

Embalmers Association of Cleveland



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ANNUAL SPRING SEMINAR

MAY 6, 2026

The Embalmers Association of Cleveland and The Ohio Embalmer's Association presents the Annual Spring Seminar at Brennans Party Center 13000 Triskett Road. Cleveland, Ohio 216-251-2131.

The fee for this program is **\$110.00 for paid up members and \$210.00 for Non-members** (reinstatement fee applies). This includes lunch, coffee, pastry and afternoon break. Walk ins/On site will be an additional \$20.00.

Reservations need to be received by May 1st. Make checks payable to:
E.A.C. 1825 NEWBURY COURT, WESTLAKE, OH 44145

6 Hours has been applied for in OH

SECURITY WILL BE ON SITE

8:00 to 8:45 AM Registration and Coffee

9:00 to 12:00 Don Ferfolia, Jr.

Donald B. Ferfolia, Jr., J.D., CFSP – Don is a fourth-generation funeral director involved with his family's funeral firm in the Southeast Cleveland area. In addition to being a funeral director, he is an attorney who is a principal with the law firm of Donald B. Ferfolia, Jr., LTD, located in Brecksville, Ohio. The combination of law, funeral service, and family business experiences have provided Don with a unique skill set that enables him to assist clients in solving many different types of problems. He enjoys helping firms deal with the daily challenges of running a closely held business including regulatory compliance, proactively managing accounts receivable issues and succession planning. Don can be reached at 440-249-4655 or don@ferfolialaw.net.

1825 NEWBURY COURT
WESTLAKE, OH 44145
216-401-6336
EACCLEVELAND@OUTLOOK.COM

Law Update: Keeping the Prep Room out of the Court Room, Don Ferfolia 9:00-11:00AM (Req)

Don will provide a general update about legal issues in funeral service for both Ohio and federal. He will share insight into the ways to keep your firm out of court. Use of forms, case reports, scenarios, and real case studies make this an outstanding lecture to attend.

Funeral Service Ethics: Don Ferfolia 11:00AM-Noon (Req)

Don will give a talk on ethics in funeral service. What is the difference between law and ethics? Some actions or practices while not illegal could be unethical. Is charging two families each for a removal while making one trip to a facility ethical? Is re using a shipping tray for an obese cremation ethical? Items like this and other case studies will be presented and sure to get the audience thinking about their practices in the present and future.

Noon to 1:00PM Lunch

1:00 to 2:00PM Kyle Brubaker

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.

Preneed Ethics: Ethical and Value-Driven Funeral Service Marketing (Req)

This presentation delivers a comprehensive and practical ethics course specifically designed for preneed funeral and insurance professionals. It establishes a strong foundation in ethics and core values, then applies those principles directly to preneed marketing, consumer communication, and regulatory compliance.

The course begins by clearly distinguishing ethics (what we do) from values (what we believe), helping participants understand how everyday actions, decisions, and marketing practices reflect professional integrity. Through guided discussion, real-world examples, and reflective exercises, participants examine how personal values influence ethical behavior in funeral service and insurance sales.

2:00 – 4:00PM David G. Hicks

David G. Hicks has been in funeral service for over 30 years. Licensed in Ohio and Kentucky, he worked for 10 years as a funeral director/embalmer at two Cincinnati funeral homes. In 2002, David moved into the classroom where he spent 9 years teaching mortuary science. He started with Pierce Chemical in 2011 as a sales representative. At Pierce Chemical, David can draw from his experience in the field and classroom to educate, train and solve problems today's embalmer and funeral director face. David has earned the respect and friendship of clients all over the US and abroad. His skills in embalming and restorative art make him highly sought after for consultation and continuing education and training.

Cosmetic Treatments 2:00-3:00PM

In this presentation, David demonstrates some different cosmetic treatments. Cosmetics/restorative treatments for trauma cases, covering simple ecchymoses and finally basic cosmetics. Necromectics Cosmetics and Oil Based Cosmetics are used in the treatment of cases shown. At the conclusion of the talk, the attendee should have a better understanding of the cosmetics demonstrated and other processes that may have been forgotten or never tried.

Alternative Treatments (When Standard Embalming is not chosen) 3:00-4:00PM

In this presentation, embalming and different alternatives to traditional embalming are discussed to allow for final viewings or services. Bathing the deceased, topical disinfection and posing of features and minimal preparation techniques are discussed. These include refrigeration, aspiration and cavity treatment, minimal arterial injection, and use of plastic undergarments.

I will attend the Annual Spring Seminar presented by the Embalmers Association of Cleveland and The Ohio Embalmer's Association.

Name _____

License Number: Embalmers _____ Funeral Directors _____

COMPLETE FORM AND MAIL WITH A CHECK TO 1825 NEWBURY CT. WESTLAKE, OH 44145

DO NOT PHONE OR EMAIL RESERVATIONS! NO PAYMENTS TAKEN AT THE DOOR