

# 142<sup>ND</sup> OFDA CONVENTION and EXHIBITION



DESIGNING  
TOMORROW'S  
SUCCESS

**TODAY**

MAY 24-26, 2022

HILTON COLUMBUS AT EASTON

Register online at [ofdaonline.org](http://ofdaonline.org)

# SCHEDULE AT-A-GLANCE

## MONDAY, MAY 23

7:00 am – 5:30 pm	Insurance Continuing Education (two five-hour courses)
12:00 – 12:30 pm	Power Lunch
1:00 – 5:00 pm	Embalming Seminar, 4CE (General)

## TUESDAY, MAY 24 *Maximum Daily CE You Can Earn = 5 CE*

7:00 am – 6:00 pm	Registration
8:00 – 9:00 am	Learning Labs (concurrent sessions, choose one) I CE
9:15 – 10:15 am	Learning Labs (concurrent sessions, choose one) I CE
10:30 – 11:45 am	Service of Remembrance and Reception
11:00 am – 12:15 pm	Picnic in the Parking Lot
12:30 – 12:45 pm	Opening Ceremony
12:45 – 1:45 pm	Keynote: Jason Troyer, PhD, I CE (General)
1:45 – 2:15 pm	Annual Meeting of Association, Board Installation, Past President Introductions
2:30 – 3:30 pm	Keynote: Poul Lemasters, Esq., I CE (.5 Ethics, .5 General)
3:30 – 6:00 pm	Exhibits and Welcome Reception
3:30 – 6:00 pm	Portrait Studio
6:00 – 8:00 pm	YFD Social Event

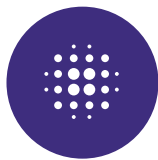
## WEDNESDAY, MAY 25 *Maximum Daily CE You Can Earn = 6 CE*

6:30 am – 5:30 pm	Registration
7:00 – 8:00 am	Rise 'n Shine Breakfast
7:30 – 8:30 am	Learning Labs (concurrent sessions, choose one) I CE
8:45 – 9:45 am	Learning Labs (concurrent sessions, choose one) I CE
10:00 – 11:00 am	Learning Labs (concurrent sessions, choose one) I CE
11:15 am – 12:15 pm	Lunch Is On Us
12:15 – 12:45 pm	NFPA/ICCFA Update, .5 CE (General)
12:45 – 1:30 pm	Awards/Recognition
1:30 – 2:45 pm	Mortuary Student Forum
1:30 – 3:00 pm	Keynote: Ethan Blumenthal, 1.5 CE (General)
3:00 – 5:30 pm	Exhibits
3:00 – 5:30 pm	Portrait Studio
5:30 – 7:00 pm	President's Reception

ATTEND ALL 3  
DAYS TO EARN  
A MAXIMUM OF  
13.5 CE HOURS

## THURSDAY, MAY 26 *Maximum Daily CE You Can Earn = 4.5 CE*

7:00 am – 1:30 pm	Registration
8:00 – 9:00 am	Learning Labs (concurrent sessions, choose one) I CE
9:15 – 10:15 am	Learning Labs (concurrent sessions, choose one) I CE
10:15 am – 12:15 pm	Brunch
10:15 am – 12:15 pm	Exhibits
10:15 am – 12:15 pm	Portrait Studio
12:15 – 1:45 pm	Keynote: Nicole Wiedeman, CSE, 1.5 CE (I Preneed, .5 General)
1:45 – 2:00 pm	Closing



# MONDAY MAY 23

## PRE-CONVENTION SEMINARS

Start your convention experience by attending one of the educational programs: Insurance Seminar or Embalming Seminar. Please see registration form for fees and additional information.

