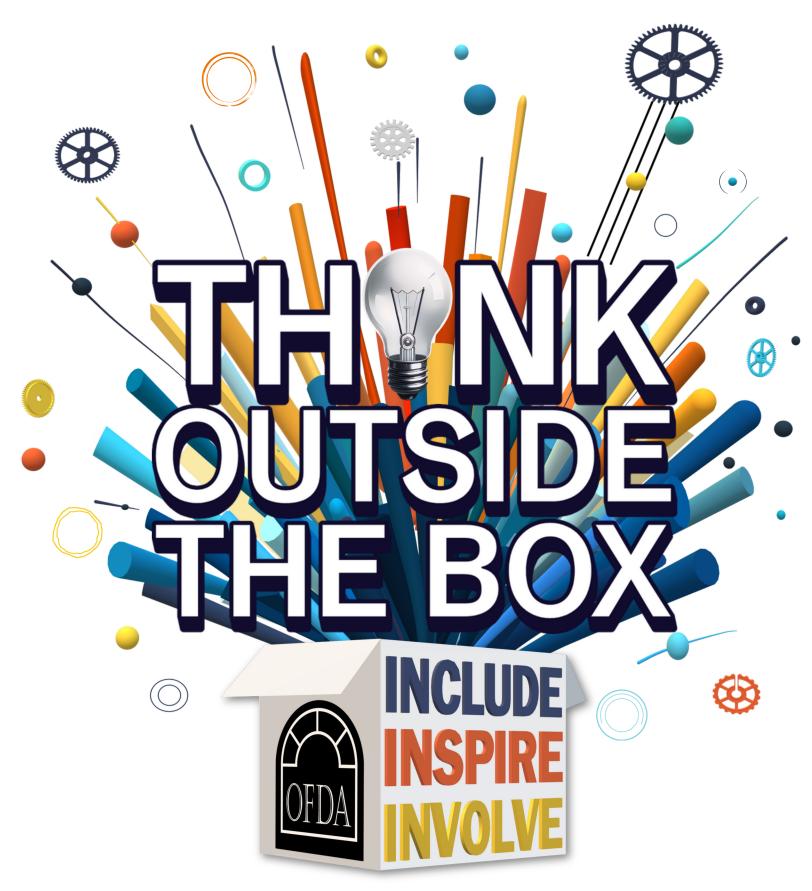
# **145th OFDA CONVENTION & EXHIBITION**

April 29 – May I, 2025 Hilton Columbus at Easton



# SCHEDULE AT - A - GLANCE

#### **MONDAY, APRIL 28**

7:00 AM - 5:30 PM 8:30 AM - 5:00 PM Insurance Continuing Education (two five-hour courses) **ICCFA Crematory Operatory Certification Opportunity** 

#### **TUESDAY, APRIL 29**

Potential Daily CE You Can Earn = 5 CE

7:00 AM – 6:30 PM	Registration
8:00 – 9:00 AM	Learning Labs (concurrent sessions, choose one) I CE
8:00 – 10:00 AM	Learning Lab 2 CE
9:15 – 10:15 AM	Learning Labs (concurrent sessions, choose one) I CE
10:45 – 11:30 AM	Service of Remembrance
11:45 AM – 12:30 PM	Mid-day Momentum Lunch
12:30 – 1:45 PM	Opening Ceremony, Annual Meeting of Association,
	Board Installation, Past President Introductions
1:15 – 2:15 PM	Keynote: Kenny Lambert, I CE (General)
2:15 – 2:30 PM	Refresh & Recharge Refreshment Break
2:30 – 3:30 PM	Keynote: Bob Pacanovsky, I CE (General)
4:00 – 6:30 PM	Exhibits* & Exhibitor Reception
4:00 – 6:30 PM	Portrait Studio
6:30 – 8:30 PM	YFD Social Event @ The Beeline

