

2015 NFDA CE Request for Approval Information

National Funeral Directors Association | 13625 Bishop's Drive | Brookfield, WI 53005

Type	2015 NFDA International Convention & Expo Educational Session			
Location	Indiana Convention Center, Indianapolis, Indiana, 100 S. Capitol Avenue			
Date	Convention: October 18-21, 2015		Preconvention Seminars: October 17, 2015	
CE Hours Requested	Various – see below	Fee	Member	NA
			Nonmember	NA

61.5 TOTAL HOURS

Approved Hours

Summary of Educational Sessions: Preconvention + Convention

Date	Time	Presenter	Title	CE Hr	Pg
Saturday 10/17/2015 <i>Pre-Convention Seminars</i>	8 am-4:45pm	Murphy Klein	NFDA Certified Preplanning Consultant (CPC) Seminar. 10/18 Exam 8:30-10:45 am	8 CE	3
	8 am-4:30 pm	Watkins & Nicodemus	NFDA Certified Crematory Operator (CCO) Seminar	7 CE	4
	1-5 pm	Fountain	Specialized Techniques for Embalming and Restoration Cases	4 CE	5
Sunday 10/18/2015	11:30 am-12:30 pm	Powers	U. S. Department of Veterans Affairs Update: New Memorial Benefits & Programs for Families	1 CE	6
		Ranier	Infectious Disease Protection: Complying with the OSHA Bloodborne Pathogens Standard	1 CE	7
		Gober	Reinventing and Invigorating Your Funeral Business from the Ground Up	1 CE	8
		Callaghan	Inbound Marketing: The Future of Funeral Home Marketing	1 CE	9
		Creedy & McQueen	Parasite vs. Plunderer: Family Business Succession Planning	1 CE	10
	1:15-2:15 pm	Spear	Effective Social Media for Your Funeral Home on a Shoestring Budget	1 CE	11
	1:15-3:15 pm	Troyer	What They Didn't Cover in Mortuary School: Advanced Grief Concepts for Professionals	2 CE	12
		Blaufus	Let's Get the Courageous Conversations Started	2 CE	13
		Franco	Increasing the Value of the Ceremony through an At-Need/Preneed System Approach	2 CE	14
		Hooker	The Final Touch: How Not to Mess Up a Good Embalming & How to Overcome a Bad One	2 CE	15
	3:30-4:30pm	Goldman	Taking Your Funeral Home to the Next State of Business Growth & Profitability	1 CE	16
		Heuse	New Perspectives and Strategies to Add Value to Cremation Arrangements	1 CE	17
		Gilligan & Kurz	Keys to Effectively Resolve Family Complaints – and Avoid Costly Lawsuits	1 CE	18
Collins		Is Your Underwear Too Tight? Learn the Letting Go Formula	1 CE	19	
Baxley & Robinson		The Funeral Director's Guide to Relevant Funerals	1 CE	20	

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MORTUARY ARTS BOARD
JUN 22 2015
RECEIVED

61.5 TOTAL APPROVED HOURS

Approved Hours

Monday 10/19/2015	7:30-8:30 am	Ramsey	The Seven Integrated Components of HR Strategies	1 CE	21	0	
		Rex	The Funeral Experience of the Future ... Today!	1 CE	22	1	
	7:30-9:30 am	C. Green, L. Green, Nicodemus	How to Obtain Community Support for a New Crematory in Your Market	2 CE	23	2	
		Gee- Mascarello	The Role of the Embalmer in Support of Organ & Tissue Donation	2 CE	24	2	
		Bender, Kizer Smith	Take Over My Funeral Home Makeover! Massive Trauma Reconstructive Surgery & Airbrushing Techniques	2 CE	25	0	
	9:45- 11:45 am	Eichelberger	Get Switched On! The Incredible Power of Attitude and Activity (Opening Session)	2 CE	26	2	
			1 CE	27	1		
Tuesday 10/20/2015	7:30-9:30 am	Montroy	Building Superior Customer Relationships through Online Marketing	2 CE	28	2	
		Wages	Creating Loyalty & Lifelong Memories through Creative Customer Engagement	2 CE	29	2	
	8:30-9:30 am	Nativ	Different Farewells: Meeting the Needs of a Diverse Society	1 CE	30	1	
		Isard	At the Intersection of Profit and Service: The Funeral Home in 2016	1 CE	31	1	
		McQueen	Making Cremation Profitable	1 CE	32	1	
	11:15 am- 12:15 pm	Longmuir	Another Day, Another Black Dress	1 CE	33	1	
		Troyer	Preventing Professional Burnout – Increasing Staff Satisfaction and Performance	1 CE	34	1	
		Bryan	Using Technology to Work Smarter and Expand Family Satisfaction	1 CE	35	1	
		Wenzel	Embalming Remains with Conditions Caused by Medical Science and Drug Intervention	1 CE	36	1	
	11:15 am- 12:45 pm	Hrivnak	Understanding the Veteran and the Needs of the Grieving Military Family	1.5 CE	37	1.5	
	12:30-2 pm	Ennis & Gilligan	Conversation Café: Embalming Risk Management for Every Funeral Home	1.5 CE	38	1.5	
		Bouton, Kenyon, & Lindley	Conversation Café: Hospice and Funeral Home Collaboration: Opportunities and Challenges	1.5 CE	39	1.5	
Wednesday 10/21/2015	8-9 am	Cullum & Ford	Proven HR Systems for Avoiding Employment Law Liability	1 CE	40	0	
		West & Nicodemus	Cremation Liability Issues for Crematories and Funeral Homes Using Third-party Crematories	1 CE	41	1	
		Whitaker	Funeral Directors Are Poor Business People: Perception, Reality or Opportunity to Disrupt the Paradigm?	1 CE	42	0	
		Brems	Making the Most of Free Search Engine Marketing for Your Funeral Business	1 CE	43	0	
		Rosenberg	Have the Talk of a Lifetime: Updates and 2016 National Launch	1 CE	44	1	
	12-1:30 pm	Stevenson	How the Best Get Better! (General Session)	1 CE	45	1	
	2-4 pm	Rabbi Cohen	Leading Life of Legacy: Reverse Engineering Your Life (Special Engagement)	2 CE	46	2	
Monday 12-5 p.m.; Tuesday 12-5 p.m. Wednesday 9 a.m.-12 p.m.			2015 NFDA International Convention EXPO		1 CE	47	1