implementation of Pet Services

If you are thinking of offering pet services to your families, you will want to attend this learning lab to hear ideas on how to start, implement and succeed.

Ross C. DeJohn, Jr., and Sherri DiPietro DeJohn Pet Services "I Was Just Trying to Help...

Besides - No One Will Ever Know"

Funeral Ethics and Law

for the Deathcare Profession

(OBEFD required topic - Ethics)

Today, ethical dilemmas are becoming a more common scenario.



Poul Lemasters, Esq. Lemasters Consulting

9:00 - 9:50 am one CE

Proven HR Systems Necessary for Your Funeral Home

(OBEFD required topic - Laws/Rules)

Are you struggling in the area of

human resources to implement sound practices such as maintaining a compliant employee handbook and proper screening and hiring practices?



This session will present legal and practical tips on the potential changes to employment regulations for 2019.

Jamie M. Hasty Vice President SESCO Management Consultants

Legal Issues in the Arrangement Conference

(OBEFD required topic - Laws/Rules)

Need legal advice?
Scott will discuss the many legal issues that arise during the arrangement conference including Ohio's right of disposition law, contract law, creditor/debtor law and information on credit card surcharges and much more!

Scott Gilligan
OFDA General Counsel



Women in Leadership Roles within Family-Owned Businesses

Ms. Wolper, who serves as the Ohio Past President for the International Women's Forum, will share issues and opportunities



unique to women who own, lead or work within a family business including the FIVE key characteristics of a family business leader: Commitment to the business and family; Decisiveness; Vision; Deserves and obtains Respect; and Ability to Communicate.

Bea Wolper, President Emens & Wolper Law Firm



10:00 am - 1:00 pm

Professional Photo Opportunity

Visit the OFDA booth to have a new professional photo taken by Picture America. Photos are available to download at full resolution and you can print or use them as you choose.

EXHIBIT HOURS

Wednesday, May 22 - 12:00 - 6:00 pm Thursday, May 23 - 7:00 am - 1:00 pm

1:00 – 1:30 pm

Pulse On NFDA/OFDA



Charles T. Bowman CMSP, CFSP, CCO, NFDA President Melissa S. Sullivan OFDA Executive Director



Combined for .5 CE

1:30 - 4:30 pm

KEYNOTE SPEAKERS



Funerals Build More Resilient Kids: The Importance of the Youth & Funerals Initiative

International Speaker, Author and Good Grief CEO, **Joe Primo**, through the Youth & Funerals Initiative, will help funeral professionals understand the resources available to you and the public, give perspectives on why funerals matter to children, and provide innovative tools to impact grieving children and teens.

One CE



State Funerals of the 21st Century

President/CEO of LHT Consulting Group, **Robert "Bob" Boetticher, Sr.**, will take us on a behind the scenes look at how the team of funeral directors and military personnel trained, prepared and executed the State Funerals for Presidents Ronald W. Reagan, Gerald R. Ford and George H. W. Bush.

Two CE





Service of Remembrance

service honoring the memory of OFDA members in funeral service or their immediate family members who have died during the past year will take place during the opening session of the annual OFDA convention. The Service of Remembrance will be held on Wednesday, May 22, beginning at 10:30 am in the Columbus Ballroom at the Hilton Columbus at Easton.

Listed are the individuals who will be remembered during the service (as of print time). This year's service celebrates the lives of loved ones whose death occurred between April 1, 2018 and March 31, 2019. If you know of someone we've missed, please contact Diana Carpenter at the OFDA office. She can also be reached at diana@ofdaonline.org.

Earl E. Anderson, Lewisville

Ray W. Babcock, Mentor

Martha J. Baltzell, Rockford

James Nelson Blower, Athens

Dale Edward Bond, Londonderry

Mary Elizabeth Bope, Somerset

Gregory Francis Bosela, Dayton

Carole Jean Boyd, Marion

Delbert M. Braund, Sr., New Madison

Joseph J. Buggy, Jr., Aiken, SC

Harry C. Cowper, Eastlake

Gordon R. Diller, Bluffton

Dr. Phillip Anthony Edwards, Sidney

Joel Eger, Mogadore

Benjamin H. Ewing, Pomeroy

Guyla Jean Ferguson, Tippecanoe

Michael James Ferguson, Tippecanoe

Miriam L. Ferman, Louisville, KY

Helen M. Fisher, Wadsworth

August K. Graumlich, II, Worthington

Ruth Ann Griebling, Lexington

Benney Lee Haller, Chillicothe

Gilbert P. Hanna, Westlake

Mercene Louise Hanneman, Bowling Green

Roger Keith Harper, Jr., Apple Valley

Duane T. Hartwig, New Bremen

Robert P. Heitger, Sr., Massillon

Wilbur R. Heslop, Jr., Martins Ferry

Marilyn E. Holt, Cheviot

James Leonard Hoskins, Morrow

Ronald Rex Hostettler, Uhrichsville

Harriet R. Huck, McConnelsville

Eileen A. Kearns, Fairview Park

Matthew Lawrence Kirsh, Westlake

A. Ray Kyle, Hubbard

Josephine LoPresti, Willoughby Hills

Joyce Nancy Loucka, Hudson

Mary Beth McFarland, Sebring

Sheila A. McNally, Westlake

Emma Grace Middleton, Bryan

Rachel Ann Minnich, West Milton

Joseph A. Misencik, Avon

Mary K. Preston, Alger

J. Roger Primm, Troy

Blanche L. Quahliero, New Castle, PA

Jim E. Ridener, Franklin

Chelsey Charles Santucci, Niles

Joseph W. Sauer, St. Petersburg, FL

John Thomas Shook, Avon Lake

Evelyn A. Spaulding, Cincinnati

Russell H. Spring, Zanesville

Noah Elliot Taylor, Mentor

Mary Sue Tobias, Beavercreek

Terrence R. VanSuch, Louisville

Helen R. Waite, Medina

Gary A. Walker, Sylvania Township

Charles M. Ware, Sr., Chillicothe

Thomas I. Wisniewski, Toledo

Louis F. Zele, Cleveland

James R. Zettler, Hamilton







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

Registration

OFDA offers full convention 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 on the registration form.

