



2020
Annual Conference
& **Solution Center**
April 19-21 | Asheville, NC

YOUR ADVENTURE STARTS HERE

ASHEVILLE, NC
APRIL 19-21
OMNI GROVE PARK INN

Engage

Experience

Explore

Register at www.ogr.org/annual-conference

YOUR CONFERENCE YOUR ADVENTURE

This is the funeral service industry event you can't afford to miss. Held at the historic four-star Omni Grove Park Inn in beautiful Asheville, North Carolina, OGR's Annual Conference & Solution center offers three days of industry-leading education, new solutions, networking opportunities and once-in-a-lifetime experiences.

With so many opportunities available, the path you or your guest takes is up to you.

Who should Attend:

- Owners
- Managers
- Directors
- Young Professionals
- Spouses
- Guests
- Retirees
- Solution Providers

Engage

Adventure 1

Your Adventure Includes All

Education, Social Events, & Solution Center

\$799 member. \$899 non-member.

Cultivating Change the Biltmore Way

Mon., April 20 | 8:00-9:45 AM

Learn how to cultivate change at your funeral home the right way. The Biltmore Estate, a historic attraction dedicated to the preservation of culture and artifacts for more than a century, has learned to stay relevant to today's consumers. While change is rarely easy, you and your staff can learn to persevere and find success, using Biltmore's time-tested approach to enduring change and leading it.

Learning Facilitator: Biltmore Center for Professional Development (1.5 CEs)

Reputation Management in Today's Online World

Mon., April 20 | 9:55-10:55 AM

In this interactive session, explore steps to ensure you stay proactive in responding to any conversations taking place about your funeral home.

Learning Facilitator: Joe Weigel, Weigel Strategic Marketing (1 CE)

Deep Dive. Staying Competitive in a Cremation Market

Mon., April 20 | 2:30-5:30 PM

You'll explore new ideas and forge new pathways in your cremation market, and participate in a hands-on, think-tank-style workshop with the end goal of creating new business strategies for serving cremation families.

Learning Facilitator: Andrew Loos, Cremation Consulting (3 CEs)

Engaging Your Most Important Asset: Your Employees

Tues., April 21 | 8:00-9:00 AM

Learn techniques for making your employees feel valued and a part of the team so that they will sing your praises in the community.

Solution Center & OGR Foundation Silent Auction

Tues., April 21 | 9:00 AM-1:00 PM

Meet with solution providers and industry experts to explore solutions, participate in demos for new products, and have a little fun. You'll also have the chance to bid in OGR Foundation's Silent Auction and support the future of funeral service.

Creating Events That Will Get You Noticed & Lead to Free, Positive Publicity

Tues., April 21 | 2:40-3:30 PM

Discover how crafting a compelling pitch to get media attention will save thousands of dollars on advertising and help your funeral home receive positive and free publicity.

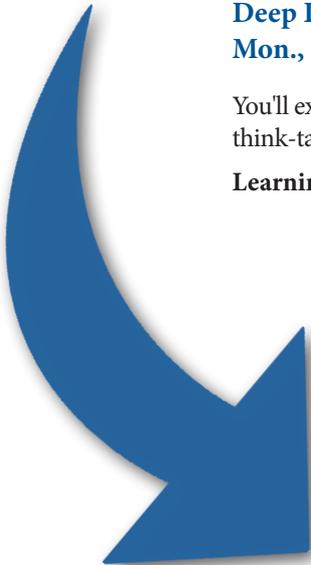
Learning Facilitator: Nancy Weil, International Order of the Golden Rule (1 CE)

Quick Talks: Ideas to Move Your Funeral Home Forward

Tues., April 21 | 3:40-5:00 PM

Fellow funeral professionals will share ideas for how they're succeeding in a competitive market. Topics to be covered include using community presentations to generate preneed leads, incorporating pet remembrance services to improve your bottom line, collecting biometric data legally, and more. Bring your own ideas to discuss.

Learning Facilitators: OGR Members (1.5 CE)



Explore

Adventure 2

Your Adventure Includes Two Tours, All Social Events, & Solution Center

\$599 member. \$699 non member.

Biltmore Estate: House, Gardens, & Winery Tour **Sunday, April 19 | 12:30-5:30 PM**

Begin your time in Asheville by exploring the magnificent beauty of Biltmore House, Gardens & Winery on this half-day tour. Your excursion includes a self-paced, self-guided audio tour of the restored rooms of Biltmore House, America's largest privately owned residence. Acres of beautiful gardens and a tour of Biltmore's award-winning winery with a free tasting add to the exceptional charm of the afternoon.

Sunday, April 19 | Free morning

Take the morning to sleep in, poke around some of the gift shops at the Inn, go for a walk throughout the wooded grounds, or visit the state-of-the-art fitness pavilion.



Art Studio and Microbreweries Tour **Monday, April 20 | 2:30-6:00 PM**

Hop on this bus tour and visit two microbreweries with a professional "Beer Guru" as your guide. You'll also pop into an art studio to see a professional artist at work.



Solution Center & Foundation Silent Auction

Tuesday, April 21 | 9:00 AM-1:00 PM

You're invited to join fellow attendees in the Solution Center and place your bid in OGR Foundation's Silent Auction to support the future of funeral service.

