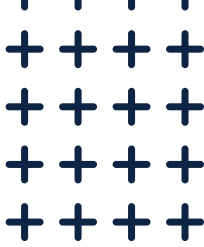




NEBRASKA  
FUNERAL DIRECTORS  
ASSOCIATION



# 2024 NeFDA Annual Convention

**April 22-24, 2024**

**Embassy Suites - Lincoln, Nebraska**

The 2024 Annual Convention is once again the place to be for professionals involved in the funeral home industry. The convention will feature educational sessions requested by funeral home professionals and plenty of time for networking.

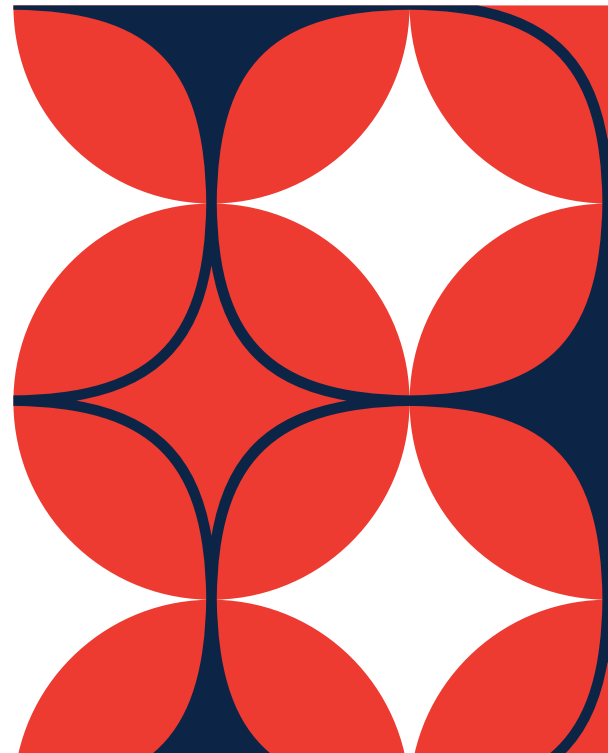
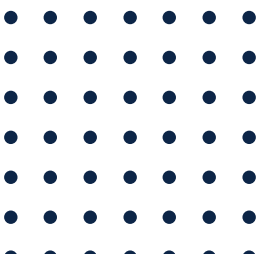
For three days in April, funeral directors from across the state will come together in Lincoln to take advantage of leading-edge educational programming and an exhibit hall offering tools, ideas and products applicable for your everyday work life. In addition to enjoying the luxuries of the Embassy Suites in Lincoln, you will also enjoy the following benefits by attending the NeFDA Convention:

- Up to 12 hours of continuing education options, featuring sessions delivered by nationally recognized speakers.
- The opportunity to view the newest innovations and products at our many Exhibit Hall booths.
- Plentiful networking opportunities, with an anticipated attendance of more than 125 funeral directors and suppliers.
- 4 hours may be earned for passing the Jurisprudence Exam

Numerous social events will provide attendees the opportunity to exchange ideas and experiences. Be sure to mark April 22-24, 2024 on your calendar now. The deadline for early registration is April 1, so take a few minutes today to complete the registration form in this brochure or online to receive discounted pricing. Registration pricing will increase after April 1.

***We look forward to seeing you in Lincoln!***

**ATTENDEE  
BROCHURE**





## Conference Location & Hotel

The Embassy Suites is located in downtown Lincoln and offers a true two-bedroom suite with all the comforts of home. Complimentary breakfast and an evening reception are offered to hotel guests.

### **Embassy Suites - Downtown Lincoln**

1040 P Street, Lincoln, NE 68508 - 402-474-1111

Be sure to reserve your room by April 11 and identify yourself as a Nebraska Funeral Directors Association Attendee to receive the group rate of \$159 Single/Double; \$174 Triple or \$189 Quad Room (plus taxes).

Go to **[NeFDA.org/convention](https://www.nefda.org/convention)** to make your room reservations online.

## Entertainment & Social Functions

Mingle with colleagues and friends, and meet new ones at the opening night activities.