#### WEDNESDAY, APRIL 30

#### Potential Daily CE You Can Earn = 5.5 CE 7:00 AM - 5:30 PM Registration 7:00 - 8:00 AM**Rise & Inspire Breakfast** 8:00 - 9:00 AM Learning Labs (concurrent sessions, choose one) | CE 9:15 - 10:15 AM Learning Labs (concurrent sessions, choose one) | CE 10:30 - 11:30 AM Learning Labs (concurrent sessions, choose one) | CE 11:00 – 11:45 AM **Mortuary Student Lunch ATTEND ALL 3** 11:30 AM – 12:15 PM Grab & Go Lunch 11:45 AM - 1:15 PM Mortuary Student Job Fair/Photobooth **DAYS TO EARN** 12:15 - 12:45 PM National Update, .5 CE (General) A MAXIMUM OF 12:45 - 1:30 PM Awards & Recognition **13.5 CE HOURS** 1:30 – 1:45 PM **Refresh & Recharge Refreshment Break** 1:45 - 2:45 PM Keynote: Alex Weber, I CE (General) 3:00 - 5:30 PM Exhibits\* & Attendee Snack Break 3:00 - 5:30 PM **Portrait Studio** 5:30 - 7:00 PM President's Reception 7:00 - 9:00 PM **CCMS Alumni & Friends Reception**

#### **THURSDAY, MAY 1**

#### Potential Daily CE You Can Earn = 5 CE

7:00 AM – 12:45 PM	Registration
8:00 – 9:00 AM	Learning Labs (concurrent sessions, choose one)   CE
9:00 – 11:00 AM	Outside the Box Brunch
9:15 – 10:15 AM	Learning Labs (concurrent sessions, choose one)   CE
10:15 – 11:45 AM	Exhibits <sup>*</sup>
10:15 – 11:45 AM	Portrait Studio
11:45 AM – 12:45 PM	Keynote: Emily de la Cruz & Monica Torres, I CE (Laws & Rules)
12:45 – 1:45 PM	Keynote: Janine Stange, I CE (General)
1:45 PM	Closing

## MONDAY, APRIL 28

## **PRE-CONVENTION SEMINARS**

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

## **INSURANCE CONTINUING EDUCATION**

#### MORNING INSURANCE SEMINAR

7:00 AM — 12:00 PM Maintaining Relevance and Ethical Standards in Today's Insurance Industry

Kyle Brubacker, Kevin Gaffney & Mike Kachenmeister Funeral Directors Life Insurance license ONLY: 5 CE (5 hrs ethics)

#### AFTERNOON INSURANCE SEMINAR

12:30 — 5:30 PM Leveraging Technology and Data to Meet the Life Insurance Needs of Today's Generational Consumer

Kyle Brubacker, Kevin Gaffney & Mike Kachenmeister Funeral Directors Life Insurance license ONLY: 5 CE

## **CREMATORY OPERATOR TRAINING**

#### ICCFA CREMATORY OPERATOR CERTIFICATION OPPORTUNITY

8:30 AM – 5:00 PM

Poul Lemasters, Esq. & Larry Stuart, Jr. ICCFA Cremation Coaches 7 CE (includes I Ethics and 2 CE Laws & Rules specific to cremation)

> **TUESDAY** 4:00 – 6:30 PM

## EXHIBIT HOURS

11:30 AM – 12:15 PM 3:00 – 5:30 PM

WEDNESDAY

THURSDAY 10:15 – 11:45 AM Welcome to the 145th OFDA Convention and Exhibition! What an incredible accomplishment for OFDA, and I am honored to serve as your incoming President. I look forward to this year's convention and seeing how everyone will Think Outside the Box!

The Convention Workgroup and officers have assembled an incredible lineup of speakers and presentations, offering valuable ideas and information to further exceptional enhance the professional that you already are. Whether you are an attendee, sponsor, or exhibitor, I am confident you will have a rewarding and memorable experience.

The Columbus Hilton at Easton has been a wonderful host to OFDA for many years, offering a safe and welcoming atmosphere, along with a variety of shopping, dining, and entertainment options—all within walking distance.

On behalf of the Executive Committee. the Convention Workgroup and myself, I want to thank you in advance for your participation. Should you have any questions, concerns, or suggestions to enhance your experience, please don't hesitate to reach out. I encourage you to take full advantage of the opportunities to earn CE hours, connect with colleagues, and most importantly, Think Outside the Box!

