



# 127<sup>th</sup> Annual Convention Kansas Funeral Directors Association



Up your game  
to achieve success!

April 28 - May 1, 2024

Hotel Topeka at City Center  
1717 SW Topeka Blvd., Topeka, Kansas

# Convention Schedule

**Sunday, April 28, 2024**

## Convention Golf Tournament Lawrence Country Club

1:00 p.m.  
1:40 p.m.

**Golf registration  
Tee Times Begin**

*See enclosed insert*



**Monday, April 29, 2024**

**9:00-10:30 a.m. Mishmash of Useful Information for  
your Funeral Home (1.5 CE)**

### Loss and Risk Management in Funeral Homes

This program will provide you with ways to manage risks in the funeral home and crematory. We will discuss what some of the most frequent causes of claims and potential liability are, what you can do to prevent them and whether your insurance will cover potential claims.

**Presenter:** Garret Baker, Federated Insurance

### KPERS Lump-Sum Death Benefit

KPERS pays a death benefit upon the death of a state employee. You will learn how to assist your families in receiving the benefits. The ins and outs of obtaining an assignment or filing a claim with KPERS for the Lump-sum death benefit will be discussed.

**Presenter:** Marais Johnson-Herl, KPERS Education Information Trainer

### Burial in Leavenworth National Cemetery

Don't miss this overview of Leavenworth National Cemetery including eligibility tips, cemetery policies and procedures, the Do's and Don'ts at a National Cemetery and National Cemetery Resources available.

**Presenter:** Omil Carrasquillo, Leavenworth National Cemetery

**10:50-11:50 a.m. Support for Another Kind of Loss:  
Pets & Their Humans**

Maybe helping pet parents with their beloved pets is something you're considering, maybe it's not. What you might not know is the variety of other ways you can endear yourself to loving pet parents other than assisting with their final arrangements. Attendees to this session will hear 10 ideas for assisting pet lovers, with immediately applicable ideas for everyone. It certainly should be a MUST SEE session!

**Presenter:** Coleen Ellis, founder Two Hearts Pet Loss Center, (1 CE)

**12:00-1:15 p.m. Networking Lunch**

There is no MONOPOLY on good ideas. 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? (1 CE) (Cost \$40)  
**Ticket Required**

**1:30-2:45 p.m. Marketing Housekeeping:  
Easy Updates for Any Level!**

This program will explore the essential steps to conduct a marketing self-audit for your funeral home business. Discover how to assess your current marketing strategies, identify areas for improvement, and strengthen your online and offline presence. You'll learn how to conduct a quick customer demographic analysis, benchmark your efforts, leverage digital platforms, and connect with your community. By the end, you'll have a clear road map to refine your marketing efforts and ensure your funeral home business continues to provide compassionate services while reaching your ideal audience

**Presenter:** Kylie Schildt, RAAM Marketing (1.5 CE)

**3:00-5:00 p.m. Every Life is Worth Remembering --  
Ceremonies for Today and What  
Celebrants Can Do For You**

Why do we have funerals? What does a funeral offer to a family? Isn't it just easier to not do anything? How can professionals in caring capacities help their families know what to do? How do we articulate the value of the funeral? How do Certified Celebrants add value and meaning to services for your families?

The discussion focuses on the need for a personalized ceremony, options that are available to families and how your staff can make the service a memorable and meaningful event.  
**Presenter:** Glenda Stansbury, MA, CFSP, LFD, VP Marketing and Development Director, In-Sight Books (2 CE)

**5:00-7:00 p.m. Grand Opening of Displays**



Take your game to the exhibit floor. The odds are good you will find a CANDYLAND of funeral goods and services to make your funeral home succeed. Enjoy cocktails and plentiful appetizers.

**Ticket Required (1 CE)**



### EXHIBITOR HUNT

**Visit the exhibit booths of suppliers participating in the KFDA exhibitor hunt and become eligible for a drawing for prizes. It is no TRIVIAL PURSUIT!**

# Convention Schedule

## Tuesday, April 30, 2024

### 8:30-9:30 a.m. **KFDA Annual Meeting and Service of Remembrance**

- KSBMA Report
- NFDA Update
- KFDA President's Message
- Election 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. (1 CE)

### 9:30-Noon **Exhibits**

Make one last trip to the exhibit floor. You will not be SORRY! Discover CLUES to make your business more successful.

### Noon -1:15 **Installation and Awards Luncheon**

Join us as we enjoy lunch, install new KFDA officers and honor those funeral directors achieving benchmarks in their profession.



