



The

EDUCATION
COMMISSION



Education Program Overview & CEU Information

The National Funeral Directors & Morticians Association, Inc. Education Commission takes great pride in its mission to deliver engaging and informative seminars tailored to the needs of our community. We understand that the pursuit of continuing education is essential in our field, and we are dedicated to simplifying this process for all participants. Our commitment extends not only to providing high-quality educational experiences but also to ensuring that our offerings are transparent and accessible, allowing attendees to make informed decisions about their professional development.

To uphold the integrity of our programs and to respect both our esteemed speakers and fellow attendees, we have established clear policies regarding attendance and credit allocation. These guidelines are designed to align with the Continuing Education requirements set forth by each state and the Academy of Professional Funeral Service Practice.

One key policy to note is that if you arrive at a seminar more than ten (10) minutes after it has commenced, you will unfortunately not be eligible to receive credit for that session. This policy ensures that all participants benefit fully from the valuable information shared during our seminars and reinforces the importance of punctuality in the professional development process. We appreciate your understanding and cooperation as we strive to maintain a high standard of excellence in our educational offerings.

THE EDUCATION COMMISSION

Janet Stephens, Ed.S, CFSP, CCO (VA) – Chair

Jasmine C. C. Sirmons (GA) – Co-Chair

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Amina Callands (NJ)

Teshuna DuBose (NC)

Pamela Stewart (SC)

Dr. Kimberly D. Kelsey, CFSGM (NC) – In Memoriam

Featured Presentations

CEU Credits offered below have been applied for and are currently pending approval



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3



Presented By: Dr. Eric Garnes

“The Untapped Value of Human Connection”

Monday, August 3, 2026

10:00AM-12:00NOON

(1 CEU)

Participants will be able to apply the C.O.N.N.E.C.T. framework to intentionally leverage human connection as a measurable strategy for trust-building, brand growth, leadership effectiveness, and long-term community impact.



Presented By: Brian W. Myers

“The Excellence Blueprint”

Monday, August 3, 2026

2:30PM-3:30PM

(1 CEU)

Participants will be able to implement structured systems, intentional staff development strategies, strong branding practices, and service-driven procedures to elevate their firm’s excellence and distinguish their business in a competitive market

Educational Presentations

CEU Credits offered below have been applied for and are currently pending approval



Sunday, August 2, 2026 | 1:00PM-2:00PM

“The Value of Death Care Organizations: Empowering Professionals in Every Stage of Service”

(1 CEU)

Presented By: Ramona D. Sheffield-Flemming, CFSP

Participants will explore how professional memberships support regulatory compliance, operational efficiency, leadership development, brand credibility, and long-term business sustainability.



Sunday, August 2, 2026 | 2:00PM-3:00PM

“Where Personal Meets Professional: Leveraging Your Digital Influence”

(1 CEU)

Presented By: Dr. Camelia L. Clarke

This session examines how death care professionals can thoughtfully align their personal values with their professional digital presence to strengthen credibility, connection, and community trust.



Sunday, August 2, 2026 | 2:00PM-3:00PM

“Natural Organic Reduction Explained: A Professional Overview”

(1 CEU)

Presented By: Mandy Stafford

Participants will be able to explain the process of Natural Organic Reduction (NOR), evaluate its legal and ethical considerations, and discuss its growing role as an alternative disposition option in modern funeral service.

Educational Presentations

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Monday, August 3, 2026 | 8:30AM-9:30AM

“Building Trust Before They Walk Through The Door”

(1 CEU)

Presented By: Bill Johnston

Participants will be able to identify and implement proactive strategies that build trust and familiarity with families before at-need contact, positioning their funeral home as the preferred choice in the community



Monday, August 3, 2026 | 8:30AM-9:30AM

“Advanced Reconstructive Techniques”

(1 CEU)

Presented By: Michelle Johnston, CFSP

Participants will be able to apply advanced restorative art techniques and effective arrangement room communication strategies to confidently manage trauma cases and achieve dignified open-casket presentations.



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Tuesday, August 4, 2026 | 9:00AM-11:00AM

“The AI Immersive Experience”

(2 CEUs)

Presented By: Geoffrey Klein

Participants will be able to build a strategic business case for AI, apply structured prompting frameworks to automate workflows responsibly, and design custom GPT-powered systems that increase efficiency and organizational impact.



Tuesday, August 4, 2026 | 9:00AM-11:00AM

“Risk Management: Core HR Compliance”

(2 CEUs)

Presented By: Joel Cullom

Participants will be able to apply key employment laws and HR best practices to ensure compliance, minimize legal risk, and effectively address workplace concerns.

6

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Educational Presentations

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Wednesday, August 5, 2026 | 1:00PM-2:00PM

***“Compassion, Clarity, and Care:
Elevating the Funeral Service Experience”***
(1 CEU)

Presented By: Brian D. Byers

Participants will be able to implement modern consumer care strategies that enhance communication, build trust, manage expectations, and deliver culturally sensitive, high-quality funeral service experiences.



Wednesday, August 5, 2026 | 1:00PM-2:00PM

***“From Training To Trust:
Reducing Operational Risk in Funeral Service”***
(1 CEU)

Presented By: Danielle Colquitt

Participants will be able to reposition training as a strategic operational system and implement structured, accountability-driven processes that reduce risk, protect licensure, and strengthen long-term funeral home performance.



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