The **Exhibit Hall and Wine & Cheese Reception** will provide an excellent opportunity to visit with vendors and to catch up with old friends.

Join family and friends for the **Annual Convention Banquet** where we honor our award recipients. Following the banquet, the **Outgoing President's Reception and Music Bingo Night** will be held Tuesday, April 23 from 7:30 - 9:30 p.m.

## NeFDA Membership Meeting

The Association's annual membership meeting provides not only an opportunity to conduct official business, but a chance to obtain important information that will make your membership investment more valuable and help your business. The meeting on Tuesday morning will provide a chance for both insight and input.

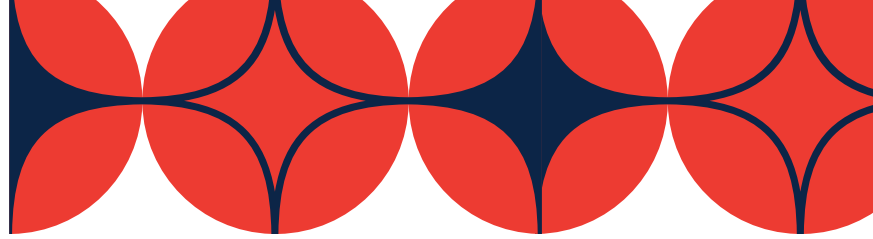
## Exhibitors

The convention provides a great chance to renew or establish relationships with industry vendors. Come learn about products, services and equipment that will be beneficial to your business. Be sure to thank them for their continued support of NeFDA.

## Attire

Business casual is recommended, with the exception of the Annual Banquet, where registrants are encouraged to dress in business attire. Please bring a jacket as room temperatures may vary.

# Conference Schedule



## MONDAY, APRIL 22, 2024

- 11:00 a.m. – 5:00 p.m. – Registration Desk Open
- 11:00 a.m. – Noon – Jurisprudence Exam Review – Steven Brunken & John Rice (*Earn up to 4 Hours CE*)
- 12:45 – 1:45 p.m. – “Transparency Pricing and the FTC Rule” – Dr. Marty Ludlum (*1.0 Hour CE*)
- 1:45 – 2:00 p.m. – Break
- 2:00 – 3:00 p.m. – “Employment Issues Update”
  - Dr. Marty Ludlum & Kara Gray Ludlum, CPA & Oklahoma FD (*1.0 Hour CE*)
- 3:00 – 4:00 p.m. – “101 Ways to Increase the Bottom Line”
  - Dr. Marty Ludlum & Kara Gray Ludlum, CPA & Oklahoma FD (*1.0 Hour CE*)
- 4:00 – 7:00 p.m. – Exhibit Hall and Wine & Cheese Reception (*1 Hour CE total from Exhibit Hall*)

## TUESDAY, APRIL 23, 2024

- 7:00 a.m. – 5:00 p.m. – Registration Desk Open
- 7:00 – 8:00 a.m. – Continental Breakfast / Past President’s Breakfast
- 8:00 – 10:00 a.m. – Embalming & Body Preparations: Let’s Stop Dropping The Ball!
  - Wallace P. (Wally) Hooker (*2 Hours CE*)
- 10:00 – 10:15 a.m. – Break
- 10:15 – 10:45 a.m. – 2024 Memorial Service
- 10:45 a.m. – Noon – Business Meeting (*1 Hour CE*)
  - NFDA Update
  - NeFDA Business Meeting
  - State Board Update
  - Nebraska Legislative Issues
- 12:00 – 1:00 p.m. – Buffet Lunch
- 1:00 – 3:30 p.m. – Exhibit Hall Open (*1 Hour CE total from Exhibit Hall*)
- 3:30 – 5:30 p.m. – “What your families may not tell you...BUT the hairdresser and your clergy would ”
  - Wallace P. (Wally) Hooker
- 6:00 – 7:30 p.m. – Banquet, Officer Remarks and Officer Installation
  - *Sponsored by Federated Insurance*
- 7:30 – 9:30 p.m. – Cocktails & Music Bingo Night

