

141st Annual Convention & Trade Show

May 9 – 12, 2022



INDIANA FUNERAL DIRECTORS ASSOCIATION

REGISTRATION BROCHURE

IFDA OPENING PARTY

PARTY IN THE PARKING LOT

FUN, FOOD, DRINKS & MUSIC

**19 HOURS
CONTINUING
EDUCATION
\$225!!**

**OPENING PARTY
Featuring Indiana's Own
CLAYTON ANDERSON**



**TRADE SHOW FLOOR
PREVIEW ON MONDAY
NIGHT w/ DJ**

**LUNCH ON THE
TRADE SHOW FLOOR
TUESDAY, WEDNESDAY &
THURSDAY**

**ADMISSION TO ALL
SOCIAL EVENTS
(see schedule for more detail)**



REGISTRATION INFORMATION

LOCATION

Embassy Suites by Hilton Noblesville Conference Center
13700 Conference Center Dr South, Noblesville, IN 46060
(317) 674-1900



**EMBASSY
SUITES**
by HILTON™
Noblesville Indianapolis
Conference Center

Book your hotel through the link below
IFDA has a room block at the Embassy Suites.
Our room rate is \$161 and you will receive a link when you register online

CHOOSE REGISTRATION PACKAGE

**with proof of another state membership, you may register using the member rate*

LICENSED MEMBER REGISTRATION

Full Registration*	
BY 4/15/2022	\$225
Full Registration*	
AFTER 4/15/2022	\$275
One Day Registration	\$225



NON-MEMBER REGISTRATION

Full Registration	\$550
One Day Registration	\$450

INCIDENTALS

Full Non-Licensed Registration (social events only)	\$150
One Day Non-Licensed Registration	\$100
Mortuary Students/Interns	FREE
Annual Jerrit Clayton Classic Golf Outing	\$100/person \$400/foursome

CANCELLATION & REFUNDS

No refunds for cancellations after April 15, 2022



1305 W 94th St, Suite A, Indianapolis, IN 46260
317-646-2448 | f 317-846-6534 | www.infda.org

SCHEDULE

For CE credits, you must pay for an attendee registration (discounted rate available for vendors)

MONDAY, MAY 9 (3 CE HOURS)

- 8:00AM – 8:50AM Business Session
- 9:10AM – 10:50AM **The Curious Embalmer**
Ben Schmidt, Instructor, Worsham College of Mortuary Science
- 12:00PM Lunch at Golf Outing, Gray Eagle Golf Course
- 1:00PM – 6:00PM **Annual Jerrit Clayton Classic Golf Outing, Gray Eagle Golf Course**
benefitting the Indiana Funeral Education Foundation
- 7:00PM – 9:00PM **Trade Show Floor Preview w/ DJ**



TUESDAY, MAY 10 (5 CE HOURS)*

- 9:00AM – 10:50AM **KEYNOTE SPEAKER**
The 5 R's of Funeral Service in the Age of Cremation
Larry Stuart, Jr, Raven Plume Consulting
- 11:10AM – 12:00PM **Successful Succession in the Funeral Space**
Jake Johnson, CEO Johnson Consulting Group
- 12:00PM – 3:00PM **Trade Show Floor/Lunch**
- 3:00PM – 5:00PM **Dealing with Professional and Personal Burnout**
Caleb Wilde, Author of Confessions of a Funeral Director
- 6:00PM – 9:00PM Open Party featuring **Clayton Anderson**
Sponsored by Homesteaders Life Company
After Dark Fun & Games – Party in the Parking Lot!



WEDNESDAY, MAY 11 (5 CE HOURS)*

- 9:00AM – 11:00AM **The Assassination, Death and Grand Funeral of President Abraham Lincoln**
Todd Van Beck, Funeral Educator, Consultant & Historian
- 11:00AM – 2:00PM **Trade Show Floor/Lunch**
- 11:30AM – 12:30PM **KEYNOTE SPEAKER - Bonus Session (limited to the first 20 licensed registrants)**
Identification and Chain of Custody- Why it Matters Now, More than Ever
Larry Stuart, Jr, Raven Plume Consulting
- 2:00PM – 3:00PM **Hiring and Retention of Today's Employee**
Leili McMurrough, Program Director, President, Worsham College of Mortuary Science
- 3:20PM – 5:00PM **Defending the Truth: Embalming, Social Media & Bias**
Dominick Astorino, Adjunct Professor | Restorative Art, Microbiology & Pathology,
Worsham College of Mortuary Science
- 5:00PM – 6:00PM **President's Reception on Trade Show Floor**
- 6:00PM – 8:00PM **President's Awards Dinner**

