



2024 KFDA Regional Meetings

Dates & Locations

Monday, March 11
Holiday Inn Wichita East I-35
549 South Rock Road, Wichita
Social hour host: CVI Funeral Supply

Tuesday, March 12
Cowboy Capital Grille
301 4th Ave, Dodge City
Social hour host: CVI Funeral Supply

Wednesday, March 13
Smoky Hill Country Club
3303 Hall Street, Hays
Social hour host: Trigard Vault

Thursday, March 14
Prairie Band Casino
12305 150th Rd, Mayetta
Social hour host: Wilbert Funeral Services

Agenda

4:00-6:00 p.m. Seminar (2 hr CE)
6:00-6:30 p.m. Social Hour
6:30 p.m. Dinner & Meeting (1 hr CE)
Seminar Refreshments Courtesy of USAlliance

Seminar

Community Outreach: Building Connections to Your Business

A front page article in the newspaper, a story on the evening news, and calls coming into your funeral home months and years after an event: all of this is possible by planning the right event, getting the media to cover it, and utilizing the power of SEO to keep it going. Best of all, it can be done for low or no cost. Is your funeral home taking advantage of all the benefits community outreach programs can provide? Do you know how to select an event starting with the end point in mind? How do you build relationships with other organizations, create relationships with the media, and build a database for future marketing? OGR Membership Director Nancy Weil will share with you her proven method for getting your funeral home noticed without breaking your budget.

Aftercare: Programs that Heal Families

Providing aftercare is not only beneficial to the families you serve, but it can also create loyalty for future business and create opportunities for free, positive publicity and an introduction of your funeral home to others in the community you serve. This program will introduce you to a variety of cost-effective aftercare programs that you can offer without expending too much time or having trained staff to implement. You will discover how to create community partnerships with hospices, clergy, and more.

Speaker

Nancy Weil serves as Member Resources Director for the International Order of the Golden Rule and is the founder of The Laugh Academy. For over a decade her monthly column, Random Musings, has been featured in Funeral Home and Cemetery News. She has certifications as a Grief Management Specialist, Grief Services Provider, Funeral Celebrant and Laughter Leader. Nancy is known for her energetic, entertaining, and content-rich programs.

**Approval pending for funeral director and embalmer continuing education.*



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Firm Name: _____ **City:** _____

Name(s):	<u>March 11</u> <u>Wichita</u>	<u>March 12</u> <u>Dodge City</u>	<u>March 13</u> <u>Hays</u>	<u>March 14</u> <u>Mayetta</u>
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Please add \$5.00 fee per person for dinner reservations made after noon on the following reservation deadlines set by the facilities:

Wichita – March 4

Dodge City – March 6

Hays – March 6

Mayetta – March 7

Member Fees:

Seminar _____ @ \$40.00 = \$ _____

Dinner _____ @ \$40.00 = \$ _____

Non-Member Fees:

Seminar _____ @ \$200.00 = \$ _____

Dinner _____ @ \$100.00 = \$ _____

Total Due \$ _____

Mail to: KFDA
1200 S. Kansas Avenue
Topeka, KS 66612

Fax to: 785-232-7791

Online: www.ksfda.org

Cancellation Policy: If a reservation is made and you are unable to attend, you will be charged for the cost of your dinner if you do not cancel 24 hours in advance. We make every effort to re-sell the dinner to avoid charging you if we are notified of the cancellation, even on the same day.