



# 2024 Relevance Conference

8:00am – 5:00pm

(TIMES REFLECT LOCATION TIME ZONES)

7 General CE's | 1 Law CE

**FEBRUARY 20**

**DoubleTree by Hilton, Evansville**

**FEBRUARY 22**

**Morris Inn, Notre Dame, South Bend**

**SCHEDULE\*** (*\*speaker order subject to change*)



7:30am – 8:10am	Registration, mingle with sponsors
8:10am – 10:00am	<b>Navigating the Storm Ahead</b>
10:00am – 10:20am	Break
10:20am – 12:10pm	<b>No Time to Cry – Tales of the Grieving Mortician</b>
12:10pm – 1:00pm	Lunch
1:00pm – 2:50pm	<b>Redefining a Good Funeral</b>
2:50pm – 3:10pm	Break
3:10pm – 4:00pm	<b>INSafe Presentation</b>
4:10pm – 5:00pm	<b>Law Seminar</b>

## SPEAKERS



**RUTHANN DISOTELL**  
**Founder/CEO MemoriaLeaf**

***No Time to Cry – Tales of the Grieving Mortician (2 General CE Hours)***

*We, as funeral directors and embalmers work with death and grieving as a way of life. But what happens when the death happens in our family? Bereavement time is short in other fields, but almost non-existent in funeral service. We are the caregivers, the nurturers; we need to return to our post. Not many occupations take you away from sadness, and have you return to a roomful of heartbroken people. We grieve for them too. With the help of generous funeral directors who have participated in a conversation about their grief, their timetables and aftereffects, we will acknowledge the very different grief of an undertaker and discuss coping with loss, while striving to 'be enough' for those who need us.*



**JAMES FLETCHER**  
**Regional Sales Director /Business Performance Analyst, Matthews Aurora Funeral Solutions**  
***Navigating the Storm Ahead (2 General CE Hours)***

*A storm is brewing in funeral service where increasing overhead meets decreasing revenue. With each passing day, we watch operating costs go up, but as the number of families choosing cremation increases, we see our revenue per call go down. Now is not the time to fly by the seat of your pants. It's an hour to understand the storm before you and create a flight plan for your business. Your funeral home's staff and the families in your community are depending on you.*



**BRAD FREEMAN**  
**INSafe**  
***INSafe Presentation Evansville (1 General CE Hours)***



**GARY HULBERT, CSP**  
**INSafe**  
***INSafe Presentation South Bend (1 General CE Hours)***



**ROGER SHEAGREN**  
**Business Consultant, Federated Fiducial**  
***Redefining a Good Funeral (2 General CE Hours)***

*In my recent book "Redefining a Good Funeral", I discuss a different approach to creating value for the funeral home business as well as the family served. All funeral calls are NOT created equal, not anymore. We need to know what to do about it. "Good Funerals" means good service and I will demonstrate why it is good business and good for the family to promote good funerals. A good funeral means helping families remember and provide a unique way for them to remember their loved one. I will present financials to demonstrate how to be more profitable in the future with increasing limited cremation trends. I will use real case studies to demonstrate the value of good funerals and service strategies. I will also have a discussion to offer ideas and solutions to improve service offerings, especially related to cremation services and your bottom line.*



**ANDY CLAYTON, CFSP**  
**Executive Director, Indiana Funeral Directors Association**  
***Indiana Funeral Law Seminar (1 Law CE Hour)***

**TITLE SPONSOR**

# MasterChoice®

## SPONSORS

(as of 1/22/24)



CINCINNATI EQUITABLE LIFE  
INSURANCE COMPANY



Batesville



Matthews Aurora  
FUNERAL SOLUTIONS



FEDERATED  
FIDUCIAL



GREAT WESTERN  
INSURANCE COMPANY



Butler Coach Company

At Your Service Since 1936

# Dodge



FUNERAL  
DIRECTORS  
LIFE



Kachina  
SUPPLY  
Serving the Profession for over 30 years



Beyond the expected.®

PEKIN  
INSURANCE

RI

REGISTRATION

EARLY BIRD REGISTRATION by FEBRUARY 9

\$175



INDIANA FUNERAL DIRECTORS ASSOCIATION



AFTER FEBRUARY 9  
\$225

NON-MEMBER RATE \$450

**TITLE SPONSOR**



## REGISTRATION

### HOTEL ROOMS

**February 19 | Double Tree, Evansville**

\$129, **Cutoff February 2, 2024**

Call 812-423-5002 and reference the Indiana Funeral Directors Association or follow this link:

<https://www.hilton.com/en/attend-my-event/indiana-funeral-directors-association-2024/>

**February 21 | Morris Inn, South Bend**

\$149, **Cutoff January 29, 2024**

Call 800-280-7256 and reference the IFDA Relevance Conference block or follow this link:

[https://res.windsurfercrs.com/ibe/details.aspx?propertyid=13976&nights=2&checkin=2/21/2024&group=IFD001\\_001&lang=en-us](https://res.windsurfercrs.com/ibe/details.aspx?propertyid=13976&nights=2&checkin=2/21/2024&group=IFD001_001&lang=en-us)

Please check one:  Feb 20 | Evansville

Feb 22 | South Bend

### ATTENDEE INFORMATION

FIRM \_\_\_\_\_

ATTENDEE \_\_\_\_\_

Address \_\_\_\_\_

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

Email \_\_\_\_\_ Phone \_\_\_\_\_

### BILLING INFORMATION

Amount \$ \_\_\_\_\_ Check # \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ CCV Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Phone \_\_\_\_\_

Billing Address \_\_\_\_\_

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

**[REGISTER ONLINE](#)** OR Mail, email or fax form to Connie Galbraith | [connie@infda.org](mailto:connie@infda.org)

1305 W 96<sup>th</sup> Street, Suite A, Indianapolis, IN 46260 | 317-846-2448 | fax 317-846-6534 | [www.infda.org](http://www.infda.org)