THURSDAY, MAY 12 (3 GENERAL CE HOURS, 2 LAW CE HOURS)*

- 8:00AM – 8:50AM **KEYNOTE SPEAKER**
The 5th R- Staying Relevant; Navigating our Place in the Age of Cremation
Larry Stuart, Jr, Raven Plume Consulting
- 9:10AM – 11:00AM **Controlling Inflation with Marketing Budgets**
Glenn H. Gould, III, M.S., CEO MKJ Marketing
- 11:30AM – 12:30PM **Memorial Service**
- 12:30PM – 3:00PM **Trade Show Floor/Lunch**
- 3:00PM – 5:00PM **Law Seminar**
Andy Clayton, CFSP, Executive Director, IFDA

*1 CE hour may be earned while on the trade show floor

SPEAKERS

KEYNOTE SPEAKER



Larry Stuart, Jr. is the Principal and Founder at Raven Plume Consulting, President and Founder at Cremation Strategies and Consulting, and the former President at Crematory Manufacturing & Service, Inc., a leading manufacturer of technologically advanced cremation equipment. Raven Plume and Cremation Strategies help funeral professionals serve more families, better by providing expert leadership, planning, organization, training, education, process improvement, and strategic planning for the funeral profession.

Larry is a graduate of Kent State University and is a former member on the Board of Directors of the Cremation Association of North America, and Editor in Chief of The Cremationist magazine, published by CANA. Larry is also a Cremation Coach for the International Cemetery Cremation and Funeral Association (ICCF) and a past member of the National Funeral Directors Association (NFDA, USA) Exhibitor Advisory Committee. Larry also served as a past President and Trustee of the NFDA Heritage Club. Larry is also an Insight Institute Certified Funeral Celebrant.

With a mission to Change the Way People Think About Funeral Service, Larry shares his knowledge, expertise, and revolutionary approaches to improving operations, and marketing in a concerted effort to promote a more positive perception of our profession in the eyes of the public.

Through outreach and transparency, Larry works to educate our professional peers, our clients, and the public about funeral service, its indispensability, its history, cultural significance, and best practices to advance the success of funeral professionals and the safety, efficiency, and effectiveness of their facilities.

Larry has written articles, developed cremation training curricula, standard operating best practices, spoken at numerous professional events, and trained and certified thousands of cremation professionals across North America with the ambition to advance the safety and efficiency of cremation facilities, the safety of their employees and to foster a more positive impact our community and our environment.



After spending seven years in the Navy, **Ben Schmidt** left to pursue his education, receiving Bachelor's degrees in both Natural Science and Psychology from Thomas Edison State University. Following work as a social worker at a residential facility for handicapped children, Ben enrolled at Worsham College of Mortuary Science, graduating in 2011. During the subsequent four years in the field, he earned his Master's Degree in Organizational Leadership and returned to Worsham College where he is the Lead Instructor teaching embalming, restorative art, funeral directing, and funeral service history. He also oversees the embalming, restorative art, and anatomy labs. In addition to his duties at the college, he is the co-author of *Creating Natural Form: Restorative Art Theory and Application*, the co-creator of the MorTraqr task tracking app, and host of The Funeral Science Podcast.



Jake Johnson has rapidly advanced into senior leadership roles and gained respect throughout the funeral and cemetery industries. He is known as an innovator, change agent and thought leader. Jake's success is based on his unique ability to identify simple solutions to complex business problems and communicate across all levels of the organization, instilling positive morale, empowerment, and employee ownership to drive service excellence. His strong foundation in accounting, financial analysis and EBITDA forecasting is complemented by technology savvy and broad general management qualifications in business development and operations.

As President & CEO at Johnson Consulting, Jake provides strategic direction and marketing innovations that laid the groundwork for the company's rapid growth, gaining recognition as the premiere total solutions provider within the funeral industry. In his former position as Executive Vice President and General Manager at Palm Mortuaries and Cemeteries, he provided key operations leadership to the Palm Cemetery Division.

Jake began his career at Keystone Group Holdings (now Dignity Memorial Network) as Associate Director, Corporate Development, where his financial analysis and forecasting expertise was foundational to the firm's growth. Jake's educational credentials include a BSBA degree in Management with an emphasis in Accounting and Financial Analysis from Xavier University in Cincinnati, Ohio. Rounding out his financial portfolio, he is a licensed Real Estate Agent and licensed Investment Advisor representative. Jake is also a member-emeritus of the Funeral Service Foundation Board.