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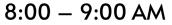
Charles L. Wilson President—Elect





7:00 AM – 6:30 PM **REGISTRATION** 

## **LEARNING LABS**



Mastering Business Reputation and Customer Feedback Management Judy Dollison Better Business Bureau of Central Ohio

**The ABCs of Mortuary Shipping** Kahlen M. Knapik National Mortuary Shipping

### 8:00 - 10:00 AM

Jeopardy of Jaundice John T. Hill Hill Mortuary Service & Seminars



II:45 AM – 12:30 PM MID-DAY MOMENTUM LUNCH

#### 12:30 - 1:15 PM CONVENTION KICK OFF

Opening Ceremony Annual Meeting Board of Directors Installation Past President Introductions



STEVEN J. HARTWIG PRESIDENT





### 9:15 - 10:15 AM

Creating a Culture of Raving Fans Landon Bickley Tukios

Insights to Action: Using Consumer Data to Guide Your Business Model Doug Gober Foresight

#### 10:45 – 11:30 AM SERVICE OF REMEMBRANCE





G KEYNOT



2:15 – 2:30 PM REFRESH & RECHARGE REFRESHMENT BREAK



2:30 – 3:30 PM BOB PACANOVSKY

THE 5 ESSENTIAL LAWS OF HOSPITALITY





#### 4:00 – 6:30 PM **PORTRAIT STUDIO**

Stop by the OFDA Booth and update your professional portrait! Photos will be available to download at full resolution through Picture America.

### 6:30 – 8:30 PM YOUNG FUNERAL DIRECTORS SOCIAL EVENT

#### **BEELINE BAR - EASTON TOWN CENTER**



Funeral directors under 40 are invited to an evening of networking with peers, topped off with an unforgettable performance of mind-bending magic by Drew Murray. Funeral Directors under 40 should register for this event on the Registration Form.

We hope you'll **BEE** there!





#### 4:00 – 6:30 PM EXHIBIT HOURS & EXHIBITOR RECEPTION

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

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

# WEDNESDAY, APRIL 30

7:00 AM – 5:30 PM **REGISTRATION** 

7:00 – 8:00 AM RISE & INSPIRE BREAKFAST



**CE LEGEND** 

## LEARNING LABS

### 8:00 - 9:00 AM

Multimillion Dollar Mistakes: Minimizing the Risks of Mortuary Litigation Emily de la Cruz Litchfield Cavo, LLP

#### Fish & Funerals: Deathcare in the post-Chevron Doctrine Era

Donald B. Ferfolia, Jr., JD, CFSP Ferfolia Funeral Home

David Ingram, Esq. OFDA General Counsel, The Ingram Firm

#### 🖖 Unclaimed Cremated Remains

Lanae Strovers National Funeral Directors Association

## 10:30 - 11:30 AM

Exhaustion, Burnout & Stress – Oh My! Self-Care Strategies for the Funeral Professional

Sherrie Dunlevy Sherrie Dunlevy #Inspirationista

Preneed Primer Donald B. Ferfolia, Jr., JD, CFSP Ferfolia Funeral Home

#### Funerals ARE for Children Lanae Strovers National Funeral Directors Association

### 9:15 - 10:15 AM

Dear Funeral Director/Embalmer, A Look at Organ, Eye & Tissue Donation Tabitha R. Cline-Mills, MBA Wellabe

Lisa Oestreicher Lifeline of Ohio

#### 💡 The Value of Viewing – Marketta's Legacy

Amanda Marie Eilis King, CFSP, MBIT B. C. Bailey Funeral Home & Frigid Fluid Sponsored in-part by Frigid Fluid

- Tools of the Premier Funeral Home Workplace Nelson Thulin Johnson Consulting Group
  - II:30 AM 12:15 PM EXHIBIT HOURS GRAB & GO LUNCH





## MORTUARY STUDENT DAY

Student Forum Sponsored by:

AIR

11:45 AM – 1:15 PM PHOTO BOOTH & JOB FAIR



1:15 - 2:45 PM MORTUARY STUDENT FORUM

Real Talk - So you want to be a Mortician?

