

FSCA Fall Conference Agenda - Tues., October 24

9:00 AM - 10:00 AM - Registration, Continental Breakfast & Exhibitor Set-Up

10:00 AM - 12:00 PM - The New Funeral Consumer: How Habits, Lifestyles, and Attitudes Shape Funeral Preferences

Keynote speaker, **Kelly Gilgenbach** will share five key findings from a national study by McKee Wallwork + Co, Passare, and Funeral Directors Life. He will examine perceptions and attitudes toward the funeral profession among 7 different types of consumers. By understanding this information, funeral professionals can adapt to changing consumer preferences. He'll cover trends affecting funeral services today and, in the future, how consumers feel about planning online, how religion impacts funeral services, and which groups have positive or negative views of the funeral profession. By understanding consumer attitudes, funeral professionals can improve relationships, better serve families, and offer more personalized funeral options. (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 25

7:30 AM - Registration / Continental Breakfast

8:00 AM - 10:00 AM - Compassion Fatigue: How to Mitigate Funeral Care Burnout - **Lynda Fell** from the International Grief Institute will speak on compassion fatigue in the funeral profession. While the value of compassion in funeral care has gained increased attention, it remains a neglected focus of training. Vicarious trauma leading to compassion fatigue is changing the way funeral professionals think about self-care. Participants will explore how repeat exposure to traumatic deaths coupled with lengthy, irregular hours and the constant output of empathy can affect their cognition and emotional balance, and learn evidence-based techniques designed to mitigate the effects before it leads to career burnout. (2 CEU - Category 1)

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

11:00 AM - 12:00 PM - FTC Update - Changes to the Federal Trade Commission's Funeral Director General Price List rules are being discussed right now. Hear what these changes are and what they will mean for the funeral business and our families. (1 CEU - Category 2)

12:00 PM - 1:00 PM - Lunch

1:00 PM - 2:00 PM - DHS SVRIS Update - **Lynette Childs** with Wisconsin's Department of Health Services Vital Records Division will present on the state's electronic death certificate filing system and potential changes to the system in the foreseeable future. (1 CEUs - Category 2)

2:00 PM - 4:00 PM - Embalming the Foundation of Funeral Service - **Dana Goodell** from The Embalmers Supply Company will present on all aspects of the embalming process. From the inception of embalming, to tough cases including trauma, donor or autopsies, Dana will provide an in-depth look into the art of embalming. (2 CEU - Category 4)

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)