

FOCUS

No. 118
Summer 2018

... on the activities of the OHIO EMBALMER ASSOCIATION

P.O. Box 621320 • Cincinnati, OH 45262-1320

OEA Summer Seminar August 16 & 17

Sawmill Creek Resort, Huron OH

9 Hours have been applied for with the State of Ohio

Day 1 at a Glance: Thursday

12:30-1 pm..... Registration
1 - 4 pm..... Paul Conrad – OSHA a practical application
4 – 5 pm Mike Sexton – Archaeologist for a Day

Day 2 at a Glance: Friday

7:30 – 8 am Registration & coffee
8 – 9 am Mike Gedert – Improving Cash Flow
9 - 10 am Mike Gedert – Mortuary Response to Puerto Rico
10 – 11 am David Hicks – Embalming the Opioid
and Chemo Case
11 - 12 Brunch
12 – 2pm Ashley Montroy – FrontRunner Professional -

Accommodations: Mention OEA when reserving room.

The rate is \$139 plus tax. 400 Sawmill Creek - Huron, Ohio 44839 -

Phone 419.433.3800. www.sawmillcreek.com.

Fees: \$135 for members and \$270 for non-members.

Walk-ins will be assessed an extra \$10.

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Contact the
Secretary if
any questions.
513.384.7846 or
hchicks@me.com

Cut out and return with payment registration form

**OEA Summer Seminar, 2018 • August 16 & 17, 2018
Sawmill Creek Resort • 400 Sawmill Creek – Huron, OH**

\$135 member - \$270 Non-member (includes dues) • 9 hours of Con Ed

If non-member, please use space below for your current mailing address:

Name _____ Member ID _____
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Please complete form (or photocopy) and send with the appropriate check and postage to:
O.E.A., PO Box #621320, Cincinnati, Ohio 45262-1320. 513.384.7846 www.ohemb.com.
Visit www.ohemb.com (Newly Designed) or Contact David Hicks 513.384.7846



FROM THE SECRETARY

The fall seminar takes us back to the Ohio River in the great little town of Marietta. The date for the seminar is Wednesday September 19 at the Historic Lafayette Hotel. Speakers are being confirmed as this newsletter is written. Check out the new OEA Website. After a few months of being down it is now up and running better than ever. www.ohemb.com.

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TOPICS

Topics Thursday

OSHA and the Embalming Profession – Paul Conrad 3 hour

Paul will provide OSHA training. His approach to training is practical and makes the topic entertaining. Areas covered include; Identifying risks, Exposure plans and control, Formaldehyde Rule, Hazard Communication and Blood Borne Pathogen training. Record Keeping will round out the talk.

Archaeologist for a Day – Sexton 1 hour

Sexton will give an account of the Dis-Entombment and Interment for 2 priests. Both priests had been entombed for over 100 years. The background and history of the Priests and Church where they were entombed will be discussed. The red tape such as procedures to obtain permits and paperwork needed from the Dioceses, Municipality and Cemetery will be explained as well as preliminary site work and preparations; Razing Church around tomb site for safety. Photos of the process from opening the crypt thru casketing and burial

Topics Friday

Improving Cash Flow – Gedert 1 hour

In a time when funeral homes are seeing the average funeral price drop due to the increase in cremation and a more price conscious consumer, it is vital that funeral home cash flow not be bogged down by accounts receivables that are spread out over weeks and even months. Having the ability to pay funeral home expenses on time to avoid late fees

TOPICS cont.

is dependent on receiving payment for services in the timeliest way possible. This program will look at ways to shorten the funeral home receivables time while not upsetting their client families.

Mortuary Response to Puerto Rico – Gedert 1 hour

This program will look at the mortuary response mission in Puerto Rico in the aftermath of Hurricane Maria. After the major hurricane ravaged the island, storm deaths and post storm deaths began to overwhelm the one coroner on the island of 3.5 million people. The program will also look at how the lack of power, clean water, fuel, transportation and safe roadways impacted the population and funeral home operations. It will also discuss the controversy that is still in the new regarding the true death toll from the hurricane.

Embalming the Opioid and Chemo Case – David Hicks 1 hour

In this 1 hour talk Hicks will discuss treatments for handling Overdose and Chemotherapeutic cases. Case analysis, fluid selection, determining strength of the solution and vessel selection will all be discussed. This talk explores the difficulties experienced by many embalmers in the preparation of. Hicks discusses some statistics and also the physiological effects of both types of cases. There is evidence that both HIV and AIDS along with Hepatitis are on the rise due to the use of drugs. This adds to the precautions needed in the preparation room. Explanations as to why some of these bodies are so difficult to preserve are discussed. Case analysis and fluid strengths are discussed to help the embalmer have a better understanding of the challenges with which they are faced.

The Proven 3-Step Formula to Get More from Your Website, Google & Facebook – Ashley Montroy, FrontRunner 2 hour

Do you want more for your business in 2018? Join Ashley Montroy, Chief Marketing Officer (CMO) of FrontRunner Professional to learn how their team of technology and marketing experts have helped more than 2,500 funeral homes get more for their business online.

You'll learn:

What goes into building a great website packed with tools families are looking for
How to get your website ranking #1 on Google
How to generate more business using social media networks like Facebook

In just 2-hours, you'll see firsthand how firms are using technology and marketing – the right way, to generate 40+ pre-needs in one month, 980 Facebook followers in one week, and hundreds of thousands of dollars in new business.



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MEET THE SPEAKERS

Paul Conrad, M.Ed. is the President of OSHA Compliance Services in Maumee, OH. He earned a Master of Education from University of Toledo in 2003. He also holds a Bachelors of Education from University of Toledo. Paul has over 20 years of experience conducting training programs in OSHA Compliance for the healthcare and funeral industry. Mr. Conrad served seven years as a U.S. Naval Hospital Corpsman - particular work focus: Administration, Surgery, and Emergency Room.

