

Up to 4
Hours of
CEUs!

2024 NEFDA WINTER WORKSHOP



VIRTUAL WEBINARS
JANUARY 18 AND JANUARY 23

Fair Debt Collection Practices & Booster Shot of Employment Issues

Professor Marty Ludlum, 2:00-4:00 pm - 2 CEUs

Explore effective debt collection strategies at the Fair Debt session, emphasizing practical ideas while identifying FTC-determined unfair practices. Attendees will gain actionable insights for implementation in their businesses. Stay informed on crucial employment issues with the Booster Shot of Employment session, covering pending matters like Overtime rules, changes to religious discrimination, and Non-Compete Agreements. Professor Marty Ludlum, a licensed attorney and business law expert, ensures up-to-date knowledge on employment regulations. His extensive background includes degrees in economics, communication, and a Juris Doctor from the University of Oklahoma. As the Education Director for Osiris Funeral Home Software, he brings valuable expertise to the funeral profession through presentations and articles in national and state funeral magazines.

Marketing Housekeeping: Easy Updates for Any Level!

Kylie Schildt, RAAM Marketing, 2:00-4:00 pm - 2 CEUs

Join Kylie Schildt, Director of RAAM Marketing, your local marketing guide, as we explore the essential steps to conduct a marketing self-audit for your small funeral home business. Discover how to assess your current marketing strategies, identify areas for improvement, and strengthen your online and offline presence. You'll learn how to conduct a quick customer demographic analysis, benchmark your efforts, leverage digital platforms, and connect with your community. By the end, you'll have a clear roadmap to refine your marketing efforts and ensure your funeral home business continues to provide compassionate services while reaching your ideal audience.

Registration Fee: \$80 Member/\$200 Non-Member
Register at nefda.org/calendar

