

144th **IFDA Annual Convention and Premiere Midwest Expo**  
Prairie Meadows | Altoona, IA | April 16-18, 2024

**Tuesday, April 16**

*Registration and Walk-ins*

7:00 a.m. - 9:00 a.m.

*Pre-Convention Session*

8:30 a.m. - 9:30 a.m. "Embalming in Today's World - Can We Do Better?" - Dana Goodell

9:30 a.m. - 9:45 a.m. Mercy One Honor Guard

*Keynote:*

10:30 a.m. - 11:30 a.m. "Customer Care: Cruising to New Heights" - John T. McQueen

*Annual Meeting*

11:30 a.m. - 12:00 p.m.

*Lunch*

11:30 a.m. - 12:30 p.m. for Vendors/Attendees

12:00 p.m. - 1:00 p.m. for Past Presidents

*Premiere Midwest Funeral Service Expo*

12:00 p.m. - 3:30 p.m.

*Concurrent Continuing Education*

3:30 p.m. - 5:30 p.m.

» "Iowa Laws and Rules" - Mike Triplett

» "Funeral Practices Around the World" - Alan Ritchie and Padraic Conroy

*Cocktail Hour*

5:30 p.m. - 6:45 p.m.

*Service of Remembrance*

6:15 p.m. - 6:45 p.m. Rob Bacon presiding

*Presidential Banquet*

Please be seated by 6:55 p.m. Service begins promptly at 7:00 p.m.

**Wednesday, April 17**

*Registration and Walk-ins*

7:00 a.m. - 9:00 a.m.

*Mass Casualties and the Affects on Funeral Professionals Panel*

8:00 a.m. - 10:00 a.m.

*Premiere Midwest Funeral Service Expo*

10:00 a.m. - 1:00 p.m.

*Lunch*

11:30 a.m. - 12:30 p.m.

*Concurrent Continuing Education*

1:00 p.m. - 3:00 p.m. "Generational Gaps and Preneed Trends" - Brianne Niedermyer

1:00 p.m. - 2:00 p.m. "Succession Planning" - Dave Adams

2:00 p.m. - 3:00 p.m. "IOSME" - Mark Bethel

3:15 p.m. - 5:15 p.m. "Family Life and the Prep Room" - Michelle Johnston

3:15 p.m. - 4:15 p.m. "Cremation Crossroads" - Roger Sheagren

4:15 p.m. - 5:15 p.m. "How Intentional Inclusion Helps Organizations and Communities Thrive" - Claudia Schabel

5:30 p.m. - 7:30 p.m. "Cybersecurity and OSHA" - Adam Ries

**Thursday, April 18**

*Continuing Education*

9:00 a.m. - 12:00 p.m. "Embalming Tips and Airbrush Cosmetics" - Michelle Johnston