## WEDNESDAY, APRIL 24, 2024

- 7:00 a.m. – 12:00 p.m. – Registration Desk Open
- 8:00 – 9:00 a.m. – “Generational Gaps, AI & Preneed Trends”
  - Brianne Niedermeyer (*1.0 Hour CE – Insurance hours approval pending*)
- 9:00 – 10:00 a.m. – “Preneed Motivators: Discover What Motivates Consumers to Make Advance Funeral Plans”
  - Greg Norris (*1.0 Hour CE*)
- 10:00 – 10:15 a.m. – Break
- 10:15 a.m. – 11:15 a.m. – “Marketing Housekeeping” – Kylie Schildt (*1.0 Hour CE*)
- 11:15 a.m. – Closing Remarks and Adjournment

# Sessions



## **TRANSPARENCY PRICING: FTC RULE CHANGES**

### **DR. MARTY LUDLUM**

The FTC Rule is being updated (finally) and all signs show that pricing will need to be more transparent. In a word: Online. To be a funeral home professional, you must be in compliance with all the multiple facets of these changes. In this presentation, the attendees will gain knowledge from all the most recent changes in the FTC Rule and how your firm must adapt and comply with these changes.

## **EMPLOYMENT UPDATE FOR 2024**

### **DR. MARTY LUDLUM & KARA GRAY LUDLUM, CPA & OKLAHOMA FD**

The only consistent thing in Employment is change. Regulations in a variety of areas are in flux. To be an ethical business manager, you have to be in compliance with all the multiple facets of these changes. In 2024, changes are happening in Religious Discrimination, Sexual Harassment, Non-Compete Agreements, and Training Reimbursement Programs (TRAPs). In addition, the presentation will be constantly updated with the most recent issues. If an update occurred last week, it will be in the presentation this week! In this presentation, the attendees will gain knowledge from all the most recent changes in employment regulation and how your firm must adapt and comply with these changes.

## **101 WAYS TO INCREASE YOUR BOTTOM LINE**

### **DR. MARTY LUDLUM & KARA GRAY LUDLUM, CPA & OKLAHOMA FD**

When the economy is faltering, funeral directors need more innovative ideas to boost the bottom line. This game show formatted presentation will cover numerous innovative methods to increase profits in a variety of areas. Attendees will gain ready-to-implement and tested ideas to raise income, lower costs, and increase the funeral home's bottom line.

## **"EMBALMING & BODY PREPARATION: LET'S STOP DROPPING THE BALL!"**

### **WALLACE P. (WALLY) HOOKER, CFSP, MBIE**

Too many funeral homes are 'dropping the ball' and making it easier for families to choose direct cremation, without 'body present' services. Which in part, is a result of previous bad experiences with poorly embalmed and dreadful appearing, publicly displayed bodies. When the public experiences poorly presented bodies, the results are felt by all of us who get it and go the extra mile! It makes us all look bad! By going the 'extra mile' in body preparation, we can create a peaceful and healing viewing experience for the families we serve and the general public. Talented embalmers and facial restorative specialists have the ability to give the traumatically damaged or otherwise difficult cases back to their family one last time... 'whole again' so they can say an appropriate 'good bye'! This is my most popular presentation, designed to encourage, motivate and reaffirm the value and importance of quality embalming, body preparation and the 'final touch'. From the cot to the chapel' and everything in between. This lecture will discuss in detail, pre-injection, fluid selection, solution percentages, injection sites, as well as overcoming common embalming complications. As well as soft tissue repair of the face.

## **"WHAT YOUR FAMILIES MAY NOT TELL YOU ABOUT YOUR FUNERAL HOME...BUT THE HAIRDRESSER AND YOUR CLERGY WOULD."**

**WALLACE P. (WALLY) HOOKER, CFSP, MBIE**

This fun and upbeat lecture addresses some shortcomings, interesting and often over-looked issues pertaining to our facilities, how we conduct business, how we treat the public, how our bodies look, and what the public, hairdresser, clergy, sales reps, trade embalmers see and observe behind the scenes. Power-point with photos.