## INSURANCE CONTINUING EDUCATION

### 7:00 am – 12:00 pm MORNING INSURANCE SEMINAR

Ethics in Today's Business and Meeting the Insurance Needs of the Senior Market

5 hrs CEC - includes 3 hrs of ethics (insurance license *only*)

Kevin Gaffney and Pam Ulery, *Funeral Directors Life*

### 12:00 – 12:30 pm POWER LUNCH

Lunch provided on-site for insurance seminar attendees

### 12:30 – 5:30 pm AFTERNOON INSURANCE SEMINAR

Insurance Industry/Preneed/Final Expense

5 hrs CEC (insurance license *only*)

Thomas B. Holland II, PhD, CPC, *Atlantic Coast Life Insurance Company*

## EMBALMING SEMINAR

### 1:00 – 5:00 pm

Embalming IOI – Advanced Technician

4 CE (General)

Matthew Smith, *Homeward Bound Shipping*

## Prepare for tomorrow's success today!

It's that time of year again, and we are delighted to host our 142nd Convention and Exhibition. Our convention committee has been diligently designing a diverse selection of educational opportunities with keynote speakers who are guaranteed to entertain and fill the room with laughter.



This year's convention will prepare you for tomorrow's success

today. Please come and visit with our vendors to see their new products and walk the halls to reunite with old friends and make new ones. Let's take advantage of the fantastic venue, great seminars and energetic atmosphere.

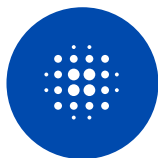
We are so excited to have the opportunity to socialize and reconnect with all our amazing members. Can't wait to see everyone there!

President-Elect

## EXHIBIT HOURS

Tuesday	3:30 – 6:00 pm
Wednesday	3:00 – 5:30 pm
Thursday	10:15 am – 12:15 pm





# TUESDAY MAY 24

## CE LEGEND

<b>G</b> -General	<b>P</b> -Preneed
<b>L</b> -Laws & Rules	<b>E</b> -Ethics
*CE pending approval	

## LEARNING LABS

**8:00 - 9:00 am**

**COLEEN ELLIS, CT, CPLP** **G**

*The Unconditional Love & Stories of a Pet Loss Business*

**ALEXANDRA JO** **E**

*Three Emerging Trends in Cremation: How to Prepare and Profit*

**9:15 - 10:15 am**

**DON FERFOLIA, Jr., J.D., CFSP** **L\***

*The VA Triangle*

**KELLY MANION** **G**

*Caring for Families & Caring For Yourself: The Importance of Self-Care in the Funeral Service Profession*

## PICNIC IN THE PARKING LOT

11:00 am - 12:15 pm



Service of Remembrance  
and Reception

10:30 - 11:45 am

## ANNUAL MEETING

1:45 - 2:15 pm

*Regent Ballroom*



**Michael T. Smith, CFSP**  
**OFDA President**

*Board of Directors Installation  
Past President Introductions  
Meet Your New Executive Director*



## EXHIBIT HOURS **G**

3:30 - 6:00 pm

1 CE can be earned for viewing  
exhibits during the convention.



## KEYNOTE SPEAKER

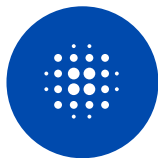
12:45 - 1:45 pm

**Jason Troyer, PhD** **G**



*Families Gone Wild:  
Defusing Conflict in the  
Arrangement Room*





# TUESDAY MAY 24

## CE LEGEND

<b>G</b> -General	<b>P</b> -Preneed
<b>L</b> -Laws & Rules	<b>E</b> -Ethics

\*CE pending approval



### PROFESSIONAL PHOTO OPPORTUNITY

Visit the OFDA booth to have a new professional photo taken by Picture America. Photos will be available to download at full resolution.

Portrait Studio open daily during exhibit hours.

## KEYNOTE SPEAKER

2:30 - 3:30 pm

Poul Lemasters, Esq. **GE**



*"Cover Your Ass" Yes-He Just Said That*  
An overview of why CYA in the business world is critical for any business, especially the death care profession.

Attendees will receive a FREE copy of Poul's new book, "Cover Your Ass - The ULTIMATE guide to protecting your business"



## YOUNG FUNERAL DIRECTORS SOCIAL EVENT

6:00 - 8:00 pm

Join us for a fun night at BEELINE, located in Easton's newest district. Pair one of their high quality craft cocktails or ales with catering from Condados Tacos and grab a seat outside by the fire with your peers!



