

A large iceberg is shown floating in the ocean. The tip of the iceberg is visible above the water surface, while the much larger, jagged base is submerged underwater. The sky is blue with some clouds, and the water is a deep blue.

TURNING
CHALLENGES

INTO
SOLUTIONS

FOR EVERY CHALLENGE,
THERE ARE HUNDREDS
OF SOLUTIONS.

FIND YOURS HERE.



2019
Annual Conference
& **Solution**Center
April 25-27 | Williamsburg, VA

TAKE A LOOK BENEATH THE SURFACE

To learn more and register, visit
www.ogr.org/annual-conference

Just like your fellow OGR members, you may be competing with low-cost providers, challenged to respond to changing consumer preferences, or unsure how to respond to price shoppers. Join us for the 2019 Annual Conference & Solution Center where you'll find answers for facing these challenges and more.

Start making plans now to join OGR's 2019 Annual Conference & Solution Center from April 25 through 27 in Williamsburg, VA, and learn how to apply new solutions at your funeral home.

ALL NEW IN 2019

- **Consult** with solution providers – experience one-on-one consultations and solution-focused 15-minute talks at this year's Solution Center.
- **Find help** for challenges – participate in interactive sessions with peers and learning facilitators to find answers to your most pressing challenges.
- **Celebrate** all you've accomplished – get recognized throughout the conference instead of in one long session.
- **Discover** Williamsburg's food scene – mingle with friends, enjoy libations, and dine in style at various sites around Colonial Williamsburg on Friday at the Tavern & Tap Welcome Party.
- **Dine** with Thomas Jefferson – join one of the United States' Founding Fathers and the Marquis de Lafayette for banter, French cuisine, and wine at this year's closing party.

THURSDAY LEARNING

UNCORKED & UNPLUGGED

Thursday, April 25 | 4:00 - 5:30 p.m.

Uninhibited Discussions of Today's Pressing Challenges

(1 CE)

What problem is keeping you up at night? Join other funeral service professionals for this year's opening session, which will provide you with peer-supported advice on your most pressing problems over craft beer and local wine. Come "tap" into the wealth of knowledge and experience that OGR members possess.

FRIDAY LEARNING

Friday, April 26 | 8:00 - 9:30 a.m.

Becoming a Difference Maker in the Midst of Change –

Chad Porter (1 CE)



Experience how a young man overcame a horrific tragedy not only to survive but to defy all odds and turn, what most would find insurmountable, into a life of inspiring people across the globe for over 20 years. Zig Ziglar Certified Motivational Speaker Chad Porter will share his personal story

of overcoming adversity and the tools he's learned to make a difference in the midst of change. You'll explore strategies for increasing your and your staffs' motivation to become difference makers and identify ways to overcome obstacles in the way of reaching goals. What excuses are holding you back? Come learn what's needed to step outside your comfort zone.

Friday, April 26 | 9:45 - 10:45 a.m.

Handling Price Shoppers Effectively – Adam Martin, Martin Funeral, Cremation & Tribute Services and Nancy Weil, OGR (1 CE)



Most funeral directors are terrible at handling price shopping calls. How do we know this? Because OGR has price shopped them. Learn how you can set your funeral home apart from your competitors by participating in this session to experience price

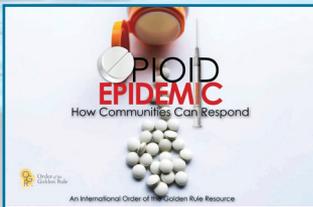
shopping calls that went wrong, learn conversation techniques that answer families' questions appropriately, and discover tools for improving your funeral home's approach to callers. When families contact you, are you ready?

BREAK OUTS

Each Presented Twice

Friday, April 26 | 2:00 - 2:50 p.m. & 3:00 - 3:50 p.m.

1) Opioid Epidemic: How to Be a Respond to the Crisis without Being an Expert – Charles Castiglia, Lakeside Memorial Funeral Home (1 CE)



Has your funeral home been impacted by the opioid epidemic? If it hasn't yet, it will. Join OGR's immediate past president Charles Castiglia as he shares his experience with the epidemic and how it may impact you. You'll discuss circumstances which may impact how you interact with the deceased's family and friends, identify potential safety issues to guests and staff, discover how to actively address the crisis in your community, and find ways to walk survivors through this difficult and unexpected journey. Learn practical suggestions for responding to the opioid crisis without positioning yourself as an expert.