## **GENERATIONAL GAPS, AI AND PRENEED TRENDS**

**BRIANNE NIEDERMYER**

In this presentation, you will learn about the differences each generation brings to the insurance and funeral service professions. This includes each generation's characteristics, what changes their buying habits and how to overcome some of those objections. You will also learn how to use AI, and how each generation feels about its uses. Agents are working with a variety of people every day, and this course will help them connect with each consumer in a more positive way

## **"PRENEED MOTIVATORS: DISCOVER WHAT MOTIVATES CONSUMERS TO MAKE ADVANCE FUNERAL PLANS"**

**GREG NORRIS**

During this presentation, you will get insights from the latest edition of Homesteaders' exclusive consumer research report, Preneed Motivators. We'll explore the demographics and behavior of people who prearrange, share how people progress through the consideration process and discuss what happens during and after their prearranging experiences. Throughout the session, you'll learn practical suggestions, based on data, for how to strengthen relationships with current client families, connect with new families and leverage tools to grow your business.

## **MARKETING HOUSEKEEPING: EASY UPDATES FOR ANY LEVEL!**

**KYLIE SCHILDT, RAAM MARKETING**

Join Kylie Schildt, Director of RAAM Marketing, your local marketing guide, as we explore the essential steps to conduct a marketing self-audit for your small funeral home business. Discover how to assess your current marketing strategies, identify areas for improvement, and strengthen your online and offline presence. You'll learn how to conduct a quick customer demographic analysis, benchmark your efforts, leverage digital platforms, and connect with your community. By the end, you'll have a clear roadmap to refine your marketing efforts and ensure your funeral home business continues to provide compassionate services while reaching your ideal audience.



**Join us at the Outgoing President's Reception  
for Music Bingo Night!**

**Tuesday, April 23 from 7:30 - 9:30 p.m.**

# Speakers



## **PROFESSOR MARTY LUDLUM**

Professor Marty Ludlum teaches business law at the University of Central Oklahoma and is a licensed attorney. He has made numerous presentations on the funeral industry at state and national conventions and has articles in national and state funeral magazines. Professor Ludlum has a Bachelor's and Master's degree in economics, a Master's degree in communication and a Juris Doctor, all from the University of Oklahoma. Professor Ludlum is the Education Director for Osiris Funeral Home Software.

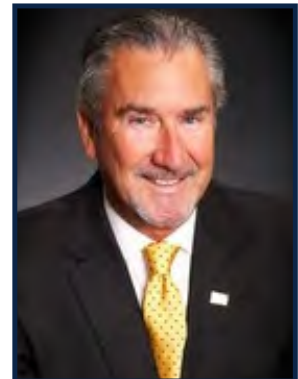


## **KARA GRAY LUDLUM**

Kara Gray Ludlum is a CPA and licensed Funeral Director in Oklahoma. She has made many presentations to state and national conventions. Kara has Bachelor's degree in business from the University of Oklahoma and an MSB from Cameron University. Kara has taught accounting at Cameron University, has owned and operated her family's funeral homes for over 15 years and operates Funeral Director's Resource, Inc., a consulting firm specializing in providing computer software and funeral home accounting to the funeral industry.

## **WALLACE P. (WALLY) HOOKER, CFSP, MBIE**

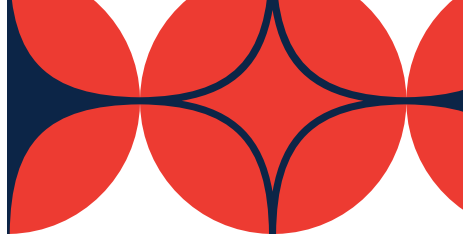
Wallace P. (Wally) Hooker CFSP, MBIE, is the owner/funeral director/embalmer of Family & Friends Funeral Home of Wingate, IN. Wally attended Purdue University and is a graduate of Worsham College of Mortuary Science, Wheeling, IL. He served as 2015-2016 President of the Indiana Funeral Directors Association and served on the Advisory Board of Worsham College of Mortuary Science.