## EXHIBIT HOURS & WELCOME RECEPTION **G**

3:30 - 6:00 pm

Enjoy networking and complimentary hors d'oeuvres as you view exhibits

## CLOTHING

You can help OFDA fill a clothing rack (or two!) with professional clothing for current and future CCMS students! Convention attendees and exhibitors are encouraged to clean out closets and bring items in good, clean condition, both men and women's to Convention. Receive a raffle ticket for each donated item. All clothing will be sent to CCMS for their student professional clothes closet.

# DRIVE

Turn your "old" clothes into a student's new threads!

Full details at [ofdaonline.org](http://ofdaonline.org) click Education, then Convention 4



# WEDNESDAY MAY 25

## CE LEGEND

<b>G</b> -General	<b>P</b> -Preneed
<b>L</b> -Laws & Rules	<b>E</b> -Ethics

\*CE pending approval

## LEARNING LABS

**7:30 - 8:30 am**

**TONY CODER **G**\***

*There is Help and There is Hope*

**JOHN HEALD **G****

*The Obituary - Your Greatest Marketing Asset*

**8:45 - 9:45 am**

**ETHAN BLUMENTHAL **G****

*Presentation, Public Speaking and Laughing Out Loud*

**AMANDA CRATES & CHERYL GROSSMAN **L**\***

*Fostering a Successful Apprentice/Master Relationship*

**LAURA DEMPSEY, **P** SCOTT SERAFIN, **CSRIC** & PAUL VONSCHOELER**

*Your Most Common Master Trust Questions, Answered!*

**10:00 - 11:00 am**

**J. MARK BUSCH, **CX** **G****

*Balance Your Family, Your Family Business and Your Business*

**LEILI MCMURROUGH **E****

*The Young and the Restless*

**NANCY WEIL **G****

*Community Outreach: How to Get Free, Positive Publicity*

## LUNCH IS ON US

**11:15 - 12:15 pm**

*Regent Foyer*

## PROFESSIONAL PHOTO OPPORTUNITY

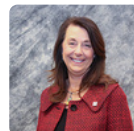
Visit the OFDA booth to have a new professional photo taken by Picture America. Photos will be available to download at full resolution.

Portrait Studio open daily during exhibit hours.

## NFDA/ICCFA UPDATE **G**\*

**12:15 - 12:45 pm**

*NFDA Executive Director, Christine Pepper, CAE  
ICCFA President, Gary Freytag, CCFE*



## 50-YEAR RECIPIENTS

**Paul E. Avance**, Fairfield  
**Barnett N. Bookatz**, Cleveland Heights  
**Cleophus Brown**, Toledo  
**John D. Conroy**, Springfield  
**Joseph A. Craciun**, Middleburg Heights  
**Stephen C. Dunn**, Bowling Green  
**Lawrence R. Fioritto**, Burbank, CA  
**Terry L. Harper**, Ashland  
**Albert D. Hinkel**, Hamilton  
**Richard C. Laubenthal**, Elyria  
**Dann L. Marble**, Ashland

**Edward J. Martens**, Cleveland  
**Rosary H. Martin**, Beachwood  
**Frederick J. Monreal**, Brecksville  
**Dennis C. Robb**, Fort Denard, FL  
**Jack A. Scerba**, Treasure Island, FL  
**Walter G. Sinn**, Canfield  
**Chris D. Stiverson**, Logan  
**James K. Thomas**, Trotwood  
**William A. Turner**, Hillsboro  
**Jerome Yurch**, Parma



# WEDNESDAY MAY 25

## CE LEGEND



-General



-Preneed



-Laws & Rules



-Ethics

\*CE pending approval

## AWARDS/RECOGNITION

12:45 - 1:30 pm

*Recognition of OFDA Committee Members, Young Funeral Directors  
Distinguished Service Award, 25-Year and 50-Year Recipients, celebrating  
35 years of service of retiring OFDA Executive Director, Melissa S. Sullivan*



## KEYNOTE SPEAKER

1:30 - 3:00 pm

Ethan Blumenthal  



*Transforming Your Work  
Through Laughter and  
Active Listening*



## EXHIBIT HOURS

3:00 - 5:30 pm

1 CE can be earned for viewing  
exhibits during the convention.



1:30 - 2:45 pm

## MORTUARY STUDENT FORUM

Nancy Weil

*All Stressed Out  
and Ready to Blow*



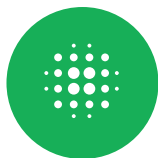
## PRESIDENT'S RECEPTION

5:30 - 7:00 pm

Enjoy live music, appetizers  
and a cold drink while  
reuniting with colleagues!







