

FSCA Annual Fall Conference At a Glance

15 Hours of Funeral Director Continuing Education Credits

- 3 CEUs in Category 1
- 3.5 CEUs in Category 2
- 5.5 CEUs in Category 3
- 3 CEUs in Category 4

FSCA Fall 2019 Conference

Where?	Sheraton Milwaukee Brookfield Hotel 375 S. Moorland Rd. Brookfield, WI 53005
When?	October 1 - 2, 2019
What's Included?	Full Registration for both days includes: Continental breakfasts, lunches, vendor reception and all sessions.

FSCA 2019 Fall Conference
October 1 - 2, 2019

Guest Speakers

Welton Hong - Ring Ring Marketing

Welton Hong is the founder of Ring Ring Marketing, a full-service online marketing firm recognized as a leader in educating the death care industry on how to employ online marketing techniques to increase at-need and preneed calls and drive revenue.

Welton is a regular contributor of educational articles to numerous industry publications, including American Funeral Director, NFDA's The Director, Funeral Business Advisor, ICCFA Magazine, CANA's The Cremationist and Funeral Home & Cemetery News. He also regularly speaks at industry events.

Kelly Manion - Funeral Service Foundation

Kelly Manion has spent nearly 20 years immersed in mission-driven work. She has served organizations in the arts and higher education communities, and for the last six years has served the funeral service profession through her role as the Director of Communication for the Funeral Service Foundation. In her work, Kelly carries out the Foundation's vision of an improved end-of-life experience for families and their loved ones by promoting the value of funerals and memorialization to organizations across the end-of-life continuum, and helping funeral professionals build meaningful relationships within their communities. Kelly was instrumental in creating resources for the Foundation's highly regarded Youth & Funerals initiative. Launched in 2018, hundreds of firms and organizations across the country and around the globe use the resources to help families and communities understand the important role funerals and memorialization play in the lives of grieving youth.

Martin Schreiber

Former Wisconsin Gov. **Martin J. Schreiber** is an award-winning crusader for Alzheimer's caregivers and persons with dementia. Reaching audiences nationwide at live events and via media, he uses humor and compassion to share lessons from his ongoing, decade-plus journey as caregiver. In 2017, he gave more than 130 presentations to audiences that included family and professional caregivers, healthcare workers, social workers, nursing and pharmacy students, civic and business leaders, senior community residents, library patrons and more.

Jay Thomas

Jay Thomas is the CEO of Passare, the funeral profession's most advanced collaboration software company that is dedicated to helping funeral homes save time, streamline processes, and connect and collaborate with families today. Prior to joining Passare in 2015, Jay worked for many technology companies in the Silicon valley, developing leading edge technologies, working with start-ups, and as a consultant helping start-ups focus on connecting their technology to business needs and opportunity. Jay has an MSEE degree from Santa Clara University and spends much of his leisure time at Lake Tahoe or traveling enjoying various outdoor activities including skiing, hiking, boating, kayaking, bicycling, gardening, and just about anything that will get him outdoors.

Melissa Ziegler

Melissa Ziegler has gained much of her experience with death and grief through her employment with the Waukesha County Medical Examiner's Office for the last 7 years. She gained a different perspective in May 2018, when she delivered her second daughter, Lillian James Ziegler, stillborn at 38 weeks. In the time since her daughter's death, her experiences on different sides of death have helped her gain a unique perspective on what is helpful to those mourning a loss, and what isn't. Melissa, along with her husband Jim, and 5 year old daughter Hadley, has navigated uncharted territory as they attempt to help others by sharing their story and experiences in an effort to help ease another family's pain in the future.