### 1:30-2:45 p.m. **Masters In Funeral Directing**

In 2013 Brad Walker started an MBA program with the goal of seeing how to better help his funeral home. "Masters of Funeral Directing" takes a few high level points and learnings from his Masters Program and helps to apply them to Funeral Directing. This program focuses on Marketing & Ethics. Participants will learn how they can use marketing value, segmentation, and research in their funeral homes. The importance of ethics, and the creation and use of a Code of Ethics are also discussed. This presentation can help inspire you to implement best practices with your funeral home.

**Presenter:** Brad Walker, Walker Funeral Home, NFDA At-Large Representative (1.5 CE)

### 3:00-3:50 p.m. **Evaluating Your 3<sup>rd</sup> Party Cremation Provider**

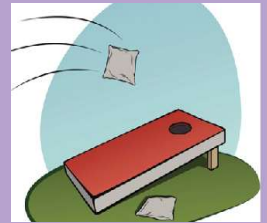
Numerous lawsuits are filed because a 3<sup>rd</sup> Party Cremation Provider looks at cremation as just "Simply Business". That is why it is imperative the funeral home using that 3<sup>rd</sup> Party Provider, establish policies and procedures with that provider. The failure to practice Due Diligence is now deemed irresponsible and negligent by a court of law. This program is beneficial to funeral directors, embalmers and crematory operators to assure 3<sup>rd</sup> Party providers are conducting cremations in a legal, professional, and ethical manner. (1 CE CO or FD)

### 4:05-4:55 p.m. **Something Went Wrong... You've Been Sued... Now What**

Accidents happen and we all try to do everything in our power to prevent that from happening, but to use an old axiom, "To Err is Human". This may have been something that took place over a year ago, but you have now been served, and a lawsuit awaits. This program will explain what steps you need to take to help minimize your exposure. Lawsuits can be very costly, and your reputation and good name may suffer greatly. Knowing what to do, who to contact, and how to speak to your employees, and the media, can go a long way in helping you prepare a proper defense.

**Presenter:** Mike Nicodemus, NFDA Vice President, Cremation Services (1 CE CO or FD)

### 5:30-7:30 p.m. 785 Beer Company 301 SE 45th St.



After a full day at convention, get social! Enjoy food and drink and have loads of fun with colleagues. Try a game of pickle ball, corn hole, darts, board games, or just network with your fellow funeral directors. It is sure to be a gaming good time! **Ticket Required**

## Wednesday, May 1, 2024

### 7:30 a.m. **Past Presidents Breakfast**

### 8:30-11:30 a.m. **Explaining Embalming to Everyone**

It is important that funeral directors and embalmers have the knowledge and proper verbiage for explaining embalming to the public, whether its during funeral arrangement, at community gatherings or when speaking at an event. This program will provide the licensee with proper sensitive terminology of the embalming process and also help the funeral director promote the value, purpose and benefit of viewing and the funeral.

#### Doing Our Part in Restorative Art

It is often necessary for embalmers to use restorative art techniques in order to make it possible for a family to have a proper viewing of their loved one. This part of the embalming seminar will provide the embalmer with restorative art procedures they can use for a variety of cases so families can have a proper final farewell.

**Presenter:** John Hill (3 CE)

Sponsored by Midwest Transplant Network

## 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 Tuesday KFDA Party at the 785 Beer Company. Of those events only the networking lunch and the KFDA Party have an additional charge.

### Is there a benefit to registering early?

Yes. There is an additional charge for registering after April 22nd.

### 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 22nd, unless we are able to resell your ticket.

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

Yes. We must confirm golfers to Lawrence Country Club on April 22. If you do not have a foursome we will place you with a group. A tee time will be assigned for your group.

### Is there Crematory Operators Continuing Education?

Yes, the Mike Nicodemus 2 hour program on Tuesday afternoon has been filed for approval for crematory operator continuing education.

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

Fifteen and a half (15.5) hours of continuing education are available at this year's convention pending approval by the KSBMA. You can receive one hour only for visiting exhibits.

Monday and Tuesday seminars are located in Maner Conference Center which is attached to the hotel.

## Hotel Reservations

Hotel Topeka at City Center  
1717 SW Topeka Blvd.  
Topeka, KS 66612

KFDA Rate: \$101.00 per night plus tax  
Room block closes 4/12/2024 at 5:00 p.m.  
Call 800-579-7937 or 785-431-7200 or  
go to [www.ksfda.org](http://www.ksfda.org) and click on hotel reservations link

### Cancellation Policy:

Rooms must be cancelled 24 hours before the day of arrival to avoid a cancellation charge.