SPEAKERS



Caleb Wilde is a sixth-generation funeral director at his family-owned funeral home in Parkesburg, PA. He has a post-graduate degree in Death, Religion, and Culture from the University of Winchester. Caleb authored the award-winning book, *Confessions of a Funeral Director* and the forthcoming book, *All the Ways Our Dead Still Speak*.



Todd Van Beck lives in Nashville, TN with his wife, Georgia. He received an honorary Doctorate Degree in Humane Letters from Commonwealth Institute of Funeral Service, Houston, TX, Master of Arts Degree in Pastoral Ministry from Mount Saint Mary's Seminary, Cincinnati, OH, Bachelor's of Arts Degree in Psychology and Philosophy from Mount Mercy College, Cedar Rapids, IA and Mortuary Arts and Sciences Diploma from New England Institute of Anatomy, Sanitary Science, Embalming and Funeral Directing, Boston, MA.

He formerly served as general manager of John B. Turner & Son Mortuary, Cedar Rapids, IA. Todd was an educator at Cincinnati College of Mortuary Science, Hudson Valley College, New England Institute and Commonwealth Institute.

He is the Dean of the College of Funeral Management at the University of Memphis. He is a Certified Funeral Service Practitioner and a member of the Academy of Professional Funeral Service Practice, a Certified Embalmer, the author of 4 books, 400 professional articles.



Leili McMurrugh is a licensed funeral director and embalmer and a licensed attorney. Leili received her B.A. from Lehigh University, her J.D. from Syracuse University College of Law and her Associate degree from Simmons Institute of Funeral Service. Leili is the Program Director at Worsham College and works at McMurrugh Funeral Chapel in Libertyville, Illinois. She is also a member of the American Board of Funeral Service Education Committee on Accreditation.



Dominick J. Astorino is an adjunct professor of mortuary science both at Worsham College of Mortuary Science in Chicago and Wayne State University in Detroit where he wrote and teaches courses in embalming, restorative art, pathology and microbiology. Innovations such as the creation of a hands-on cranial reconstruction lab as well as teaching advanced techniques by applying basic principles have earned him accolades and awards from students and colleagues alike.

His work in the field of restorative art and reconstructive embalming has been highlighted in numerous publications worldwide as well as by invitations to present lectures across the United States, Canada, Europe, Africa, Asia and the Caribbean. In 2019, Dominick started the Kenyan Embalming Education Initiative which brought a standard of care, education and supplies to the underprivileged mortuary workers in Kenya; in 2020 Dominick presented the first embalming education seminar on the continent of Africa. A proponent of education, Dominick holds degrees in cellular biology and mortuary science and sits on the restorative art curriculum review committee for the American Board of Funeral Service Education.

Mr. Astorino is a licensed funeral director and embalmer in the states of Michigan and Illinois and is a member of the National Funeral Directors Association, Michigan Funeral Directors Association, British Institute of Embalmers, and the Academy of Professional Funeral Service Practice.

SPEAKERS



MKJ Marketing is a death care industry marketing firm serving funeral homes, cemeteries and death care industry vendors in areas of Digital Marketing, Market Research, Advertising and Training Programs. MKJ was founded in 1982 and has over 3000 funeral home clients throughout the US and Canada.

Glenn Gloud assists funeral homes and death care industry vendors in establishing marketing and advertising plans. He is recognized for his market research services having conducted over 800 positioning and prospective trade area studies throughout the US and Canada. In addition to quantitative research studies for funeral homes and cemeteries, Glenn has moderated one-on-one interviews, focus groups and test panels.

Glenn held executive positions with Bausch & Lomb, General Mills and the Batesville Casket Division of Hillenbrand Industries. He is a recognized speaker, and his articles appear regularly in funeral service publications. His two books "Deathcare Marketing, 25 FAQ's" and "Funeral Home Marketing-Moving The Bottom Line" have sold thousands of copies, and are in used by mortuary colleges nationally.

Glenn has testified as an expert witness in multiple civil suits between funeral homes, served on the Board of Directors of the Pittsburgh Institute of Mortuary Science and instructed the Small Business Class for the St. Petersburg College, School of Mortuary Sciences. Glenn holds B.A. and M.S. degrees.



