



MFDA

MISSISSIPPI FUNERAL
DIRECTORS ASSOCIATION

The Caring Professionals

WINTER SEMINAR

MFDA 2025

January 26-27, 2025

**T U P E L O
M I S S I S S I P P I**

AGENDA

Sunday, January 26, 2025

8:00 am - 4:00 pm - Cremation Certification
Separate Registration Required through NFDA

9:00 am - 11:00 am - Services Board Meeting

12:30 pm - 1:30 pm - MFD Foundation Board Meeting

1:30 pm - 3:30 pm - MFDA Board Meeting

5:30 pm - 8:30 pm - Welcome Cocktail Reception
w/Dinner to follow

Monday, January 27, 2025

8:00 am - Registration Open (Breakfast Begins)

9:00 am - 9:30 am - Disaster Planning,
Aaron Greenwood with Federated Insurance

9:30 am - 10:30 am - Membership Meeting

10:45 am - 11:45 am - Four Trends: What You Need to
Know to Protect Your Business, Kerry Overton & Chad
Mitchell with Funeral Directors Life

11:45 am - 12:45 pm - Lunch

1:00 pm - 2:00 pm - The Value of One More Funeral,
Kerry Overton & Chad Mitchell with Funeral Directors
Life

Schedule is subject to change.

SPEAKERS

Disaster Planning

The cornerstone of every strong risk management plan is preparing for unexpected events, such as fires, severe weather, losses of key staff members, power outages, and more. This presentation will cover tips for fire prevention and identifying common hazards. We'll also review steps a business should take to help expedite recovery after a disaster and resume serving customers as quickly as possible. This presentation covers operations, employees, key contacts, IT resources, finances, and more as essential considerations for a proper plan.



Aaron Greenwood
Federated Insurance

Four Trends: What you need to know to protect your business.

We hear all the time that things are “really tough” out there. Frankly, it’s never been harder than it is right now to be a funeral director. You had three years of Covid stress followed by reduced call volume. Families seem more demanding than ever, and fewer families are recognizing the value of creating healing and meaningful events when their loved ones die. Although these stressors feel like threats to the future of your business, we’ve identified four important trends that could have a direct impact on your business and over the next few years.



Chad Mitchell
Market Center Manager
with Funeral Directors Life



Kerry Overton
Director of Sales
Development with
Funeral Directors Life

The Value of One More Funeral

In this presentation we will share information about key forces of change currently in our profession, competitive issues, changes in the industry, the value of an active preneed program, have a better understanding of how changes in the industry are impacting the profession, and have an open discussion/answering your questions along the way.

Some of the Forces of Change:

- **Changing consumer attitudes (Influence of Baby-Boomers)**
 - Less appreciation of funeral traditions
 - Increased mobility
 - Decreased loyalty
- **Technology**
 - Changing communication preferences
 - Online marketing
- **Changing nature of competition**
 - Traditional and non-traditional sources