



Annual Education Conference PUERTO VALLARTA, MEXICO

FEBRUARY 2 - 7, 2025
Optional six night package available; arrival February 1



SEMINAR SCHEDULE



Sunday, February 2

6:00 PM - Welcome Reception

• **Optional Whale Watching Tour** - For Feb. 1 arrivals only



Monday, February 3

8:30 AM - Welcome & Introductions:

Steven Hartwig, OFDA President

Planning For Success: Leveraging the Tools of Strategic Planning for Your Succession Plan (4 CE)

Jake Johnson, Johnson Consulting Group

Vincent Roberge, Johnson Consulting Group



Tuesday, February 4

8:30 AM - Welcome: Charles Wilson, OFDA President-Elect

Optimizing the Funeral Home Workplace (3 CE)

Jake Johnson, Johnson Consulting Group

Vincent Roberge, Johnson Consulting Group

Around the Horn with OFDA (1 CE) - Interactive Workshop

Planning for the Future of OFDA

OFDA Officers



Wednesday, February 5

Day at Leisure

• **Optional Whale Watching Tour**

• **Optional Golf**

Private Dinner - Time to be determined



Thursday, February 6

8:30 AM - Welcome: Tracy McAdams, OFDA Secretary/Treasurer

Retaining Talent and Building a Positive Workplace Culture in Funeral Service (2 CE)

Leili McMurrough, JD, Worsham College of Mortuary Science

Embracing the New Workforce:

Recruitment and Onboarding Strategies (2 CE, includes 1 Ethics)

Leili McMurrough, JD, Worsham College of Mortuary Science



CE Pending approval of the
State of Ohio Board of
Embalmers & Funeral Directors

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Annual Education Conference

MEET YOUR PRESENTERS



Jake Johnson

PRESIDENT & CEO, JOHNSON CONSULTING GROUP

President & CEO at Johnson Consulting, Jake began his career at Keystone Group Holdings (now Dignity Memorial Network) as Associate Director, Corporate Development, where his financial analysis and forecasting expertise was foundational to the firm's growth. Jake's ability to problem solve business issues contributes to his success in owning a funeral home and cremation center in Sun City, Arizona. Jake's educational credentials include a BSBA degree in Management with an emphasis in Accounting and Financial Analysis from Xavier University. His foundation in accounting and EBITDA forecasting is complemented by technology savviness and management qualifications in business development and operations.



Leili McMurrrough

PRESIDENT, WORSHAM COLLEGE OF MORTUARY SCIENCE

Leili McMurrrough is a distinguished leader at the intersection of law and funeral services, holding credentials as a licensed funeral director, embalmer, and attorney. She earned her B.A. from Lehigh University, J.D. from Syracuse University College of Law, and an Associate degree from Simmons Institute of Funeral Service. As President of Worsham College, one of the largest mortuary science programs in the country, Leili shapes the future of funeral service professionals through her educational initiatives. She also serves as Chair of the American Board of Funeral Service Education Committee on Accreditation (COA). Additionally, Leili co-owns McMurrrough Funeral Chapel in Libertyville, Illinois.



Vincent Roberge

SR. BUSINESS CONSULTANT, JOHNSON CONSULTING GROUP

Vince graduated with a degree in Economics with High Distinction from the University of Michigan- Dearborn. He also earned a degree in Funeral Service from Commonwealth Institute and holds a license in Mortuary Science in the state of Michigan. He is a Certified Funeral Celebrant and has worked in location management and operational leadership roles for Service Corporation International. Vince began work in Funeral Service in order to make meaningful impacts on the lives of others. As a Senior Business Consultant, he enjoys positively impacting the customer experience, workplace, and operations of Johnson Consulting Group clients. Whether for client-families or clients of JCG, he has always been motivated by delivering work of exceptional quality. Not only does Vince draw on his unique blend of educational and work experience, but also from his years racing as a semi-professional cyclist across Europe and the United States.

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