Wally does a significant amount of trade embalming from his funeral home. He is routinely called on by other professionals, for technical consultation, to assist with their problem cases, restorative work, and for their family members. Wally has a passion and reputation for quality no-nonsense embalming and facial reconstruction. As an 'in demand' lecturer, Wally has shared his professional knowledge and experience with professional colleagues at eight International, 28 State, Regional Association, Canadian conventions and meetings, as well as several mortuary colleges. He is a featured writer, 'Embalming 101' in Nomis Publication's Funeral Home & Cemetery News.

He has served Fountain County, Indiana for 29 years, as deputy coroner, the past 24 as chief deputy coroner/investigator. Wally earned his designation as a Medico-Legal Death Investigator through the Indiana Coroner Training Board in 1998. Wally and his wife Janet, live on their family farm and have two adult children and four grandchildren. In his spare time Wally enjoys gardening and his collection of vintage farm tractors and equipment.

# Speakers



## **BRIANNE NIEDERMYER** **TRAINING & DEVELOPMENT SPECIALIST** **HOMESTEADERS LIFE COMPANY**

Growing up in her family's funeral home, Brianne brings a strong background and passion for the funeral profession. Since joining Homesteaders in 2010, Brianne has earned numerous awards, including Account Executive of the Year in 2020. She holds a bachelor's degree in marketing from Iowa State University and is currently participating in Homesteaders' Emerging Leaders Program.



## **GREG NORRIS** **REGIONAL DIRECTOR** **HOMESTEADERS LIFE COMPANY**

Greg Norris joined Homesteaders in 2004 and spent the next six years serving funeral home customers and agents in Texas. In 2010, he was named Regional Director of the West Region. Prior to joining Homesteaders, he spent 10 years as a preneed sales counselor, territory manager and preneed marketer. Greg has a degree in Marketing and Management from Emporia State University and is a two-time recipient of Homesteaders' Account Executive of the Year award.



## **KYLIE SCHILDT** **RAAM MARKETING**

Kylie Schildt is a native of Pleasant Dale, Nebraska and was raised on a 5th generation-family dairy farm. She is a graduate of the University of Nebraska-Lincoln and has over a decade of experience in nonprofit, trade association management and marketing through working for Advanced Association Management since 2013. She co-founded RAAM Marketing with Kathi Schildt in 2021 to better serve trade association clients and their marketing needs as well as the needs of their members. Kylie shares two children, Roy (20 months) and Kit (3y) with her husband, JR Douty.



# Exhibitors

(as of 03.07.2024)

- Artco Casket Company, Inc.
- Batesville
  - **Silver Sponsor**
- Capital City Transfer Service
  - **Silver Sponsor**
- CFL Pre-Need
  - **Silver Sponsor**
- Chicago Cremation Supplies
- Contemporary Concepts, Inc.
- Dept. of Veterans Affairs- Suicide Prevention
- Dodge
- Envision Strategic Partners
- Federated Insurance
  - **Banquet Sponsor**
- Frontier Mortuary Supply LLC
  - **Bronze Sponsor**
- Funeral Directors Life (FDL)
- Great Western Insurance (Wellabe)
- Matthews Aurora Funeral Solutions
  - **Silver Sponsor**
- Murray's
- Nebraska Wilbert Burial Vault
- Precoa
- Preneed Funeral Programs
- Sunburst Memorials
- The Messenger Co.
- The Wilbert Group
  - **Bronze Sponsor**
- U.S. Cremation Equipment
- USAlliance Life





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# Register Today!

**SCAN  
HERE!**







# 2024 Nebraska Funeral Directors Association Annual Convention

Embassy Suites - Lincoln, Nebraska - April 22-24, 2024

**To register more than one person (other than spouse), please see the back of this form.**

Name (as you want it to appear on your badge) \_\_\_\_\_

Spouse \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email (provide for verification of registration only) \_\_\_\_\_

If you require special accommodations, check box and attach a statement of needs.