Michael Sexton is a licensed funeral director and embalmer in Ohio and Kentucky. He earned a BS in Mortuary Science Edgecliff College of Xavier University and also holds an AAS from the Cincinnati College of Mortuary Science. Mike has been with Rebold Funeral Home in Cincinnati for 40 years serving as a student, to owner and manager. He has been married to Lynda Bezold Sexton for 34 years and they have four grown children, Carrie, Nick, Nathan and Molly. Sexton has served on numerous professional and civic organizations. Mike is a former Trustee and Co-Chairman, Board of Trustees, Cincinnati College of Mortuary Science serving 9 years, ending November 2009, served with Dr. Dan Flory, CCMS President. As an intern, a student, as adjunct faculty and Vice Chairman of Board of Trustees, he was in attendance at 4 of the 5 locations CCMS has owned or operated during its history. A Member of Ohio Embalmers Association, National, Ohio, and Greater Cincinnati Funeral Directors Associations Board Member/Treasurer, Cheviot-Westwood Community Association, Active with WestFest (Street Fair) Committee and Brews on the Block (Street Fair) Committee Professional/Licensed Member, College Accreditation Team, ABFSE Member, St. Isaac Jogues Assembly No. 801, 4th Degree, Knights of Columbus Member, Archbishop Purcell Council No 2798, Knights of Columbus.

Michael Gedert has been an Ohio licensed Funeral Director and Embalmer since 1981. He worked for over 25 years as a funeral director/embalmer and served as a location manager with 2 funeral firms. During this time he also spent time as a preneed manager and salesperson. In 2007, Michael left funeral service and accepted a position as an insurance company Account Executive. In this position he has

been able to utilize his years of experience as an active licensed Funeral Director and funeral home manager to help client funeral homes make their preneed programs effective and efficient, while always keeping the best interest of the families they are serving in mind.

In 1987, he joined the Ohio Funeral Directors Association Mortuary Response Team and served as the team's Policy Board Chair from 1999-2004 and 2011-2013. He became a member of the federal Disaster Mortuary Operational Response Team (DMORT) in 1997. His involvement in DMORT advanced with his appointment as DMORT Region V Training Officer in September 2002. In March 2003, he became a member of the DMORT Disaster Portable Morgue Unit (DPMU) Team and went on to become Deputy Commander of the DMORT DPMU Team 2007. Currently, he is serving as a member of the DMORT Victim Information Center (VIC) Team.

Disaster deployment history includes: Hurricane Floyd, North Carolina (1999), World Trade Center, New York (2001), Flight 587 Crash, New York (2001), Walker County Crematory, Georgia (2002), Providence Night Club Fire, Rhode Island (2003), Flight 5481 Crash, North Carolina (2003), Hurricane Charlie FEMA logistics mission (2004), commuter airline crash Kirksville, Missouri (2004), Hurricane Katrina (2005), Flight 5195 crash, Lexington, Kentucky(2006), 2 Private planes collide, Sharonville, Ohio (2007), Flight 3407 Crash, Buffalo, NY (2009) and American Samoa Tsunami (2009), private plane crash, Paulding County, Ohio (2014), Hurricane Maria, Puerto Rico (2017).

Deployment experiences include serving multiple times as the Information Resources Section Leader, DMORT Task Force Logistics Chief, DPMU Team logistics support, DPMU Team Leader and Family Assistance Center interviewer. This diverse assortment of missions has provided a broad perspective for disaster mortuary response.

David G. Hicks - has been involved in funeral service since 1992. David is the National Sales Manager for Pierce Chemical. In addition to this role he also serves as Sales Representative for Kentucky, Ohio and West Virginia. A graduate of the Cincinnati College of Mortuary Science, where he earned a Bachelor's of

Mortuary Science and also holds a Master's of Science in Education from Capella University. Hicks is licensed in both Ohio and Kentucky. He worked at two prominent, Cincinnati funeral homes as a funeral director/ embalmer before accepting the position as the Clinical Lab Manager at CCMS in 2002. From 2008 until 2011 Hicks was the Chair of Embalming Sciences at CCMS where he taught in the areas of embalming theory, restorative art, clinical labs and various other science courses. David also served as an editorial consultant to Robert G. Mayer, Jr. with the 5th Ed of Embalming-History, Theory and Practice. From May-October 2013, Hicks served as an adjunct faculty member at Mid America College of Funeral Service where he taught Restorative Art I-IV. Hicks also keeps busy as a speaker, having presented all over the Midwest and Southern United States.

David is a member of The Ohio Embalmers Association, where he serves as Secretary. He also served two terms as Chairman of the British Institute of Embalmers North American Division. He is also a member of the Michigan Embalmers Society. David is a past president of the Greater Cincinnati Funeral Service Association- District #5 OFDA. David is an avid N Scale Model Rail Roader.

He is married to his wife Julie and they have three boys, and two spoiled Dachshunds. David and his family reside in Cincinnati.

Ashley Montroy - Chief Marketing Officer (CMO) of FrontRunner Professional, has worked with more than 2,500 funeral homes across North America to better utilize technology, protect their funeral homes online and successfully bridge the offline-online marketing gap. Growing up in a family-run funeral home, and now with nearly a decade in funeral marketing experience, Ashley leads a corporate marketing team that has grown FrontRunner more than 150% in less than three years. She has also built a team of social media and search engine marketing experts who manage more than 100 funeral home strategies each day, some of whom have grown more than 300% as a result. To date, Ashley has taught more than 6,000 funeral professionals at 40+ funeral conferences and has been named a top 5 speaker at the NFDA International Convention & Expo.