



FSCA Annual Fall Conference At a Glance

16 Hours of Funeral Director Continuing Education Credits

- 3 CEUs in Category 1
- 4 CEUs in Category 2
- 5 CEUs in Category 3
- 4 CEUs in Category 4

FSCA Fall 2021 Conference

Where?	The Ingleside Hotel 2810 Golf Rd. Pewaukee, WI 53072
When?	November 2 - 3, 2021
What's Included?	Full Registration for both days includes: Continental breakfasts, lunches, vendor reception and all sessions.

FSCA 2021 Fall Conference
November 2 - 3, 2021

Guest Speakers

Doug Gober - The Foresight Companies

Doug Gober began his funeral service career forty-two years ago as a sales representative in the casket industry. He has earned numerous national awards from various organizations within the death care industry. Doug also served as a consultant on various marketing and merchandising projects conducted on an international scale.

In September 2014, Doug formed Gober Strategic Capital as a way to broaden the range of counsel and resources he could bring to death care businesses.

In 2018, Doug partnered with The Foresight Companies in his quest to provide funeral and cemetery owners successful business solutions. Foresight enables Doug to expand his service offerings to include Accounting, Business Valuations, Human Resource Services, Strategic Business Analysis, Family Surveys, Accounts Receivable Management and Market Research as well as Financing.

Justin Baxley - Harrington Street Investments

Justin Baxley is committed to teaching and training funeral professionals to deliver personal, meaningful, and relevant experiences to families. He is the former owner of Hiers-Baxley Funeral Services and Highland Memorial Park, a north-central Florida premier multi-location firm dating back to 1885. After joining Foundation Partners Group in 2012, Justin served as Chief Customer Officer, and later, as SVP, Business Development. He is a former trustee of the Funeral Service Foundation and a former board member of the State of Florida, Board of Funeral, Cemetery, and Consumer Services. He has spoken at every major national funeral professionals conference and at many state and local conferences. He is not a theorist - Justin has and continues to meet with families every day and applies the principles he teaches. Today, he and his business partner own and operate Harrington Street Investments, which currently includes two funeral homes and a cemetery in the Midlands of South Carolina.

Deacon Tom Binder

Deacon Tom Binder has worked in the area of grief counselor for decades, striving to help families through their most difficult moments. Tom served in the US Air Force from 1956-1959, was ordained a Deacon in 2001 and has served as a certified death and grief counselor since 1999. Tom spends a lot of time with family with his six children, fifteen grandchildren and five great grandchildren.

Dana Goodell

Dana Goodell serves as director of Education and Sales for The Embalmers Supply Company. He is a 30 year veteran of funeral service. Dana has extensive experience in all areas of funeral service but his main emphasis has always been providing every family a positive memory picture of a loved one. Dana is a 1987 graduate of Southwestern Community College in Iowa and a 1988 graduate of Dallas Institute of Funeral Service. Prior to accepting his current position, he served as a prep room supervisor for 14 years in a large volume firm in Iowa. He has always been a proponent of quality embalming on each and every case, as well as researching new and old techniques that insure that no matter what it takes to do an excellent job in the embalming room you just simply do it.

Gabe Schauf

Gabe Schauf is the program director of the Milwaukee Area Technical College's Mortuary School. Gabe has over 10 year of funeral service experience and has been an instructor at MATC since 2015. Gabe received his bachelor's degree in mortuary science from the University of Minnesota in 2006 and served in the Army National Guard for seven years. In his role as program director at MATC, he instructs students, heads staff and participates in the design and writing of the curriculum.

FSCA Fall Conference Agenda - Tues., November 2

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

3:00 PM - 5:00 PM - Legal & Legislative Update with Open Discussion - Receive a recap as to what has been happening during Wisconsin's 2021 - 2022 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)

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

1:00 PM - 2:00 PM - MATC Mortuary School Update - Milwaukee Area Technical College's Mortuary School Program Director, Gabe Schauf will present on the latest changes with the program and provide an update on the status of the school and the progress that has been made in advancing the school's future. (1 CEU - Category 2)

12:00 PM - 1:00 PM - Lunch with Legislative Guest, Nancy VanderMeer (1 CEU - Category 2)

10:00 AM - 12:00 PM - The Changing Funeral Consumer - You worked your tail off to create a marketable difference for your business and blazed a trail in your market. Now everyone in town is doing tribute videos, personalizing memorial folders and taking condolences from their websites. What's next? Hear from one of the funeral industry's leading evangelists about new opportunities to up your game and do more with the opportunities available in your market. How can we take control of this crucial opportunity and make a real difference, both for families and for our businesses? Gober will pull together a variety of key content examples and examine how they are applied directly to funeral homes. He will evaluate the three sources of ceremony content; us, the clergy, and the arranging family, and then delve into how each of these impacts the likelihood of a memorable event. (1 CEU - Category 1 / 1 CEU Category 3)

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

FSCA Conference Agenda - Wed., November 3

7:30 AM - Registration / Continental Breakfast

8:00 AM - 10:00 AM - What Families Want - Join Justin Baxley on this introspective journey to discover what today's client-families are looking for and how to over-deliver on their expectations. Justin will lead you through important questions like "How have consumer buying habits changed as a result of COVID?", "What do generational buying motivations tell us about what we should offer?", and "How do I get more consumers to choose my firm?". Along the way, you will discover how to speak the consumer's language, the 4-C's that every customer wants, and how to re-shape your approach to sales and marketing. As always, Justin will also pack in lots of real life stories and practical tips that you can immediately put into place in your business today! (1 CEU - Category 1 / 1 CEU Category 3)

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

11:00 AM - 12:00 PM - How to Bring Reality, Comfort & Appropriate Humor Into Grief - Everybody is grieving something. Do we really need to care? 2020 was a tough year for everyone for many different reasons. Funeral directors are no exception. After a year of event cancellations, school closings and an abundance of let downs, it's hard to wrap your head around providing the compassion needed to serve your families. In this presentation, Silvia will provide tools in which to move your compassion fatigue to compassion intrigue. Eliminate your compassion burnout in ways that will fulfill the individuals you serve while energizing you to embrace what makes being a funeral director so great! (1 CEU - Category 1)

12:00 PM - 1:00 PM - Now is the Time for Innovation - In the largest funeral consumer study ever done, results show that 63% of Americans are dissatisfied with how the funeral industry interacts with them, and 48% of Americans are dissatisfied with funeral service as a whole. The preferences, buying habits, and desires of families have changed. In this presentation, you'll learn about the six distinct types of funeral consumers found in the study and discover whether you are an ignorant, idle, or innovative funeral home. (1 CEU - Category 3)

1:00 PM - 3:00 PM - Make Embalming Great Again - Hear from seasoned embalmer, Dana Goodell as he provides over 30 years of experience in the preparation room. Dana is a great believer in putting the emphasis back on the deceased, not an urn, he has witnessed both professionally and personally what a difference a quality presentation does for the family and friends, and the overall need for a public viewing of a loved one will do in the recovery from the grief process. (2 CEUs - Category 4)

3:00 PM - 5:00 PM - Funeral Home Hygiene and Hazmat Remediation - Approved for your annual OSHA training! - OSHA compliance workshop featuring training by Certified Environmental Solutions, which will provide the latest updates on bloodborne pathogens and remediation techniques. (2 CEUs - Category 4)