

FUNERAL DIRECTORS CONVENTION & EXPO '17

SCHEDULE


This year, there are even more options to get CEUs, walk the Exhibit Hall floor and network with other attendees. You'll still be able to divide your time equally, as there will be no competing events or educational sessions during Exhibit Hall hours.

All programming is subject to change.




Monday, September 25

Noon to 6:00 p.m.



**Early-Bird
Preregistration Badge
Pick-Up**



Tuesday, September 26

8:30 a.m. to 6:30 p.m.

Registration Desk

9:30 a.m. to 10:30 a.m.

Constitution Resolution Committee Hearing (tentative)

11:00 a.m. to 1:00 p.m.

Refreshment Break

Noon to 1:00 p.m.

**Stepping Out of the Shadows:
The Benefits of Telling Your Story**

with Jason Troyer, PhD

5 Free Ways to Supercharge Your Website

with John Heald

12:30 p.m. to 2:30 p.m.

New York Funeral Law

with the New York State Funeral Directors Association, Inc.

1:30 p.m. to 2:30 p.m.

Don't Blame Cremation for Ruining Your Business

with Robert M. Boetticher Jr.

Embalming: Mediocre to Dynamic in 60 Minutes

with Matt Smith

2:45 p.m. to 4:15 p.m.

NJSFDA General Session

3:00 p.m. to 4:00 p.m.

**Stepping Out of the Shadows:
The Benefits of Telling Your Story**

with Jason Troyer, PhD

5 Free Ways to Supercharge Your Website

with John Heald

4:15 p.m. to 7:15 p.m.

Exhibit Hall Opening Wine and Cheese Reception

7:15 p.m. to 8:15 p.m.

Laid Out: The Business of Funerals (No CEUs)

with Edith C. Churchman, CFSP

11:00 p.m.

Funeral Directors Round-Up

Wednesday, September 27

7:00 a.m. to 4:00 p.m.

Registration Desk

7:30 a.m. to 9:30 a.m.

Continental Breakfast and Coffee Bar

8:00 a.m. to 9:00 a.m.

Don't Blame Cremation for Ruining Your Business

with Robert M. Boetticher Jr.

Embalming: Mediocre to Dynamic in 60 Minutes

with Matt Smith

Bringing Leads into Your Sales Pipeline

with Dale Filhaber

9:30 a.m. to 10:30 a.m.

Is Your Funeral Home Outside the Circle of Trust?

with Justin Baxley

The Future of Your Funeral Home

with Nicolas S. Colanzi Jr., CPA;

Michelle E. Gasiorowski, CPA; and

John E. McGonigle, CPA

Facial Restoration and Restorative Techniques

with Wallace P. Hooker, CFSP

11:00 a.m. to Noon

Now You See It. Now You Don't.

with Todd W. Van Beck, CFSP

How to Drive Leads on Social Media

with Ryan Thogmartin

Got Ethics: I've Just Been Dying to Tell You*

with Chuck Gallagher

12:15 p.m. to 12:45 p.m.

Service of Remembrance

12:30 p.m. to 2:30 p.m.

Lunch in the Exhibit Hall

12:30 p.m. to 4:30 p.m.

Exhibit Hall

6:00 p.m. to 8:00 p.m.

Convention Happy Hour Party

a ticketed event



Thursday, September 28

7:00 a.m. to 3:30 p.m.

Registration Desk

7:30 a.m. to 9:30 a.m.

Continental Breakfast and Coffee Bar

8:30 a.m. to 9:30 a.m.

Now You See It. Now You Don't.

with Todd W. Van Beck, CFSP

How to Drive Leads on Social Media

with Ryan Thogmartin

Got Ethics: I've Just Been Dying to Tell You*

with Chuck Gallagher

9:30 a.m. to 12:30 p.m.

Exhibit Hall

11:00 a.m. to 12:30 p.m.

Lunch in the Exhibit Hall

12:45 p.m. to 1:45 p.m.

Is Your Funeral Home Outside the Circle of Trust?

with Justin Baxley

The Future of Your Funeral Home

with Nicolas S. Colanzi Jr., CPA;

Michelle E. Gasiorowski, CPA; and

John E. McGonigle, CPA

12:30 p.m. to 5:45 p.m.

NJ Mandatory CEU Programming

includes two seminars: Law and Preneed

Seminars in Preneed Funeral Arrangements and NJ Law and Rules for up to 4 CEUs. Separate registration required. See page 22.

2:15 p.m. to 3:15 p.m.

Bringing Leads into Your Sales Pipeline

with Dale Filhaber

Facial Restoration and Restorative Techniques

with Wallace P. Hooker, CFSP

* NJ Mandatory CEU in Funeral Directing Ethics. Admittance is included in the Convention Full Access and Thursday Last-Day Bundle registrations.