Bill Summers Cairn Partners Monica Torres Cairn Partners

Emily de la Cruz Litchfield Cavo, LLP

# WEDNESDAY, APRIL 30

### 12:45 - 1:30 PM **AWARDS & RECOGNITION**

**Recognition of OFDA Committee Members** 25-Year and 50-Year Recipients YFD Distinguished Service Award

### 1:30 - 1:45 PM **REFRESH & RECHARGE REFRESHMENT BREAK**

1:45 - 2:45 PM **ALEX WEBER UNSTOPPABLE** 



## **50-YEAR RECIPIENTS**

Larry D. Anderson, Seaman Thomas Weir Arend, Westerville Bruce L. Barnes, Eaton Roger A. Bartley, Minerva Jeffrey L. Brant, Portsmouth William C. Brickman, Willoughby Marc H. Burr, Chardon Kenneth A. Cahall, CFSP, Georgetown Dr. Michael E. Carlson, Garrettsville Don Catchen, Elsmere, KY Lester Alan Dodds, CFSP, Carrollton Michael W. Roessner, Annapolis, MD Dennis M. Dunn, Munroe Falls Rush W. Eichholtz, Bellefontaine Dick J. Eley, Wapakoneta Donald B. Ferfolia, Broadview Heights DonnaMarie Fioritto-Tamburro, Lyndhurst Craig L. Flury, Akron Jeffrey E. Foster, Toronto William L. Given, Coshocton Larry A. Hall, Marion John W. Den Herder, Paulding John C. Hopko, Parma James Jackson, Dayton Donald F. Lepore, Canfield Lysle Lindloff, West Alexandria

Larry R. Madasz, Prescott, AZ Gregory A. Meyer, Cincinnati Ray M. Milburn, Barnesville David S. Murphy, Lyndhurst Lemoyne B. Nesbitt, Sr., Shaker Heights Daniel E. Reinke, Elyria Marcia N. Ripley, Rockford Charles E. Robinson, Columbus Michael J. Scharfenberger, Cincinnati Timothy R. Schmidt, Sharonville Mark A. Schneider, Crestline Robert L. Smith, Sugarcreek J. Paul Snyder, Mansfield Marco Sommerville, Akron William S. Stranges, Columbus Steven W. Thompson, Hillsboro Ricky D. Tidd, Hilliard Michael A. Tomon, Cleveland (Posthumously) Brian C. Waite, Painesville Carl R. Weaver, Canton W. Thomas Wiseman, Defiance Dean A. Woodyard, Columbus Gary Lynn Drake Woodyard, Grove City

**CE LEGEND** 

**GENERAL** 

PRENEED

**ETHICS** 

PRINCIPLES

F

**ETHICS** 

LAWS &

RULES

### 3:00 - 5:30 PM **EXHIBIT HOURS & PORTRAIT STUDIO**

Stop by the OFDA Booth and update your professional portrait! Photos will be available to download at full resolution through Picture America.

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

5:30 - 7:00 PM PRESIDENT'S RECEPTION



#### 7:00 - 9:00 PM CCMS ALUMNI & FRIENDS RECEPTION



#### PRESIDENT'S RECEPTION SHAMROCKS & SHENANIGANS



CHARLES L. WILSON PRESIDENT-ELECT

Immerse yourself in Irish heritage and charm with themed appetizers, lively conversations with old and new friends, and an atmosphere brimming with Irish spirit. Enjoy live entertainment from Mad Maudlin, a Celtic folk band known for their energetic blend of Scottish and Irish traditions.

Don't miss this unforgettable night of music, culture, and camaraderie at Shamrocks & Shenanigans!











7:00 – II:45 AM REGISTRATION

#### 9:00 – 11:00 AM OUTSIDE THE BOX BRUNCH



## **LEARNING LABS**

#### 8:00 - 9:00 AM

#### The Power of Human Connection Sherrie Dunlevy Sherrie Dunlevy, #Inspirationista

#### 🖖 The U.S. Navy Burial at Sea Program

Dr. Jennifer Lares Mulling Mortician

#### Preneed: Aligning Ethical Considerations with Your Professional Responsibilities

Kenn Peterson, MS, MBA National Guardian Life Insurance Company (NGL)

## II:30 AM - 12:45 PM

#### WINNER ANNOUNCED

Drawing for the Trip for Two to the 2026 OFDA Midwinter Conference in Barbados

> Trip Sponsored by: AMERICAN COACH SALES MasterTrust Mis feward Director Association

#### **EMILY DE LA CRUZ & MONICA TORRES**

BEST PRACTICES IN EMBALMING: A COMPREHENSIVE APPROACH



## 9:15 - 10:15 AM

#### Next-Gen Leadership: Building a Legacy through Succession Planning

Cressa Chalmers & Amy Hagen Newcomer Funeral Service Group

🍄 Unifying Funeral Homes and Hospice Care

Scott Mason Adams Mason Funeral Home

Edda W. Sedon, MSSA, LSW Crossroads Hospice & Palliative Care

### 10:15 – 11:45 AM EXHIBITS & PORTRAIT STUDIO

Stop by the OFDA Booth and update your professional portrait! Photos will be available to download at full resolution through Picture America.