Early Bird Rates by April 12

Member

Full convention registration - \$125 Full convention registration additional person(s) - \$100 Single day registration - \$100 (Wednesday or Thursday)

Non-Member

Full convention registration - \$250 Single day registration - \$200 (Wednesday or Thursday)

Rates after April 12 and On-Site

Member

Full convention registration - \$175 Full convention registration additional person(s) - \$125 Single day registration - \$125

(Wednesday or Thursday)

Non-Member

Full convention registration - \$350 Single day registration - \$250 (Wednesday or Thursday)

Pre-Registrations

Be sure to take advantage of the early registration fees shown above. Registrations can be completed online at **ofdaonline.org**; mail to OFDA, P.O. Box 21760, Columbus, OH 43221; fax to (614) 486-5358/ (800) 507-1465 or email to **diana@ofdaonline**. Registrations must include payment.

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

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.

Please note all pre-registrations must be postmarked by Friday, May 10, 2019.

Hilton info

Hilton Columbus at Easton is the OFDA Convention Headquarters. Make your reservations by calling the Hilton at (614) 414-5000 or go to **ofdaonline.org** for the Hilton link to receive the \$192 group rate.

★ 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!

Cancellation/Refunds

All registration cancellations and refund requests must be made in writing by May 20, 2019. A refund of the full conference fee paid, minus a \$25 administrative fee, will be given for cancellations received by that date. No refunds will be granted for requests received after May 20, 2019. Submit all cancellation requests to OFDA Registration via email to diana@ofdaonline. OFDA regrets that refunds will not be given for no-shows. Badge sharing or utilization of prior year(s) badge is strictly prohibited.

If you have any questions and/or concerns regarding any of the above mentioned policies, please contact OFDA via email at diana@ofdaonline.org.



Hilton Columbus at Easton

May 21-23, 2019



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

Funeral Ho	ual's Name						
Address							
City	9	State	Zip_				
Telephone_			Fax_				
Email addre	ess						
Early Bird Rates by April 12	Full 3-Day Registration – Register na (Includes: Welcome Reception, Social Event, Bread Member Member Member (must be a licensed Funeral Director/Embalmon Member Mon-Member (must be a licensed Funeral Director/Embalmon Member	# of adder to attend) - Register names	heon, Breaks, Speaker FIRST registrant ditional registrant(s) # of registrant(s) ames(s) below # of registrant(s) # of registrant(s)	nt x \$125 = x \$100 = x \$250 = x \$100 = x \$200 = x \$100 =	\$\$ \$\$ \$\$ \$\$		
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Registrant Name(s) If you wish to attend one of the *Thursday morning concurrent Learning Labs, please indicate your choice. Seating is based on first to arrive at session. Check ONLY ONE speaker per hour. Check if first-time attendee Full Wed. Thur.							
Attendee Name & Embalmer/Funeral Director License Number							
Attendee Name & Embalmer/Funeral Director License Number							
Attendee Name & Embalmer/Funeral Director License Number			7 am	8 am	9 am		
*Thursday Morning Concurrent Learning Lab Choices - See pages 8-9 for Learning Lab information.		7a - Bridgers 7b - Hungler 7c - Ferfolia	8a - Gilligan/Dempsey 8b - DeJohn/DiPietro 8c - Lemasters	9a - Hasty 9b - Gilligan 9c - Wolper			



Registration Sub-Total

-	ry Registration					
Please ✓ check one and inc ☐ OFDA Past Presidents ar	. ,	Mortuary Students ☐ Children	I8 and under ☐ Individuals with 50 yea	urs or more of service		
	Directors Forum	Wednesday, May 22 (See page 6	•			
Attendee Name		Attendee Nam	endee Name			
		rish Pub & Restaurant Complimentary				
Education Day	Registration -Tueso	day, May 21				
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Insurance Seminar Att	endee Name	N	ational Producer Number			
Insurance Seminar Att	endee Name	National Producer Number				
What We Need to Change to Save Our Profession Embalming Seminar Attendee Name			Member # of attendee(s) x \$ 80 = \$ Non-Member # of attendee(s) x \$160 = \$ Embalmer/Funeral Director License Number			
Embalming Seminar At	ttendee Name	En	Embalmer/Funeral Director License Number			
	Pre-Con	vention Events Registr	ation Sub-Total (from p.14)	\$		
			ation Sub-Total (from p.13)	\$		
		9	10UNT ENCLOSED	\$		
			rge and fax or email form (diana@ofdactmarked by Friday, May 10, 2019.	online.org).		
OFDA 2501 North Star Rd.				OFDA USE ONLY amt.		
P.O. Box 21760 Columbus, OH 43221 Phone: (614) 486-5339			Exp. date CVC#	rec'd ck. #		
(800) 589-6332 Fax: (614) 486-5358 (800) 507-1465	Email			date		

at ofdaonline.org

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

Signature ___

Thank You to Our SPONSORS!























OFDA DISTRICTS 8 & 11



Ohio Funeral Supply Sales Club









Karpus Scott & Company



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