Tuesday, April 21 | Free afternoon

Schedule an appointment at the award-winning underground spa at the Omni Grove Park Inn, or hop-on a nostalgic trolley that stops by the Inn for a fully narrated journey, highlighting the history, homes, hang-outs, and hot spots of this mountain town.



Register at www.ogr.org/annual-conference

Social Events

Included in All Adventures

April 19-21

Networking Cocktails

Sun., April 19 | 6:00-7:00 PM

Check in at registration, then see who else is in attendance and begin meeting other professionals and their guests and say hello to friends.

Dine Arounds

Sun., April 19 | 7:00-9:00 PM

End your first day of exploration by dining at one of the Omni Park Grove Inn's four restaurants. Try from a variety of dining experiences: farm-to-table, fine dining, elevated pub, all American. OGR makes the reservation for you.

Celebratory Luncheon

Mon., April 20 | Noon-2:00 PM

Join colleagues for a luncheon that celebrates all the good within funeral service. Celebrate as members are recognized for your work in the community, service as volunteer leaders, and longevity with OGR. The 2020-2021 OGR incoming president and board of directors will also be installed at the luncheon.



Experience the parties and receptions, which are included in both adventures.

The Taste of Asheville Opener

Mon., April 20 | 6:30-9:30 PM

Set against the backdrop of the Blue Ridge Mountains, this opening exhibitor party features gourmet food stations, paired with beer from local Asheville breweries.

Service of Remembrance

Tues., April 21 | 2:15-2:30 PM

Gather with fellow members and colleagues to honor and remember those who died this past year. The service will pay tribute to loved ones and association professionals who are no longer with us.

Closing Party: The Art of Dining Experience

Tues., April 21 | 6:30-9:30 PM

The closing event will be one to remember. You'll participate in a multi-course dining experience, inspired by the work of local Asheville artists with varying styles and techniques. Both artists and chefs will introduce themselves and share how each course pairs beautifully with the inspired art.



Schedule Your Time In Asheville

Sunday, April 19, 2020

12:30 - 5:30 PM

Biltmore Estate: House, Gardens, & Winery Tour

6:00 - 7:00 PM

Networking Cocktails and Dine Arounds

Monday, April 20, 2020

7:00 - 8:00 AM

Continental Breakfast

8:00 - 9:45 AM

Opening Session & Cultivating Change

The Biltmore Way (1.5 CE)

9:55 - 10:55 AM

Reputation Management in Today's Online World (1 CE)

11:05 - 11:45 AM

Annual Business Meeting

Noon - 2:00 PM

Celebratory Luncheon

2:30 - 6:00 PM

Art Studio and Microbreweries Tour

2:30 - 5:30 PM

Staying Competitive in a Cremation Market:

Deep Dive (3 CE)

6:30 - 9:30 PM

The Taste of Asheville Opener

Tuesday, April 21, 2020

7:00 - 8:00 AM

Continental Breakfast

8:00 - 9:00 AM

Engaging Your Most Important Asset:

Your Employees (1 CE)

9:00 AM - 1:00 PM

Solution Center & OGR Foundation Silent Auction

1:00 - 2:00 PM

Lunch

2:15 - 2:30 PM

Service of Remembrance

2:40 - 3:30 PM

Creating Events that Will Get You Noticed (1 CE)

3:40 - 5:00 PM

Quick Talks: Ideas to Move Your

Funeral Home Forward (1.5 CE)

5:00 - 6:30 PM

Free time

6:30 - 9:30 PM

Closing Party: The Art of Dining Experience

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Lodging

Stay at The Omni Grove Park Inn

290 Macon Avenue, Asheville, North Carolina 28804



Named one of the “Best U.S. Small Cities” and one of the “Top 10 Music Cities in the U.S.” by National Geographic Traveler, Asheville is the go-to destination for music, food, and outdoor beauty lovers. The city home to the historic four-diamond mountain resort the Omni Grove Park Inn. The Inn is known for its luxurious subterranean spa, incredible mountain views, and fine dining.

To make room reservations:

Visit www.ogr.org/annual-conference-lodging or call (800) 438-5800 to get the OGR rate of \$249*. OGR guests get a discount on the \$25 resort fee. For just \$10, you'll receive Internet and fitness center access, a guided history tour of the Inn,

newspaper, and in-room coffee and tea. (*Please note, guests with limited mobility should request to be placed near the meeting space).

The Deadline: Room rate guaranteed until March 18, 2020 or until the block fills up.

Transportation: The Inn is located 17 miles from Asheville Regional Airport (AVL), 65 miles from Greenville-Spartanburg International Airport (GSP), and 125 miles from Charlotte Douglas International Airport (CLT). Driving in? Parking at the resort is \$15 for overnight self-parking and \$22 for overnight valet.

Earn Continuing Education

Up to 9 CEs in states where approved. Visit www.ogr.org/CEs for a current list of approvals.

Cost

Engage Participant – Attend all the Education, the Solution Center, and Social Events - \$799 member. \$899 non-member.

Explore Participant – Attend all Social Events, Tours, and Solution Center - \$599 member. \$699 non member.

A la carte options are available for excursions and meals if you'd like a mixture of both.

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