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

## 12:45 – 1:45 PM JANINE STANGE

CHOOSE TO RISE: 5 KEYS TO MAINTAIN BALANCE & IGNITE MOMENTUM





#### REGISTRATION

OFDA is offering single-day or package registrations. Registration (Tuesday, April 29, Wednesday, April 30 and Thursday, May I) includes breakfast, lunch, breaks, President's Reception, speakers, and exhibits outlined on each day. Pre-convention sessions on Monday, April 28 are a separate fee.

#### **PRE-REGISTRATIONS**

Early Bird pricing is available through March 31. Registrations can be completed online at ofdaonline.org/convention or mail your registration with payment to OFDA: 2501 North Star Rd., Columbus, OH 43221. Registrations must be postmarked by March 31.

#### **COMPLIMENTARY REGISTRATIONS**

Attendees registering for a complimentary registration must contact OFDA for registration code. Complimentary registration is provided to:

- Children under 18
- 50-Year Award Recipients plus one guest (Wednesday only)
- Top three YFD Award nominees (Wednesday only)

Individuals who have been licensed for over 50 years will receive a 50% discount on their registration.

#### CANCELLATIONS/REFUNDS

All registration cancellations and refund requests must be made in writing by April 27, 2025. 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 April 27, 2025. Submit all cancellation requests via email using the subject line "OFDA Registration Cancellation" to info@ofdaonline.org. 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.

#### 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 "939" to receive the \$199+ tax group rate. To receive the OFDA group rate, reservations must be made by 5:00 PM on April 5, 2025. OFDA Group Rate is contingent upon the availability of the hotel accommodations at the time of reservation request.

If you need to cancel your hotel reservation at the Hilton, please call Amy Baucher at the OFDA office prior to canceling so OFDA can accommodate someone on the waiting list.

#### **CE SCANNING**

Each attendee will be assigned a unique badge code associated with their OFDA profile. Attendance to educational sessions will be tracked with a scanning device as you exit each session. Data will be stored online, allowing you to easily access and document your convention CEs. Certificates of Completion will be sent to the email address listed in the OFDA database by May 16, 2025. Any discrepancies in CE must be reported to OFDA via email to amyb@ofdaonline.org (subject line: Convention CE) by August I, 2025. CE corrections will not be considered or processed after this deadline.

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



FORESIGHT

CAIR

CINCINNATI EQUITABLE LIFE INSURANCE COMPANY Our Family Serving Your Family

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DORIC DEALERS OF OHIO BATESVILLE

SPONSORS AS OF FEBRUARY 22, 2025

## EARLY – BIRD REGISTRANTS WILL RECEIVE AN AUTOMATIC ENTRY TO WIN A TRIP FOR TWO TO THE OFDA MIDWINTER CONFERENCE IN BARBADOS

JANUARY 26-31, 2026



# UNBOX THE FUN WITH THE 2026 OFDA MIDWINTER CONFERENCE

TRIP SPONSORED BY:





Winner need not be present to win. Non—transferable. Winner will be responsible for all taxes associated with prize.

# **145<sup>TH</sup> OFDA CONVENTION & EXHIBITION REGISTRATION FOR** April 29–May 1, 2025, Hilton Columbus at Easton

FUNERAL HOME NAME:\_\_\_\_\_

PHONE:

ER ONLINE

**OFDAONLINE.ORG/CONVENTION** 

Address:		
REGISTRANT #1:	CELL #:	
Please List Any Dietary Restrictions		
REGISTRANT #2:	CELL #:	
Please List Any Dietary Restrictions		
Registrant #3:	Cell #:	
Please List Any Dietary Restrictions		OPT-OUT FROM VENDOR EMAILS
REGISTRANT #4:	Cell #:	
Please List Any Dietary Restrictions		OPT-OUT FROM VENDOR EMAILS

If a registrant has a disability and requires special accessibility accommodations please list them here or contact OFDA:

