



3RD Annual

Professional Women's Conference

SCHEDULE OF EVENTS

Tuesday, April 16

3:00 pm - 6:00 pm - Optional Paint & Party (pre-registration required)

- Madison Room

3:00 pm - 4:00 pm or 4:00 pm - 5:00 pm - Optional Bath Bomb Making (pre-registration required)

- Magnolia Soap & Bath Co
- 320 North 3rd St Wausau, WI 54401

6:00 pm - 7:00 pm Caring for Families & Caring for Yourself:

The Importance of Self-care in the Funeral Service Profession

- The day-to-day job as a funeral director is not only physically exhausting but mentally exhausting. This presentation will guide you through what compassion fatigue is, burnout signs and symptoms, and real-life strategies to combat your everyday lives. We will dive into a discussion on tools necessary to adapt to challenges and changes at home and at work while helping you to become more successful and productive and improving your overall sense of well-being.
- Presented by Morgan Schlender, NFDA Endorsed Partnership Manager
- 1 CEU Cat 1
- The Grand Ballroom

7:00 pm - Welcome Dinner Reception and Roundtable

- Join us for networking. Dinner and a cash bar will be available.
- 1 CEU Cat 3
- The Grand Ballroom

Wednesday, April 17

8:00 am - Registration

- Check-in for your badge and swag.
- Steven's Reception Area

8:00 am - 9:00 am - Breakfast and Sponsor Booths

- Enjoy Breakfast
- Visit Sponsor Booths
- The Grand Ballroom

9:00 am - 10:50 am - "Hire, Retain, and Develop Future Leaders"

- One good hire today could become a great leader tomorrow. This presentation will address hiring and retaining employees, and will examine how to help them develop into future leaders to better position your organization to have well-trained, experienced people in key positions. Managing the succession of talent is a vital strategic process that can minimize gaps in leadership and enable your best people to develop the skills necessary for possible future roles.
- Presented by Raychel Barton, Federated Insurance Marketing Rep
- 2 CEU Cat 2

10:50 am - 12:00 pm - "Leading With Strengths"

- Bring your best self to your work by taking a moment to learn about your strengths. What are the unique ways you think and lead? How can you grow your personal knowledge of yourself so you can elevate your influence and work? How can knowing your strengths help you feel more confident in your professional and personal life?
- Presented by Johannah Wenig, Director of Philanthropy, Hospital Sisters Health System
- 1 CEU Cat 3

12:00 pm - 1:00 pm Lunch & Sponsor Booths

- Enjoy Lunch
- Visit Sponsor Booths
- The Grand Ballroom



1:00 pm - 2:00 pm - "Career in Funeral Service"

- Join us as Dawn Hess walks us through how she got into the funeral service. She will discuss her experiences as a female with 32 years in the industry, including her path to co-founding Maple Crest Funeral Home with Jacci Koch. Dawn will talk about her obstacles as a female in the industry owning a funeral home and how she overcame them. She will touch on other topics relevant to females in the industry such as female clothing and how she juggles her career and motherhood. We will open up the floor for large group and round table discussions.
- Presented by Dawn Hess, Co-Owner of Maple Crest Funeral Home in Waupaca
- 1 CEU Cat 4

2:00 pm - 2:50 pm - "The Evolution of Technology in Funeral Service"

- Gain a new perspective about the evolution of funeral service becoming more technical and the importance of leveraging software. There's a new demand from families for digital convenience. Software tools should be powerful but approachable. The funeral industry is no longer being left behind technologically. Technology is coming to improve the planning experience for both the director and the family.
- Presented by Rianne Lund, CEO and Co-Founder of 1Director
- 1 CEU Cat 2

2:50 pm - 4:45 pm - "The Power of Human Connection: Elevating Your Aftercare and Grief Support Programs"

- Get ready to take your brand to the next level! In this dynamic session, you'll discover how to harness the power of aftercare and grief resources to not only strengthen your brand, but also provide invaluable support to the families you serve. Gain insight into the unique ways people experience grief and the crucial role of self-care. Plus, we'll guide you in creating a meaningful aftercare program that will establish your firm as a source of compassion and comfort in your community.
- Presented by Trish Spaulding and Kelly Manion, Regional Director and Director of Consumer Marketing, Homesteaders Life Company
- 2 CEU Cat 1

