

SCFDA 40th Mid-Winter Conference & Expo

February 1 - 3, 2027

SCHEDULE of EVENTS (Tentative)

MONDAY, FEBRUARY 1, 2027

- 5:30 – 7:00 pm **REGISTRATION** (Downstairs - Richland Ballroom)
- 6:00 – 7:00 pm **WELCOME RECEPTION** (Garden Area & Richland Ballroom)
- 8:30 pm – Until **S&T KARAOKE with “The Funeral Directors”**
Location TBD
 Sponsored By: Tim Sprenger, Palmetto Professional Svc.

11:00 – NOON

SEMINAR: “Future-Focused Funeral Service- Reimagining Offerings, Revenue, and Relevance”

Presented By: Brad Walker

Funeral service is changing and successful firms must be willing to change with it while preserving the purpose and value at the heart of what we do. From the services & products to the ways we communicate value and create meaningful experiences; attendees will be challenged to look beyond “the way we’ve always done it” and consider what a thriving funeral home of the future can become. (1.0 CE)

TUESDAY, FEBRUARY 2, 2027

- 7:45 am **REGISTRATION** (*Upstairs*)
- 8:00 – 8:30 am **WELCOME – Opening Remarks**
- 8:30 – 10:00 am **SEMINAR: “The Value of Viewing-Marketta's Legacy”**
Presented By: Amanda King
Sponsored by: Frigid Fluid
 This presentation will cover the full process of cranial reconstruction for viewing, using the real-life case of Marketta, an eight-year-old girl who tragically passed away from severe facial and head trauma. We will explore both the technical aspects of reconstruction and the importance of interpersonal dynamics between the funeral home, the trade reconstructionist, and the family. (1.5 CE)
- 10:10 – NOON **KEYNOTE: “The Devil's in the Details-Customer Loyalty is Not Built from 30,000 Feet”**
Presented By: Doug Gober
 When someone hears the name of your business, what Immediately goes through their mind? Our image is formed through the process of interacting with our existing customers and their guests and often has less to do with what we say about our funeral homes and more to do with what our customers say and think about us. Doug will pull together a variety of key branding considerations and apply them directly to funeral homes and cemeteries. He will look at each potential point of customer contact with our business and then delve into how each of these impacts on our existing and potential customers. (2.0 CE)

NOON – 1:00 pm

LUNCH

1:00 – 2:00 pm

SEMINAR: “Dilemmas, Decisions & Doing What's Right-Ethics in Everyday Funeral Svc.”
Presented By: Brad Walker

Ethics is at the heart of funeral service, and ethical challenges are part of everyday practice, but the right course of action is not always obvious. Through practical discussion and real-world perspective, attendees will consider how judgment, professional standards, and personal integrity guide difficult decisions and how the choices we make ultimately shape trust in both ourselves and our profession. (1.0 CE)

2:10 – 3:40 pm

SEMINAR: “Active Shooter-Violence Within the Funeral Home”

Presented By: Joesph Hileman

This program combines realistic, practical strategies with an engaging, approachable format—ensuring that participants gain valuable insights without feeling overwhelmed or alarmed equipping them with the knowledge, skills, & confidence to respond effectively in the face of funeral home violence or an active shooter event. Through expertly developed content, interactive discussion, and scenario-based learning, Joseph creates an environment where participants remain attentive, informed, and empowered. (1.5 CE)

3:40 pm

ADJOURNMENT

***All seminars will be held upstairs in the Convention Center Ballroom.**

NOON – 1:00 pm **LUNCH**

1:00 – 4:00 pm **FUNERAL EXPO**

WEDNESDAY, FEBRUARY 3, 2027

- 8:30 am **REGISTRATION** (Downstairs - EXPO Hall)
- 9:00 – 11:00 am **FUNERAL EXPO**

DRESS CODE

**Monday, Tuesday and Wednesday
 Business Casual — All Events**