

2026 OFDA MIDWINTER CONFERENCE

Barbados

SEMINAR SCHEDULE

Monday, January 26

9:00 AM - 12:00 PM: Optional Island Jeep Tour

Tuesday, January 27

8:30 AM - 12:30 PM

Welcome and Introductions

SWOT Workshop (4 CE General)

The Foresight Companies: Chris Cruger, CEO and Doug Gober, Partner

Welcome Reception

Wednesday, January 28

8:30 AM - 12:30 PM

Ownership Transition Best Practices (1 CE General)

Live Oak Bank: Andrew Kennedy, VP Funeral Home & Cemetery Lending

Dead Serious Deals: Legal Considerations in Buying and Selling a Funeral Home (1 CE Laws & Rules)

David A. Ingram, Esq., OFDA General Counsel

Upping Your Game – What to Do When the Competition Levels the Playing Field and Your Competitive Advantages Don't Exist Anymore (2 CE General)

The Foresight Companies: Chris Cruger, CEO and Doug Gober, Partner

Thursday, January 29

Day of Leisure

Golf

Friday, January 30

8:30 AM - 12:30 PM

Insights in Action: How Consumer Attitudes and Behaviors Shape the Future of Your Business Model (2 CE General)

The Foresight Companies: Chris Cruger, CEO and Doug Gober, Partner

OFDA Roundtable (2 CE General)

Facilitated by OFDA Officers

Farewell Dinner



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OFDA MIDWINTER CONFERENCE

Meet Your Presenters



Chris Cruger, Chief Executive Officer
The Foresight Companies

Chris Cruger is seen as a leader with an ability to provide effective solutions to the business challenges funeral and cemetery leaders are faced with. His passion for the development of the funeral and cemetery profession comes through in everything that he does.

He began his career 25 years ago as part of the Corporate Development team for SCI. His career spans North America, five continents and 25 countries. He has cross-dimensional experience in finance, sales, transactions, and operational management with both public and private companies and their Board of Directors. He regularly consults with members of the financial community on matters related to funeral services and has strong relationships in capital markets.



Doug Gober, Partner
The Foresight Companies

Doug Gober began his funeral service career thirty-nine years ago as a sales representative in the casket industry. He has earned numerous national awards from various organizations within the death care profession. He has also served as a consultant on various marketing and merchandising projects conducted on an international scale. His extensive background, paired with his quest to provide funeral and cemetery owners successful business solutions, Doug partnered with The Foresight Companies in October 2018. Foresight enables Doug to expand his service offerings to include Transaction Advisory, Succession Planning, Business Valuations, and Financing.



David A. Ingram, OFDA Legal Counsel
The Ingram Firm

David is a Columbus-based attorney practicing in a range of areas such as emerging businesses and non-profit and tax-exempt organizations. He draws on his experience as the previous executive director for the Ohio Board of Embalmers and Funeral Directors to serve OFDA and its membership. He enjoys the opportunity to assist funeral service entrepreneurs and family-owned businesses in navigating compliance, licensing, risk, and the unique challenges that they face each day.



Andrew Kennedy, Vice President – Funeral Home & Cemetery Lending
Live Oak Bank

Andrew Kennedy is a senior loan officer at Live Oak Bank, specializing in funeral home and cemetery financing. He has over 6 years of experience in the industry and has helped funeral professionals secure over \$100 million in loans. Kennedy is also a passionate advocate for the funeral industry and is actively involved in community outreach and education. He has been recognized for his leadership and innovation and was recently named one of the ICCFA's 40 Under 40. He enjoys spending time with his family and playing golf in his spare time.