INSURANCE CONTINUING EDUCATION MONDAY, APRIL 28		1ST REGISTRANT	2ND REGISTRANT	3RD REGISTRANT	4TH REGISTRANT			
OFDA Member: FULL DAY \$150	AM or PM: \$75 (CIRCLE CHOICE)	\$150/\$75 AM or PM	\$150/\$75 AM or PM	\$150/\$75 AM or PM	\$150/\$75 AM or PM			
Non-Member Fee: FULL DAY \$250	AM or PM ONLY \$125	\$250/\$125 AM or PM	\$250/\$125 AM or PM	\$250/\$125 AM or PM	\$250/\$125 AM or PM			
	TOTAL FOR YOUR SELECTION	\$	\$	\$	\$			
	National Producer Number							
CREMATORY OPERATOR TRAIL	NING PRESENTED BY ICCFA	1ST	2ND	3RD	4TH			
MONDAY, APRIL 28		REGISTRANT	REGISTRANT	REGISTRANT	REGISTRANT			
OFDA Member		\$395	\$395	\$395	\$395			
Non-Member Fee		\$595	\$595	\$595	\$595			
	TOTAL FOR YOUR SELECTION	\$	\$	\$	\$			
<b>3-DAY CONVENTION REGISTRATION FEE*</b>		1ST	2ND	3RD	4TH			
		REGISTRANT	REGISTRANT	REGISTRANT	REGISTRANT			
	or Before March 31	\$230	\$230	\$230	\$230			
	ter March 31 or Before March 31	\$280 \$330	\$280 \$330	\$280 \$330	\$280 \$330			
	ter March 31	\$330	\$380	\$330	\$380			
All	TOTAL FOR YOUR SELECTION	\$	\$	\$	\$			
		1ST	2ND	3RD	4TH			
SINGLE DAY CONVENTION REGISTRATION FEE*		REGISTRANT	REGISTRANT	REGISTRANT	REGISTRANT			
OFDA Member Fee On	or Before March 31	\$100 per day	\$100 per day	\$100 per day	\$100 per day			
	ter March 31	\$125 per day	\$125 per day	\$125 per day	\$125 per day			
	or Before March 31	\$200 per day	\$200 per day	\$200 per day	\$200 per day			
Aft	ter March 31	\$225 per day	\$225 per day	\$225 per day	\$225 per day			
	TOTAL FOR YOUR SELECTION	\$	\$	\$	\$			
Please check the single day(s) you plan to attend.		Thursday	<ul><li>☐ Tuesday</li><li>☐ Wednesday</li><li>☐ Thursday</li></ul>	<ul><li>☐ Tuesday</li><li>☐ Wednesday</li><li>☐ Thursday</li></ul>	<ul><li>☐ Tuesday</li><li>☐ Wednesday</li><li>☐ Thursday</li></ul>			
*Includes breakfasts, lunches, breaks, receptions & exhibits. Attend all 3 days for a \$600 VALUE!								
YOUNG FUNERAL DIRECTORS SOCIAL EVENT, TUESDAY, APRIL 29 (for OFDA MEMBER ONLY funeral directors under 40 years old)								
Please circle if attending		\$25	\$25	\$25	\$25			
T	DTAL FOR EACH REGISTRANT	\$	\$	\$	\$			
Check enclosed made p			GRAND TOTAL	\$				
CREDIT CARD NUMBER:		Ехр. Date:		CVV#:				
Name on Card:								
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, online or in online photo albums; on photo/video-sharing sites such as YouTube; on social media sites such as Facebook, X, Instagram, and LinkedIn and in other web-based media at the sole discretion of OFDA.

### ADDITIONAL DETAILS

Registration is available at ofdaonline.org/convention through April 27. To take advantage of Early-Bird discount, pre-registration must be received or postmarked by Monday, March 31. On-site registration will be available.

Attendees registering for a complimentary registration must contact OFDA for registration code. Complimentary registration is provided to:

- Children under 18
- 50-Year Award Recipients plus one guest (<u>Wednesday only</u>)
- Top three YFD Award nominees (<u>Wednesday only</u>)

Individuals who have been licensed for over 50 years will receive a 50% discount on their registration.

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Please duplicate form for additional registrants.

## OFDAONLINE.ORG/CONVENTION

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If you have any questions or comments, please contact OFDA at (614) 486-5339 or info@ofdaonline.org.