Andy Clayton, CFSP, is a second-generation licensed Indiana funeral director and current Executive Director of the Indiana Funeral Directors Association. A graduate of Mid-America College of Funeral Service and Indiana University, he has been actively involved in funeral service since 1991.

Andy is a Past President of IFDA, 2013-14; a past member of the Indiana State Board of Funeral and Cemetery Service; past Indiana Policy Board Representative to the National Funeral Directors Association; and a lifetime Certified Funeral Service Practitioner, CFSP, through the Academy of Professional Funeral Service Practice since 2002.

OPENING PARTY ENTERTAINER

May 10, 2022 @ 7:00PM

Sponsored by: 



Clayton Anderson

A country singer-songwriter with a midwestern rock flair, Clayton Anderson grew up on the lakes of Southern Indiana — fishing, boating, and playing his guitar. As a student at Indiana University, he kicked off his music career, building a grassroots fan following playing local bars and parties. In 2008, he stepped onstage at Kenny Chesney's Next Big Star Battle in Cincinnati and walked off as the winner. He released his debut album, *Torn Jeans & Tailgates*, in 2011, followed by *Right Where I Belong* (2014) and *Only to Borrow* (2016). Pre-COVID, he toured nonstop, opening for Eric Church, Blake Shelton, Jason Aldean, Jimmy Buffett, Thomas Rhett, Lee Brice, and Carly Pearce. During the pandemic, Anderson got

creative by partnering with the Bud Light Dive Bar Tour: Home Edition and launching socially-distanced "Lake Tour" concerts. 2021 saw the release of "Only Us," one of his most-streamed songs to date.

Anderson kicked off 2022 by dropping two new tunes: "Nothin' But Net" (co-written with Christian Stalnecker (Kane Brown) and co-written/produced by Grammy-winning Dave Audé and as heard on ESPN for College Basketball Season) and "Get After It." Co-written by Shane Stevens ("Fancy Like") and produced by Nash Overstreet, the latter song celebrates hard work and getting the job done and can also be heard in a national Ford ad campaign. Now he's gone back to his roots on the water, releasing fishing anthem "Show Me Your Fish," also co-written by Christian Stalnecker and co-written/produced by Dave Audé. Stay tuned for much more to come from Clayton Anderson in 2022!

SERVICE PIN



Each year at our convention, IFDA is pleased to present service pins to

our members recognizing their years of licensed funeral service practice in Indiana. We will be recognizing each decade of service — 10, 20, 30, 40, 50, 60, and 70 years of service.

Please note: We are unable to present service pins retrospectively.

**All pins will be awarded during the President's Awards Dinner
Wednesday, May 11th**

**If you are eligible for a pin, please complete and return this form to the
IFDA office no later than April 30, 2021**

Name _____

License Number _____

Email address _____ Phone # _____

Funeral Home _____

Address _____

City _____, IN Zip _____

First licensed to practice funeral service in Indiana: Year _____

Mortuary School Attended _____

Graduation Year _____

I am eligible for a _____ year service pin this year.

If you are receiving a 50, 60, or 70 year pin, is there a family member or colleague you would like to have present your pin to you?

Name _____

**Please send with convention registration or
email to the attention of Bailey at bailey@infda.org**

IFDA CONVENTION REGISTRATION

Early Bird Deadline: Postmarked by April 15, 2022

No refunds for cancellations after April 15, 2022

Please print and use a separate form for each convention registrant.

Name _____ License # _____
Firm Name _____
Email _____ Phone _____
Spouse/Guest (if attending) _____

REGISTRATION
INCLUDES 19
CE HOURS!

LICENSED MEMBER REGISTRATION

With proof of another state membership, you may register using the member rate

		QUANTITY	TOTAL
Full Registration* BY 4/15/22	\$225	_____	_____
Full Registration* AFTER 4/15/22	\$275	_____	_____
One Day Registration	\$225	_____	_____

LICENSED NON-MEMBER REGISTRATION

Full Registration	\$550	_____	_____
One Day Registration	\$450	_____	_____

NON-LICENSED PERSONNEL

Full Non-Licensed Registration	\$150	_____	_____
One Day Non-Licensed Registration	\$100	_____	_____
Mortuary Students/Interns	FREE		

PAYMENT TOTAL

\$ _____

Check Enclosed Check # _____

Please bill my: MasterCard Visa Discover Amex

Card Number _____ Expiration Date _____ Security Code _____

Billing Address _____

Signature _____



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