2) How End-of-Life Practitioners and Funeral Professionals Can Serve Families Together – Lee Webster, National End-of-Life Doula Alliance (1 CE)



Today's families are looking for more eco-friendly, affordable, end-of-life options and expect transparency, common sense solutions, and a model of care that follows a continuum. Along with this change are death doulas, home funeral guides, and other end-of-life practitioners who stand ready to assist

the dying and their families. How can funeral professionals partner with these end-of-life practitioners to play a valuable role in serving families? Lee Webster, an advocate for alternative end-of-life options, will provide practical tools for working with this emerging field. She'll give tips for bridging the gap between conventional service and families' desire for different products and services and show you what doulas and guides can bring to your practice that is unique and profitable.

3) Improving the Health of Your Business to Better Serve Families: A Case Study – Stephanie Ramsey and Doug Gober, the Foresight Companies (1 CE)



Do you know why you make money or lose it in a given year? Gaining a better understanding of your finances and profit and loss may be the answer. Stephanie

Ramsey of the Foresight Companies and one of OGR's members will share how looking at your books, firm's prices, product mix, and more will open the door for increasing profitability while maintaining a high level of service to families. Come learn how to create a roadmap to hit your profit goals and ensure the health and well-being of your business for years to come.

SATURDAY LEARNING

Saturday, April 27, 2019 | 9:00 a.m. - 2:00 p.m.
Solution Talks – Fellow OGR members (1 CE)



Held in the Solution Center, these short talks will give you solutions from fellow service professionals. Find solutions for finding and hiring exceptional funeral service professionals, ways to get free PR, strategies for coping with PTSD, and generating alternate revenue sources.

Saturday, April 27, 2019 | 2:15 - 3:15 p.m.
Great Ideas Exchange (1 CE)



What professional challenge are you facing that you could use help with right now? Have you tried a new idea and found success with it? Join us for this year's roundtable discussion and learn how other funeral directors in North America and around the world are responding to families' needs while increasing revenue.

Earn Continuing Education

The Annual Conference will offer up to 8 CEs in states where approved. Visit www.ogr.org/CEs for a current list of approvals.

Saturday, April 27, 2019 | 3:30 - 4:30 p.m.
The Challenges are Real but You're Ready – Caleb Wilde, Funeral director and author (1 CE)



With rapid changes and significant challenges facing traditional funeral homes, it's easy to feel discouraged. How can funeral service professionals continue focusing on families and serving them well with the growing demand for affordable cremation options, a heightened interest in eco-friendly alternatives to funerals, and a break from tradition? Award-winning author and sixth-generation funeral director Caleb Wilde will share how he's found the balance between running his traditional family-owned business and meeting families' changing preferences. You'll leave this session inspired and energized, knowing you don't have to start over in order to serve today's families; you already have what it takes!

To learn more and register, visit www.ogr.org/annual-conference

SCHEDULE AT A GLANCE

Thursday, April 25, 2019

2:00 - 7:00 p.m.	Registration
4:00 - 5:30 p.m.	Uncorked & Unplugged: Uninhibited Discussions of Today's Pressing Challenges
6:00 - 8:00 p.m.	Dine Arounds

Friday, April 26, 2019

7:00 a.m. - 4:00 p.m.	Registration
7:00 - 8:00 a.m.	Continental Breakfast
8:00 - 9:30 a.m.	Becoming a Difference Maker in the Midst of Change/Milestone Celebrations
9:30 - 9:45 a.m.	Break
9:45 - 10:45 a.m.	Handling Price Shoppers Effectively
10:45 - 11:00 a.m.	Break
11:00 a.m. - Noon	Annual Business Meeting
Noon - 12:15 p.m	Break
12:15 - 1:45 p.m	Celebratory Luncheon/Board Installation
1:45 - 2:00 p.m	Break

2:00 - 2:50 p.m & 3:00 - 3:50 p.m. (attend two)

