



## 2019 KFDA Regional Meetings

### Dates & Locations

Monday, March 4th  
Smoky Hill Country Club  
3303 Hall Street, Hays  
Social Hour Host: Trigard Vault

Tuesday, March 5th  
Casey's Cowtown Club  
503 E Trail Street, Dodge City  
Social Hour Host: CVI Funeral Supply

Wednesday, March 6th  
Wichita Marriott  
9100 Corporate Hills Drive, Wichita  
Social Hour Host: Wilbert Funeral Service

Thursday, March 7th  
Capitol Plaza Hotel, Topeka  
1717 SW Topeka Blvd, Topeka  
Social Hour Host: CVI Funeral Supply

### Agenda

4:00-6:00 p.m. Seminar (2 hr CE)  
6:00-6:30 p.m. Social Hour  
6:30 p.m. Dinner & Meeting (1 hr CE)  
Seminar Refreshments Courtesy of US Alliance Life and Security Company

### Seminar

#### *Understanding Consumers: What They Think and How to Reach Them*

Every year, NFDA asks consumers about their attitudes and preferences when it comes to funeral services and the products and services offered. Learn about the results of the latest NFDA Consumer Awareness and Preferences Study and discover ideas from real funeral homes (just like yours!) that have helped funeral homes connect with the families and communities they serve. These ideas, which come from NFDA's award-winning Pursuit of Excellence funeral homes, prove that effective community relations and customer service initiatives need not break the bank. And, learn about new tools from NFDA to help you reach out to your community.

### Speaker

**Jessica Koth** has worked for the NFDA for more than 12 years. In her current role, Jessica is responsible for managing the Association's public and external relations activities. Her other work for the Association includes serving as the editor of the NFDA Bulletin, managing the Pursuit of Excellence Award program, and writing a monthly column ("Connecting with the Community") for *The Director* magazine.

Prior to joining NFDA, Jessica worked at several public relations agencies where her clients included a variety of local, regional, and national organizations in the nonprofit, health care, hospitality, food and beverage, and special events sectors. Jessica graduated from Marquette University with a Bachelor of Arts degree in Journalism.

*Online registration is available at [KSFDA.org](http://KSFDA.org).*

*\*Approval pending for funeral director and embalmer continuing education.*



## 2019 KFDA Regional Meetings

**Firm Name:** \_\_\_\_\_ **City:** \_\_\_\_\_

	<i>March 4<sup>th</sup></i>	<i>March 5<sup>th</sup></i>	<i>March 6<sup>th</sup></i>	<i>March 7<sup>st</sup></i>
<b>Name(s):</b>	<b><u>Hays</u></b>	<b><u>Dodge City</u></b>	<b><u>Wichita</u></b>	<b><u>Topeka</u></b>
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**Please add \$5.00 fee per person for dinner reservations made after noon on the following reservation deadlines;**  
 Hays – February 26<sup>th</sup>      Dodge City – February 27<sup>th</sup>      Wichita – February 28<sup>th</sup>      Topeka – March 1<sup>st</sup>

**Member Fees:**

Seminar \_\_\_\_\_ @ \$40.00 = \$ \_\_\_\_\_  
 Dinner \_\_\_\_\_ @ \$35.00 = \$ \_\_\_\_\_

**Non-Member Fees:**

Seminar \_\_\_\_\_ @ \$200.00 = \$ \_\_\_\_\_  
 Dinner \_\_\_\_\_ @ \$100.00 = \$ \_\_\_\_\_

**Total Due \$** \_\_\_\_\_

**Mail to:**            **KFDA**  
                           **1200 S. Kansas Avenue**  
                           **Topeka, KS 66612**

**Fax to:**             **785-232-7791**

**Online:**            **www.ksfda.org**

**Cancellation Policy:** If a reservation is made and you are unable to attend, you will be charged for the cost of your dinner if you do not cancel 2 days in advance. We make every effort to re-sell the dinner to avoid charging you if we are notified of the cancellation, even on the same day.