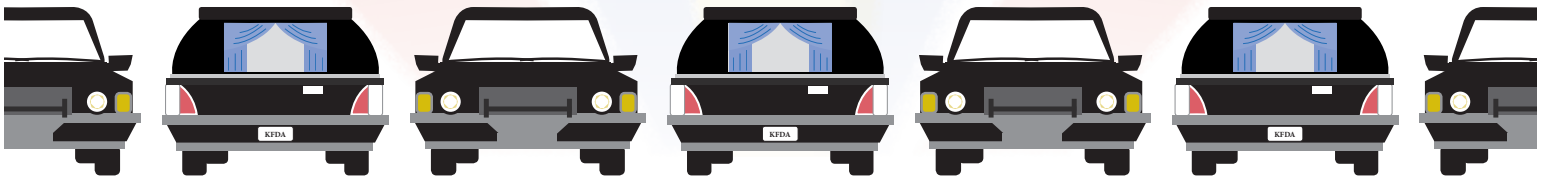




# **121ST Annual Convention**

**April 30 - May 2, 2018**



**Capitol Plaza Hotel | 1717 SW Topeka Blvd | Topeka, KS**

# CONVENTION SCHEDULE

## Sunday, April 29

12:00 p.m. **Golf Registration and Lunch**

1:00 p.m. **Golf Tournament**

*Lake Shawnee Golf Course*



## Monday, April 30

8:30-9:45 a.m. **OSHA Staff Training(1.5 CE)**

Don't let OSHA find you out of compliance. Funeral home employees can receive their required annual OSHA staff training on the Bloodborne Pathogen and the Formaldehyde Standards as well receive other important information on other OSHA topics.

**Presenter: Judy Ehley, Stericycle**

10:00-11:45 a.m. **The Assassination, Embalming and Grand Funeral of President Abraham Lincoln (2 CE)**

History tells us that John Wilkes Booth shot the 16th President of the United States in a theater in Washington, D.C. Sadly this is about all the history books teach about this momentous murder which literally changed the course of American history in a matter of mere hours.

This program teaches an excellent lesson on 19th century embalming practices which paved the way for the modern day mortuary education system in the United States. Lincoln's grand funeral also is an excellent educational appraisal of 19th century mourning practices, and certainly the portion of this educational program on the unresolved grief of Mary Todd Lincoln is a journey into the psychology of grief and how when poorly handled can lead to permanent mental health issues.

**Presenter: Todd Van Beck**

12:00-1:00 p.m. **Networking Luncheon (1 CE)**

This is a unique opportunity to discuss current issues in funeral service you are facing with your colleagues. What are your challenges and what solutions have been found to overcome obstacles to success?



**(Lunch Ticket Required \$30)**

1:20-3:00 p.m. **The Embalming of Edematous and Jaundice Cases (2 CE)**

This program will include valuable information on how to better embalm edematous and jaundice cases. Also included will be cosmetic tips including the use of neutralizing under-base creams and an air brush demonstration.

**Presenter: Rick Rork, Pierce Chemical**

1:20-2:10 p.m. **5 Examples of How Digital Marketing Extends Education and Service (1 CE)**

Facebook is no longer about likes and obituaries. It's much more than that. It's a platform to educate your community and a launching pad for action. When combined with your website and email marketing it creates a growth, and educational, ecosystem that will work effortlessly for your brand. In this session I'll share 5 real world examples on how funeral homes just like you are utilizing digital marketing to enhance community education and service - without increasing their overhead.

**Presenter: Gregg Young, Funeral Innovations**

2:30-3:00 p.m. **Drive S.A.F.E. (.5 CE)**

Driving crashes and fatalities are a crises that needs to be addressed. Both were at an all-time high in the US! This discussion focuses on the impact of S.A.F.E. driving and specifically how Speed, Attention, Fatigue, and Emotion can be managed effectively so you can return safely home from work each day to your loved ones. Be prepared to discuss actions that can make a positive difference to your business and your drivers.

**Presenter: Kyle Bluestein, Federated Insurance**

3:20-5:00 p.m. **Why Do We Even Do This? Traditions in Transition (2 CE)**

This keynote is about promoting traditions in times of constant transitions. It offers every attendee programs, information and planning that are not to be found anywhere else. Regardless of technological advancements and the non-stop social media that seems so interesting, in our profession still to this very day the most powerful force in holding on to traditions while working in a world of transition is the personal relationships that each individual funeral professional makes with individual people in their communities.

**Keynote Speaker: Todd Van Beck**

5:00-7:30 p.m. **Grand Opening of Displays (1 CE)**

We hope you will jump at the chance to visit the Grand Opening of Displays where funeral service suppliers have dared to accept the challenge of displaying their funeral goods and services.

Cocktails and an array of appetizers will be served. Enjoy at your own risk.

**(Ticket Required)**

## Tuesday, May 1

8:30-10:00 a.m. **KFDA Annual Meeting, Installation of Officers, and Service of Remembrance (1 CE)**



- KSBMA Report
- NFDA Update
- KFDA President's Message
- Election and Installation of Officers

### Service of Remembrance

A memorial service will be held to honor those in funeral service that have passed away over the past year.