1. Opioid Epidemic: How to Be a Respond to the Crisis without Being an Expert
2. How End-of-Life Practitioners and funeral professionals can Serve Families Together
3. Improving the Health of Your Business to Better Serve Families

6:00 - 9:00 p.m. Tavern & Tap Welcome Party

Saturday, April 27, 2019

7:00 a.m. - 3:30 p.m.	Registration
8:00 - 9:00 a.m.	Prayer Breakfast and Service of Remembrance
9:00 a.m. - 2:00 p.m.	Solution Center
Noon - 1:00 p.m.	Buffet Lunch
1:00 - 2:00 p.m.	Solution Talks
2:00 - 2:15 p.m.	Break
2:15 - 3:15 p.m.	Great Ideas Exchange
3:15 - 3:30 p.m	Break
3:30 - 4:30 p.m.	The Challenges are Real but You're Ready
6:00 - 9:00 p.m.	Closing Party: An Evening with Thomas Jefferson

Sunday, April 28, 2019

11:00 a.m. - 2:15 p.m. Williamsburg Winery Tour

To learn more and register, visit www.ogr.org/annual-conference

Explore Williamsburg

Dine Arouds, Thursday, April 25, 6:00 p.m.

After attending the brand-new opening session, “Unplugged & Uncorked,” walk with friends to dinner in colonial Williamsburg.

Tavern & Tap Welcome Party, Friday, April 26, 6:00 p.m.

This year’s kickoff event with Supply Partners will take place on the second evening and will feature drinks at the Rockefeller Complex, a historic home across from the lodge, followed by dinner at Shields Tavern in Colonial Williamsburg.

Closing Party: An Evening with Thomas Jefferson, Saturday, April 27, 6:00 p.m.

Join Thomas Jefferson, the Marquis de Lafayette, and other esteemed guests for a historic closing party you won’t want to miss. Held at the luxurious Williamsburg Inn, this will be an evening of elegance, charm, and a walk back in time. Formal attire or period dress encouraged.

Williamsburg Winery Tour, Sunday, April 28, 11:00 a.m. – 2:15 p.m.

Take a tour of the Williamsburg Winery, located on a three-hundred-acre plantation bordering the College of William & Mary and the James River. This excursion includes transportation from the lodge to the winery, a guided tour of the barrel cellar and production area, and a tasting of seven wines in a private room. Following the wine tasting, the group will be escorted to Gabriel Archer Tavern for lunch.

Cost: \$107/person includes transportation, tour, lunch, and sales tax (per person price based on a minimum of 20 people.)

Stay at The Williamsburg Lodge, Autograph Collection 310 South England St., Williamsburg, VA 23185

Situated in the heart of Colonial Williamsburg, the Williamsburg Lodge, Autograph Collection seamlessly blends historic elegance with modern comfort. As a guest, you’ll receive discounted rates to the historic district, complimentary access to the pools and fitness center, parking, and Wi-Fi. You’ll be able to walk to the historic attractions or spend time at Busch Gardens theme park.

Reservations: Visit www.ogr.org/annual-conference-lodging or call the Lodge at 1-800-261-9530 (Monday through Friday, 8:30 a.m. – 5:00 p.m.) and ask for the International Order of the Golden Rule’s conference rate of \$219/night.

The Deadline: Room rate guaranteed until March 23, 2019, or until the block fills up, so please book early.

Transportation: When making flight arrangements, fly into Richmond International Airport (RIC - 45.6 miles away) or Newport News/Williamsburg International Airport (PHF - 17.6 miles away). Avoid flying into Norfolk International Airport (ORF) as tunnel traffic may cause your journey to be much more than an hour. The hotel doesn’t provide a shuttle but recommends taking Tidewater Coach (one way 50 USD from PHF or 95 USD from RIC). If you’d like to drive in or rent a car, self-parking is complimentary at the lodge.



Order *of the*
Golden Rule

9101 Burnet Rd., Suite 120, Austin, TX 78758

Endorsed Suppliers

A | C | C | E | S | S
FINANCIAL GROUP, INC.

Dodge

M Matthews Aurora
FUNERAL SOLUTIONS