FSCA Fall Conference Agenda - Tues., October 1

9:00 AM - 10:00 AM - Registration, Continental Breakfast & Exhibitor Set-Up

10:00 AM - 12:00 PM - What Will and Will Not Work in 2019 For Getting More Cases

It's common knowledge that many funeral home owners and directors are still struggling to understand internet marketing and how to leverage its possibilities. Welton Hong breaks down the fundamentals of online marketing and why certain techniques work better than others, depending on what you want to accomplish. Need to drive at-needs? Search optimization and pay-per-click advertising work wonders. For preneeds, social media is quite effective. For both, you need a website that converts well, a pristine online reputation (driven by review quality and quantity), compatibility with mobile devices and plenty of high-grade content. You also need to be prepared to adjust your plans in tandem with the dynamic nature of online marketing. Funeral homes that stay up to date with the changes (and act on them) have a huge advantage in their local markets. (2 CEUs - Category 3)

12:00 PM - 1:00 PM - Lunch & Vendor Introductions (0.5 CEUs - Category 3)

1:00 PM - 2:00 PM - My Two Elaines - Former Wisconsin Gov. Martin J. Schreiber has seen his beloved wife Elaine gradually transform from the woman who gracefully entertained in the state's Executive Residence to one who could no longer drive a car, follow a recipe, use the bathroom or dress herself. She grew to depend on her decades-long partner in marriage, political campaigns and child-raising for everything. Over time, Elaine no longer even recognized Marty as her husband. In *My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver*, Schreiber candidly counsels those who take on similar caregiving roles. (1 CEU - Category 1)

2:00 PM - 3:00 PM - Vendor Exhibits & Displays (1 CEU - Category 3)

3:00 PM - 5:00 PM - Legal & Legislative Update with Open Discussion - Receive a recap as to what has been happening during Wisconsin's 2019 - 2020 legislative session. Open discussion to include an update on issues related to funeral service and how our elected officials are looking to legislate our profession. (2 CEUs - Category 2)

5:00 PM - 7:00 PM - Vendor Reception & Social Networking

FSCA Conference Agenda - Wed., October 2

8:00 AM - Registration / Continental Breakfast

8:30 AM - 9:30 AM - Youth & Funeral Initiatives - The death of a loved one is a painful and often overwhelming experience at any age, but for children it may be confusing or scary if they are not given honest information or are left out of the funeral and memorialization process. Using the Youth & Funerals initiative as the foundation, we will explore the important role funerals and memorialization play in the lives of grieving youth, and how the tools and resources available to you can help you build meaningful relationships with the families and communities you serve. (1 CEU - Category 1)

9:30 AM - 10:00 AM - The Yearly Show - Each year, the National Funeral Director Association (NFDA) puts together a recap of funeral service facts and figures from around the country. (0.5 CEU - Category 2)

10:00 AM - 11:00 AM - Vendor Exhibits & Displays (1 CEU - Category 3)

11:00 AM - 12:00 PM - You're Not in the Funeral Business Anymore - Let's Celebrate! - Over the past two decades society values, family values, and the attitude towards life have changed! And to be relevant, the Funeral Industry must change. The changing funeral consumer study earlier this decade was the foundation for the formation of Passare. We will explore these changes - which are unprecedented in the history of mankind, what has changed even since the study, and discuss how to engage with families to better serve them in this changed society that now focuses on Celebration, Collaboration, and Communication via the world of the internet and mobile phones. (1 CEU - Category 3)

12:00 PM - 1:00 PM - Lunch & FSCA Executive Update (1 CEU - Category 2)

1:00 PM - 2:00 PM - The Silence of Stillbirth - Losing a child is the worst thing that can happen to a parent. Having a life taken before birth is devastating for anyone to go through. Counseling those who have experienced this type of loss and knowing how funeral service can assist with these families in their grief is invaluable for all involved. This presentation will tell the story of little Lily, her family and how funeral service can help those suffering from this kind of loss navigate through the grief process. (1 CEUs - Category 1)

2:00 PM - 3:00 PM - Cold Case Files - Waukesha Cty Medical Examiner will present on cases where the manner of death was hard to determine and how funeral directors can help to solve the puzzle. (1 CEU - Category 4)

3:00 PM - 5:00 PM - Funeral Home Hygiene and Hazmat Remediation - Approved for your annual OSHA training! - OSHA compliance workshop featuring excerpts from the video, "Prep Room Survivor" by Mark Arnold - OSHA Consultant. (2 CEUs - Category 4)