

**FSCA Annual Fall Conference At a Glance**

15 Hours of Funeral Director Continuing Education Credits

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

**FSCA Fall 2022 Conference**

<b>Where?</b>	The Chula Vista Resort 1000 Chula Vista Pkwy Wisconsin Dells, WI 53965
<b>When?</b>	October 25 - 26, 2022
<b>What's Included?</b>	Full Registration for both days includes: Continental breakfasts, lunches, vendor reception and all sessions.

FSCA 2022 Fall Conference  
October 25 - 26, 2022

## Guest Speakers

### Welton Hong - Ring Ring Marketing

**Welton Hong** is the author of the books *Making Your Phone Ring with Internet Marketing for Funeral Homes and Making Your Phone Ring with Internet Marketing for Cemeteries*.

He's also a regular contributor to numerous major deathcare publications, a core part of his mission to provide free ongoing education to funeral and cemetery professionals on cutting-edge marketing techniques.

Welton lives in Las Vegas, where Ring Ring Marketing is headquartered. He has a graduate degree in Electrical Engineering from the University of Colorado Boulder. Prior to founding Ring Ring Marketing, he was a senior technologist at R&D facilities for Intel, Sun Microsystems, and Oracle.

### Todd Harra - Author - *Last Rites*

**Todd Harra** is a fourth-generation funeral director with over a decade of experience. He is an NFDA certified crematory operator and attended Fountain National Academy's advanced postmortem reconstruction seminar. In addition to being a member of the Academy of Professional Service Practice, Todd is a graduate of NFDA's Emerging Leaders Program and the current president of the Delaware State Funeral Directors Association.

Todd is an associate editor for *Southern Calls* "The Journal of the Funeral Profession" and is the author of five books. His most recent, *Last Rites: The Evolution of the American Funeral* is the story of why we bury our dead the way we do.

### Micah Truman

**Micah Truman** is the Chief Executive Officer of Return Home, which is a company specializing in natural organic reduction. Natural organic reduction (NOR) is the process of human composting transforms bodies into nutrient-rich soil.

NOR gently transforms human remains into soil in 4-6 weeks. The process uses large vessels to hold human remains which are combined with straw, wood chips, and other natural materials. The decomposing process creates heat of over 131F, which kills viruses, bacteria, and pathogens, and exceeds EPA requirements for heavy metals, which are stabilized in the soil, not volatilized. The resulting soil is safe for gardens, trees and general land use.

### 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.

### Catherine Stevens

Catherine Stevens is a Nurse Practitioner on the Pediatric Palliative Care team at American Family Children's Hospital. She is one of two nurse practitioners and two physicians who provide specialized medical care that focuses on alleviating suffering and optimizing quality of life for children with serious illnesses. Catherine provides recommendations for management of distressing symptoms such as pain, shortness of breath, constipation, and difficulty sleeping. She supports patients and families as they navigate complex medical decision-making in the context of serious illness as well as death and dying. Catherine is invested in educating about Pediatric Palliative Care and provides regular teaching to nursing staff, resident physicians, and local hospice team members. Her professional background prior to working in Palliative care includes working as a bedside nurse in the UW Health Burn Intensive Care Unit followed by working as a Nurse Practitioner in NICU follow-up and the care of medically complex children at Denver Health Medical Center.

## FSCA Fall Conference Agenda - Tues., October 25

**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 2022 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. (1 CEU - Category 1 / 1 CEU Category 3)

**12:00 PM - 1:00 PM - Lunch with Funeral Directors Examining Board Update** (1 CEU - Category 2)

**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)

**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 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)

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

## FSCA Conference Agenda - Wed., October 26

**7:30 AM - Registration / Continental Breakfast**

**8:00 AM - 9:00 AM - Storytelling for the Funeral Professional** - Stories aren't just for children at bedtime. They are how we consume information. Whether it be a book, periodical, podcast, TV show, or a friend recounting a recent adventure, all of the information we take in—and retain—is in the form of a story. And that information is what we use to make future decisions, decisions as simple as to what restaurant to eat at on any given night...or what funeral home to select when a family member die. So, how can you make your story stand out? Todd is going to help you harness the power of storytelling for your business—not only to tell the story of your business, but also the most important story: the one your families want you to help them tell in the obituary. Level up your storytelling game and make your funeral establishment stand out. (1 CEU - Category 3)

**9:00 AM - 10:00 AM - Return Home** - Micah Truman from Return Home will present on Natural Organic Reduction (NOR), which is the process by which bodies are transformed into nutrient rich soil. This presentation will detail that process and discuss the value in this choice for the consumer. (1 CEU - Category 4)

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

**11:00 AM - 12:00 PM - Good Grief! - Organ and Tissue Donation** - Mike Cornelius with *Versiti* will explore the process of tissue donation, while offering a unique glimpse into "behind the scenes" steps that many funeral directors may not be aware of that take place with donor families. We will look at donation from a funeral director's point of view, and the incredible impact that donation has for those families that have suffered the loss of a loved one. (1 CEU - Category 4)

**12:00 PM - 1:00 PM - Lunch**

**1:00 PM - 2:00 PM - Pediatric Palliative Care in the Hospital and Beyond** - Catherine Stevens with American Family Children's Hospital will touch on the basics of pediatric palliative care and hospice, our work providing keepsakes and sibling support, compassionate communication surrounding childhood death, community support and resources, and how the compassionate care provided by funeral directors might compliment our work at end-of-life. (1 CEUs - Category 1)

**2:00 PM - 3:00 PM - Precoa**

**3:00 PM - 4:00 PM - Living Life AlaMode...Choosing Play, Passion and Purpose After Loss** - Widower Mary Hoehne has experienced first hand what it means to go through loss. Her presentation will discuss ways to thrive after loss and ways to live a more vibrant life. (1 CEU - Category 1)

**4:00 PM - 5:00 PM - Funeral Home Hygiene and Hazmat Remediation - Approved for your annual OSHA training!** - OSHA compliance workshop featuring training by MERI, which will provide the latest updates on bloodborne pathogens and remediation techniques. (1 CEU - Category 4)