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FOCUS

... on the activities of the OHIO EMBALMER ASSOCIATION

No. 129
Winter 2022

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

Winter Seminar Wednesday, March 16, 2022

Lebanon, OH - Warren Co. Event Center
665 N Broadway (SR 48)
Lebanon, OH 45036

DAY AT A GLANCE

- 8 - 8:45 Registration and Coffee
- 9 - 11 **Dr. Lisa Mannix, Butler Co. Coroner** - Forensics, Opioid and Covid
- 11 - 12 **E. Todd Fowler** - Social Media and Funeral Service
- 12 - 1 **LUNCH**
- 1 - 4 **Jeff Chancellor, Eckels Fluid** - Practical Embalming Trend

\$85 Members - \$170 Non-Members

Accommodations

Rooms are being held at **Tru by Hilton** in Monroe, OH
300 Orton Dr. - Monroe, OH 45050 - 513.402.1654.

It is located just off I-75 and SR 63.

The rate is \$72 if you mention OEA.



OEA Winter Seminar 2022 - Warren County Event Center
665 N. Broadway (SR 48), Lebanon, OH 45036
\$85 member - \$170 Non-member

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

Contact the
Secretary if
any questions.
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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

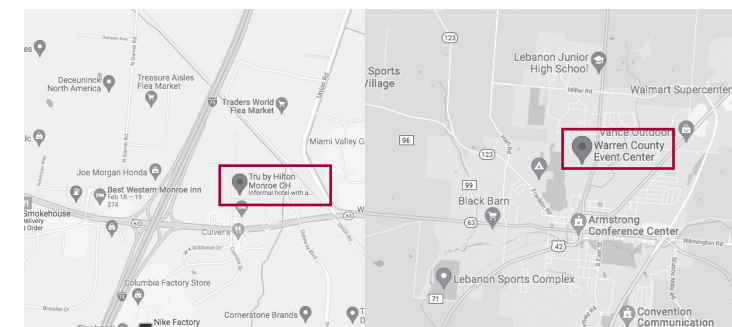
Greetings to all. The OEA Winter Seminar is always a sure sign that warmer weather is on the way. While technically still winter we all know that spring is just around the corner. Bring a coat just in case and join the other members for a 6 hour seminar that will certainly be a great one. Keep in mind too that this is the year that all 18 hours must be obtained -13 general and 5 specialized. The OEA Spring Seminar in Cleveland will have you covered on the 5 special hours.

Keep warm and don't forget to sign up for the seminar.

Cordially,

Dan Becker,
OEA President 22-24

Directions & Map



Tru by Hilton
300 Orton Drive
Monroe, OH 45050
513-402-1654
(It is located just off I-75 on SR 63)

Warren County Event Center
665 N. Broadway St.
Lebanon, OH 45036
513-932-2636

TOPICS

DR. MANNIX

Forensic Studies, Covid and Opioid Crisis. 2 Hr

Lisa K. Mannix, M.D. Butler Co. Coroner – will give a talk on forensics. Included will be a discussion of the heroin epidemic plaguing many cities. Dr. Mannix will provide an explanation of the differences between cause of death and manner of death. Mannix will address the **States Covid Preparedness Plan** for mass fatalities and provide some insight over the last two years of Covid in Ohio. Case studies will round out the lecture.

TODD FOWLER

2022 Social Media Trends for Funeral Service. 1 Hr

Todd Fowler will explain and demonstrate the importance of social media for the funeral home. An online presence can help grow market share by reaching a wider audience than traditional means of advertising and promotion. Todd will discuss the social trends for 2022. The importance of Google, Facebook, and a professional TikTok account are all covered during this talk.

JEFF CHANCELLOR

Practical Embalming Trends in 2022. 3 Hr

The goal of this presentation is to educate, entertain and empower funeral professionals to be more aware of current technical issues, health, safety and environmental trends faced by death care professionals in the new post Covid 19 era.

This session highlights the current technical, health, safety and environmental issues being faced in death care and offers practical strategies to be the safest and greenest that we can be while offering the highest level of embalming, cosmetic and ceremonial care. Chancellor will cover lesson learned from MERS, Covid-19 and Ebola. Re-injecting, heart tapping and restoration cases will all be covered.



OEA
P.O. BOX 621320
CINCINNATI, OHIO 45262-1320

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MEET THE SPEAKERS

LISA K, MANNIX, M.D.

Dr. Mannix is a Butler County native. She earned her medical degree from the University of Cincinnati and completed residency and fellowship at the Cleveland Clinic Foundation. Dr. Mannix had a private practice in West Chester for over 10 years, specializing in Neurology and the treatment of patients with chronic headache.

In April 2012, Dr. Mannix became the Butler County Coroner. Since then, the office has investigated over 7500 deaths including more than 1600 overdose deaths related to the opioid epidemic. Dr. Mannix currently serves on the Board of Directors for the Ohio State Coroner's Association.

E. TODD FOWLER

E. Todd Fowler, is a graduate of Cincinnati College of Mortuary Science. He has been licensed as an Ohio Embalmer and Funeral Director since 1985. In 2008 he began to study social media. Fowler is a Google local guide with over 26 million views and has a substantial following on Facebook, Twitter, Instagram, and growing his Tiktok. Over the years he

has created large audiences online followers. He has learned the techniques needed to grow brands. Todd's niche is the funeral and cemetery industry. His extensive business background and funeral industry knowledge are a great combination to assist funeral homes in growing their online brand and presence.

JEFFREY CHANCELLOR, CFSP

Jeffrey Chancellor, CFSP serves as Director of Education, Training and Research for H.S. Eckels & Company. He is an experienced embalmer, funeral director, crematory operator, funeral celebrant, consultant and author. His many articles have been published in more than a dozen funeral service periodicals and trade magazines around the world.

Jeff has lectured, demonstrated and consulted with funeral professionals, associations, governments and developers on four continents. Jeff resides in Arizona and continues to travel extensively as a funeral service lecturer and educator.

MAILING ADDRESS:

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