



# FOCUS

No. 136  
Spring 2024

... on the activities of the OHIO EMBALMER ASSOCIATION

P.O. Box 621320 • Cincinnati, OH 45262-1320

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# Spring Seminar Wednesday, May 8, 2024

**Cleveland, OH - Brennans Party Center**

**13000 Triskett Rd., Cleveland, OH 44111**  
**Brennans Phone 216.251.2131**

**6 Hours have been applied for in OH**  
**Cost is \$95 Members and \$190 Non Members (includes dues).**  
**Walk ins / On site \$100**

## DAY AT A GLANCE

8 - 8:45 Coffee, Registration

9 – 11 **POUL LeMASTERS** – *Law update Required*

11 –12 **POUL LeMASTERS** – *Ethics Required*

12 – 1 Lunch

1 – 3 **KYLE BRUBAKER** – *Pre need Required*

3 – 4 **SHAWN GALLAGHER** – *Jaundice Treatment*

## ACCOMMODATIONS

Rooms are being held at the: **Aloft Cleveland Airport**  
5550 Great Northern Blvd.,  
North Olmstead OH 44070  
**for \$189** Call: 440.772.4305

Cut out and return with payment registration form

**OEA Spring Seminar - May 8, 2024 - All Required hours met.**  
**Reservation Information for Seminar -Brennans Party Center -13000 Triskett Rd., Cleveland OH 44111 - Phone 216.251.2131**  
**\$95 Members and \$190 Non Members (includes dues)**

If non-member, please use space below for your current mailing address:

Name \_\_\_\_\_

Embalmer's license # \_\_\_\_\_ FD License # \_\_\_\_\_ Member ID \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Contact the Secretary if any questions. 513.384.7846 or hchohicks@me.com

Please complete form (or photocopy) and send with the appropriate check and postage to:  
O.E.A., PO Box #621320, Cincinnati, Ohio 45262-1320. 513.384.7846 www.ohemb.com.  
Visit www.ohemb.com (Newly Designed) or Contact David Hicks 513.384.7846



## PRESIDENT'S MESSAGE

I hope everyone is enjoying the early start to spring. The February showers have brought March flowers. I sure hope we do not have some snow in April or May to make up for it. As we look towards May, we also look forward to one of the traditions for OEA, our combined spring seminar with EAC. This partnership has a history of over 80 years together and is always a great program.

Best regards,  
Woody Wilson  
Wilson Funeral Homes

## SECRETARY MESSAGE

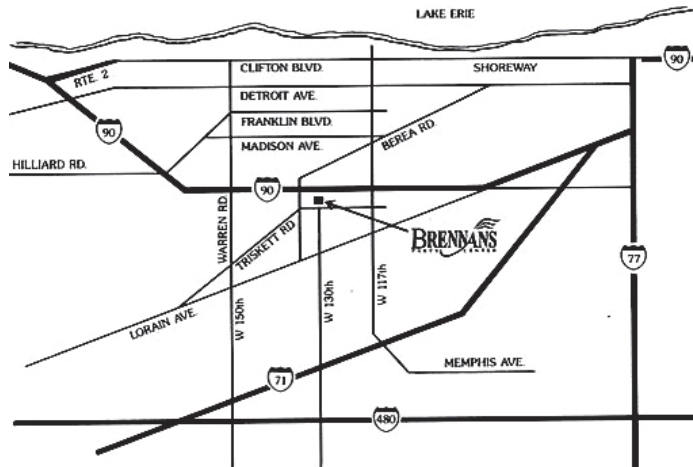
### Ramblings of the Secretary

OEA has a great line up for the compliance period ending Dec 31 of this year. The annual meeting with EAC checks all the required boxes for CE Requirements in Ohio. Join us in Frankfort KY Sept 18 for another 6 hours at Castle & Key Distillery. Still need hours? Well, we figured you might, so we secured the easy to find Roberts Centre in Wilmington for Nov 6. Check out the website at [www.ohemb.com](http://www.ohemb.com). Visit our booth at the OFDA Convention at Easton Hilton April 22-25.



# MAP

**Brennans Party Center**  
13000 Triskett Rd. -Cleveland, OH 44111  
Brennans Phone: 216.251.2131



**MAILING ADDRESS:**

OEA  
P.O. BOX 621320  
CINCINNATI, OHIO 45262-1320  
www.ohemb.com (Newly Designed)



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# BIOS and TOPICS

**POUL LEMASTERS** began his career in deathcare more than 20 years ago as a funeral director and embalmer. He quickly recognized that the growing risk and liability in deathcare along with the lack of support and resources for those in this profession made for a deadly combination. So, he decided to go to law school—and he passed! Today, Poul uses his unique background in both deathcare and law to provide resources and counsel to other deathcare professionals. He gets calls for assistance in risk management, daily operational conflicts, form and contract reviews, valuations, and regulatory matters. Basically, all the exciting issues our profession has to offer. Poul advises several funeral home, crematory, cemetery, and trade associations across the United States. He also shares his know-how with those in the field by serving as Cremation Coordinator and Advisor for ICCFA’s Cremation Education Program.

**COVERING YOUR ASSETS 2hr.**

In this session, Poul will share real case studies of lawsuits and issues funeral homes are faced with today. He provides ways to avoid pitfalls that increase the risk of the funeral home owner, manager and its employees.

**ETHICS 1hr.**

Lemasters will present case studies that provoke thought and discussion on what are ethical practices in business and the funeral service industry. Poul will discuss actions that may be legal but not necessarily ethical.

**KYLE BRUBAKER** graduated from Heidelberg University in 2011 with a double major in Business Administration and Accounting. Shortly after graduation, he pursued a career in the funeral profession. Kyle served as a funeral director, certified pre-planning consultant, licensed

insurance agent, and certified crematory operator for Groff Funeral Homes in Sandusky and, later, Eastman Funeral Homes in Huron County. Currently, Kyle is employed by Funeral Directors Life Insurance Company serving as the Market Center Manager for Northeast Ohio and surrounding areas.

**THE NEW FUNERAL CONSUMER 2 hr.**

This session will reveal five key findings based on an overview look into the perceptions and attitudes toward the funeral profession for 7 different types of funeral consumer segments so that funeral professionals can be better prepared to interact with changing preferences of today’s consumers. This session will reveal case study findings based on an overview to investigate the perceptions and attitudes toward the funeral profession from today’s funeral consumers so that funeral professionals can be better prepared to interact with their changing preferences.

**SHAWN P. GALLAGHER** has been in funeral service for 30 years. He is licensed in Ohio. Since 2005 he has been the Dodge representative for Eastern and Central OH. Gallagher is a 1995 graduate of Kent State University and a 1996 Graduate of PIMS. He is trained in advanced embalming and restoration techniques, marketing, sales and after care. Shawn has presented to licensed funeral professionals many times over the last 18 years and is a contributor to the Dodge Magazine.

**TREATING JAUNDICE 1 hr.**

In this presentation Shawn Gallagher will discuss the reasons for the increase in jaundice cases, the need for proper embalming and liabilities that accompany these cases. Arterial & cavity treatments for the deceased will be provided along with treatments for the various discolorations associated with jaundice cases.