### Registration Fees:

**On or Before**                      **After**  
**04/01/2024**                      **04/01/2024**

- |  |       |       |          |
|--|-------|-------|----------|
| <input type="checkbox"/> First Member Registration.....    | \$125 | \$175 |          |
| <input type="checkbox"/> Additional Member Reg.....        | \$100 | \$120 | \$ _____ |
| <input type="checkbox"/> Non-Member.....                   | \$325 | \$425 | \$ _____ |
| <input type="checkbox"/> Spouse.....                       | \$60  | \$80  | \$ _____ |
| <input type="checkbox"/> Student.....                      | \$25  | \$45  | \$ _____ |
| <input type="checkbox"/> Apprentice.....                   | \$70  | \$90  | \$ _____ |
| <input type="checkbox"/> KFSA Member or SDFSA Member ..... | \$125 | \$175 | \$ _____ |

### Special Events:

- |   |   |
|---|---|
| <input type="checkbox"/> Wine & Cheese Reception (Monday) No Charge                 | _____ Attendees                                       |
| <input type="checkbox"/> Past Presidents Breakfast (Tuesday) No Charge              | _____ Attendees <i>(Open to Past Presidents Only)</i> |
| <input type="checkbox"/> Business Meeting (Tuesday) No Charge                       | _____ Attendees                                       |
| <input type="checkbox"/> Lunch Buffet (Tuesday) No Charge                           | _____ Attendees                                       |
| <input type="checkbox"/> President's Reception/<br>Casino Night (Tuesday) No Charge | _____ Attendees                                       |
| <input type="checkbox"/> Banquet (Tuesday) \$35                                     | \$70  |
| _____ tickets x fee = _____ \$  |   |

**Payment Method**                       Visa     Mastercard     Check *(Payable to NeFDA)*

Name as it appears on credit card \_\_\_\_\_

Account # \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_

Signature: \_\_\_\_\_ CVV Code: \_\_\_\_\_

***Billing or invoice services are not provided. Payment must arrive before the event.***

***On-site registration is provided, but only credit card or check payments will be accepted before entry is allowed into the event.***

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.

**Additional Convention Registrations (provide information that is different from page 1):**

Name (as you want it to appear on your badge) \_\_\_\_\_

Spouse \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email (provide for verification of registration only) \_\_\_\_\_

If you require special accommodations, check box and attach a statement of needs.

Name (as you want it to appear on your badge) \_\_\_\_\_

Spouse \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email (provide for verification of registration only) \_\_\_\_\_

If you require special accommodations, check box and include a statement of needs.

**SESSIONS ATTENDING - PLEASE CHECK**

**Monday, April 22**

- Jurisprudence Exam & Review
- Transparency Pricing
- Employment Issues Update
- 101 Ways to Increase the Bottom Line

**Tuesday, April 23**

- Embalming and Body Preparations
- Memorial Service
- NeFDA Business Meeting
- What Families May Not Tell You

**Wednesday, April 24**

- Generational Gaps, AI & Preneed
- Preneed Motivators
- Marketing Housekeeping

**Embassy Suites Reservations**

402-474-1111

Ask for Nebraska Funeral Directors Association Room Block

**REGISTRATION POLICIES:** Attendees registered on or before June 1 receive the early registration discount. Only registered individuals with badges or tickets may attend Convention events. Spouses must register to participate in the exhibit hall reception and lunch.

**CANCELLATION POLICY:** Registrants canceling on or before April 1, will receive full refunds. After June 1, those canceling will receive a refund less a \$10 cancellation fee. Banquet ticket fees cannot be refunded after April 1.

**CONTINUING EDUCATION CREDITS:** Funeral Directors can earn up to 17 CE hours at convention. Kansas CE pending approval.

**SPOUSE REGISTRATION:** This registration is offered only to spouses not employed in the funeral service profession and includes continuing education sessions and exhibit hall functions.

**STUDENT REGISTRATION:** Includes continuing education sessions, exhibit hall admission and lunch.

**3 WAYS TO REGISTER:**

**ONLINE:** Go to [NeFDA.org/convention](http://NeFDA.org/convention) to register.

**FAX:** Complete form and fax both sides to 402.761.2224

**MAIL:** Complete the form and mail with payment to:

NeFDA Annual Convention  
PO Box 10, Milford, NE 68405