# THURSDAY MAY 26

## CE LEGEND

- G**-General **P**-Preneed  
**L**-Laws & Rules **E**-Ethics  
\*CE pending approval

## LEARNING LABS

**8:00 - 9:00 am**

**CHRIS CRUGER & DOUG GOBER** **G**

*The Future is NOW for  
Funeral Service*

**DAVID INGRAM, ESQ.** **L**

*Whose Right is it Anyway?*

**9:15 - 10:15 am**

**SHERRIE DUNLEVY** **G**

*How Can I Help? How to Help Offer  
Support to Those Suffering Loss*

**ADAM SANDEN, CPA, MBA** **G**

*It's Not "Just a Cremation!"*

## KEYNOTE SPEAKER

12:15 - 1:45 pm

**Nicole Wiedeman, CSE** **P** **G**



*Is Phone Etiquette  
Killing Your Business?*

## EXHIBIT HOURS **G**

10:15 am – 12:15 pm

1 CE can be earned for viewing  
exhibits during the convention.



## CLOSING REMARKS

1:45 pm

*Stay to find out if you are the winner  
of the Trip for Two to Curaçao!*



## Win a Trip for Two

OFDA Annual Education Conference to

**CURAÇAO**

Feb. 5 - 11, 2023

Pre-register for convention for an  
automatic entry. Stop by the  
American Coach and OFDA booth  
for additional entries.

Sponsored by American Coach Sales and the OFDA Master Trust.  
Winner need not be present to win and is non-transferable.

**\$5,698  
Value**



# THANK YOU TO OUR SPONSORS!

...for supporting funeral service and keeping member registration fees as low as possible.



Sponsors as of March 31, 2022

# INFORMATION YOU SHOULD KNOW

## REGISTRATION

OFDA is offering single-day or package registrations. Registration (Tuesday, May 24, Wednesday, May 25 and Thursday, May 26) includes breakfast, lunch, breaks, social functions, speakers, and exhibits outlined on each day. Pre-convention sessions on Monday, May 23 are a separate fee.

## PRE-REGISTRATIONS

Early Bird pricing is available through April 30. Registrations can be completed online at [ofdaonline.org](http://ofdaonline.org); mail to OFDA 2501 North Star Road, Columbus, OH 43221; fax to (614) 486-5358/(800) 507-1465 or email to [info@ofdaonline.org](mailto:info@ofdaonline.org). Registrations must include payment.

Complimentary registration is provided to: Mortuary Students (Wednesday only), 50-Year Award Recipients (plus one non-licensed guest, Wednesday only), and top three YFD Award nominees (Wednesday only). Individuals who have been licensed for over 50 years receive a 50 percent discount on their registration. Discounts for multiple registrations from the same funeral home are offered.

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

## CANCELLATIONS/REFUNDS

All registration cancellations and refund requests must be made in writing by May 20, 2022. 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, 2022. Submit all cancellation requests via email using the subject line OFDA Registration Cancellation to [info@ofdaonline.org](mailto:info@ofdaonline.org). 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 [info@ofdaonline.org](mailto:info@ofdaonline.org).

## HILTON

Hilton Columbus at Easton is the OFDA convention headquarters. First class accommodations are available at the AAA 4-Diamond Hotel that offers many extras including Herb n' Kitchen, swimming pool, expanded fitness center, technology for the business traveler, and the Social Lobby Bar. Enhance your stay by experiencing all Easton has to offer—shopping, dining, entertainment!

Make your reservations by calling the Hilton at (614) 414-5000 and mention discount code "OFD" or go to [ofdaonline.org](http://ofdaonline.org) for the Hilton link to receive the \$194+ tax group rate. To receive the OFDA group rate, reservations must be made prior to April 29, 2022 by 5:00 pm.

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

## CE SCANNING

Attendance to sessions will be tracked as you exit with a scanning device. Data will be stored online, allowing you to easily access and document your convention CEs. Each attendee will have a unique code linked to their OFDA profile.