10:15 a.m.-1:30 p.m. **Exhibits with Lunch (1 CE)**

One last chance to visit the exhibit floor with lunch brought to you by our convention sponsors.

*(Ticket Required)*



1:30-2:45 p.m. **Success in Being Different... The Next 25 Years?(1.5 CE)**

With the trend for more families to select the cremation option, this keynote will focus on strategies for being successful in the next 25 years. The path to success is in being "different". Success in the next generation will depend on how individuals and entities are willing to think "outside the box". Mitch Holthus will explore the personal and professional strategies he has discovered to be most successful. This will involve addressing unique leadership, unique marketing and development of unique personal relationships.

**Keynote Speaker: Mitch Holthus, Voice of the KC Chiefs**

3:00-4:15 p.m. **Workplace Etiquette/Boundaries (1.5 CE)**

You will learn to understand workplace etiquette and boundary challenges facing employees in today's work environment. Is this illegal behavior or just completely unprofessional behavior? You will be provided tips and recommendations on how to educate your staff to remain within the boundaries and respond to these situations appropriately.

**Presenter: Kristina Dietrick, HR Partners, LLC**

4:30-5:00 p.m. **Interment in a VA National Cemetery (.5 CE)**

A representative of the NCA will cover a variety of topics including eligibility, committal services, VA burial allowances and the Dignified Burial Act.

**Presenter: Peter Sardo, National Cemetery Association**

5:30 p.m. **An Evening at the Evel Knievel Museum**

**Attention all daredevils:** Wear your best biker gear for an evening of fun at the Evel Knievel Museum. At the museum you will witness the incredible collection of bikes and memorabilia as well as listen to incredible stories that defined an American icon. A barbecue dinner, cocktails and museum entry is included. A drawing for a special prize will be held for those who completed their exhibitor cards. You must be present to win!

*(Ticket Required)*



## Wednesday, May 2

7:00 a.m. **Past President's Breakfast**

8:00-9:40 a.m. **Adding Value & Discovering Trends in Funeral Service (2 CE)**

Are you learning and changing to keep up with the latest and most innovate practices? Adapting to evolving consumer preferences and new business strategies is crucial to ensuring your funeral home is well-positioned to meet the needs of modern consumers. Together, we will tackle a number of valuable topics including: accommodating the millennial generation, educating families on cremation choices and adopting an effective digital marketing strategy

**Presenter: Brianne Niedermyer, Homesteaders**

8:00-9:50 a.m. **Crematory Operator Continuing Education Course (2 CE)**

Need to obtain your required continuing education for your crematory operator license? This is your opportunity. Learn how to establish best practices for your crematory. *Pre-registration required seating is limited.*

**Presenter: Steve Talley, Matthews Environmental Solutions**

10:10-12:00 p.m. **The Opioid Crisis Panel (2 CE)**

Funeral directors must be prepared to deal with the issues facing their funeral homes, families and communities as a result of substance abuse. This expert panel will share Kansas statistics, a first hand account of loss and how funeral directors can help those who have lost a loved one as a result of an overdose.

**Presenters:**

**Dr. Greg Lakin, Chief Medical Officer of KDHE**  
**Philip Pares, Waukeska County Heroin Task Force**  
**Javier Ley, Executive Director of Valley Hope of Norton**

## Exhibitor Hunt

Visit the exhibit booths of Suppliers participating in the KFDA Exhibitor Hunt and become eligible for a drawing for prizes. One big prize will be drawn at the Tuesday night event at the Evel Knievel Museum for which you will need to be present to win! Don't miss out!

## Additional Information

### ***Can I attend social, business, or continuing education events without registering for convention?***

You must be registered, and wear your badge to attend any convention function. A ticket is required for the Monday Network Luncheon, Grand Opening of Displays, Tuesday Lunch, and the KFDA Party at the Evel Knievel Museum. Of those events only the networking lunch and the KFDA Party has an additional charge.

### ***Is there a benefit to registering early?***

Yes. There is an additional charge for registering after April 20th.

### ***What if I register but then can't attend?***

A full refund is available for convention registration if you are unable to attend. On ticketed events, a refund will be awarded only if cancellation is received by Noon, April 17th, unless we are able to resell your ticket. KFDA can be reached beginning Sunday afternoon at the Capitol Plaza Hotel.

### ***Must I pre-register for the golf tournament?***

Yes. We must confirm golfers to Lake Shawnee Golf Course 10 days before the event. If you do not have a foursome we will place you with a group.

### ***How many hours of continuing education are available?***

Eighteen (18) hours of continuing education are available at this year's convention pending approval of the KSBMA.

## Hotel Reservations

### ***Capitol Plaza Hotel*** ***1717 SW Topeka Blvd.*** ***Topeka KS***

KFDA Rate: \$97.00 per night plus tax  
Room block closes 4/9/18

Call 1-800-579-7937 or 785-431-7200 or  
go to [www.ksfda.org](http://www.ksfda.org) and click on hotel reservations  
link in the KFDA convention link, and use code KFUD.

#### Cancellation Policy:

Rooms must be cancelled 24 hours before the day of arrival.