# 142<sup>ND</sup> OFDA CONVENTION and EXHIBITION

## MAY 24 -26, 2022 | HILTON COLUMBUS AT EASTON

### REGISTRATION

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Registrant #1 Name \_\_\_\_\_

License Number \_\_\_\_\_ Email \_\_\_\_\_

Registrant #2 Name \_\_\_\_\_

License Number \_\_\_\_\_ Email \_\_\_\_\_

Registrant #3 Name \_\_\_\_\_

License Number \_\_\_\_\_ Email \_\_\_\_\_

Complimentary registration is provided to: Children under 18, Mortuary Students (Wednesday only), 50-Year Award Recipients (plus one non-licensed guest, Wednesday only), and top three YFD Award nominees (Wednesday only). Individuals who have been licensed for over 50 years will receive a 50 percent discount on their registration. Attendees registering for a complimentary registration must contact OFDA for registration code.

Please complete both sides of this registration form and send applicable payment to: OFDA, 2501 North Star Road, Columbus, OH 43221. You may also fax: **(614) 486-5358** or email ([info@ofdaonline.org](mailto:info@ofdaonline.org)) completed form. Please duplicate form for additional registrants. Registration is available at [ofdaonline.org](http://ofdaonline.org).

**To take advantage of Early Bird discount, pre-registration must be postmarked by Saturday, April 30. All pre-registrations must be postmarked by May 13, 2022.**

### METHOD OF PAYMENT

☐ Check enclosed made payable to Ohio Funeral Directors Association

Visa/MC/AMX/Discover # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC# \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

Email for Receipt \_\_\_\_\_

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.

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## TAKE ADVANTAGE OF GREAT MEMBER SAVINGS!

Registration Options	Registrant #1	Registrant #2	Registrant #3
3-Day Convention (Tues/Weds/Thurs) Fee*	\$395	\$345	\$345
<i>OFDA Member Discount</i>	<i>-\$100</i>	<i>-\$100</i>	<i>-\$100</i>
<i>Early Bird Discount (if registered/postmarked by April 30th)</i>	<i>-\$50</i>	<i>-\$50</i>	<i>-\$50</i>
Total for Your Selection	\$	\$	\$
*3-Day Convention Fee includes breakfasts, lunches, breaks, receptions and exhibits. A \$600 VALUE!			

Single Day Fee*	\$235	\$210	\$210
<i>OFDA Member Discount</i>	<i>-\$100</i>	<i>-\$100</i>	<i>-\$100</i>
<i>Early Bird Discount (if registered/postmarked by April 30th)</i>	<i>-\$25</i>	<i>-\$25</i>	<i>-\$25</i>
Total for Your Selection	\$	\$	\$
*Single Day Fee includes breakfast, lunch, break, reception, speakers, and exhibitors on the specified day.	<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday

### Insurance Continuing Education, Monday, May 23

Full Day	\$250	\$250	\$250
<i>OFDA Member Discount</i>	<i>-\$100</i>	<i>-\$100</i>	<i>-\$100</i>
Morning Session Only	\$125	\$125	\$125
<i>OFDA Member Discount</i>	<i>-\$50</i>	<i>-\$50</i>	<i>-\$50</i>
Afternoon Session Only	\$125	\$125	\$125
<i>OFDA Member Discount</i>	<i>-\$50</i>	<i>-\$50</i>	<i>-\$50</i>
Total for Your Selection	\$	\$	\$
National Producer Number			

### Embalming Seminar, Monday, May 23

Seminar Fee	\$190	\$190	\$190
<i>OFDA Member Discount</i>	<i>-\$75</i>	<i>-\$75</i>	<i>-\$75</i>
Total for Your Selection	\$	\$	\$

### Young Funeral Directors Social, Tuesday, May 24, at Beeline (Funeral Directors Under 40, see page 4)

Complimentary - Please include number attending			
Total for All Your Selections	\$	\$	\$
<b>Grand Total</b>			



Ohio Funeral Directors Association  
 800.589.6332 | 614.486.5339  
 F: 614.486.5358 | F: 800.507.1465  
 2501 North Star Road  
 Columbus, OH 43221