

For Immediate Release: March 24, 2025

Contact: Jessica Koth, 262-814-1536, JKoth@NFDA.org

Join the Conversation: NFDA's *Digging In* Discussion Series Kicks Off in April

Brookfield, Wis. – The National Funeral Directors Association (NFDA) is pleased to announce the launch of *Digging In*, a new live, monthly virtual discussion series designed to foster networking and meaningful conversations among funeral service professionals. The inaugural discussion will take place April 23 from 6-7 p.m. CT.

"Education is the foundation of professional growth, and *Digging In* offers a fresh way for funeral service professionals to continue learning outside of traditional settings," said Sara Moss, a licensed funeral director and one of the *Digging In* moderators. "Through open discussions and shared experiences, attendees will gain practical knowledge that can enhance their work and deepen their connection to the profession."

This free series, open to both NFDA members and nonmembers, will, generally, take place on the fourth Wednesday of every month via Zoom. Each session will center around topics inspired by episodes of NFDA's podcast, [A Brush With Death](#), as well as other timely topics, providing participants with an opportunity to explore key industry insights, share experiences and engage in thought-provoking discussions.

Moss is a Wisconsin licensed funeral director and NFDA's associate director of education; she takes the lead on managing a variety of education programs including [Meet the Mentors](#) and [National Emerging Leaders Program](#). Joining Moss as *Digging In* moderators are:

- Gabe Schauf, a Wisconsin licensed funeral director who hosts NFDA's podcast, [A Brush With Death](#). Schauf is also the Program Director and an Instructor for the Milwaukee Area Technical College Funeral Service Program.
- Lanae Strovers, an Iowa licensed funeral director and NFDA Trainer who travels the country leading the [Arranger Training program](#) and presenting other educational programs.

"Every day, funeral directors face unique challenges, and having a strong professional network can make all the difference," said Strovers. "*Digging In* is about creating a space where professionals can openly share insights, ask tough questions and support one another as we navigate this rewarding but demanding field."

"The best conversations in funeral service happen when people come together to exchange ideas, challenge assumptions and learn from each other," said Schauf. "*Digging In* takes that energy and brings it into a live format where professionals can engage in meaningful discussions that spark new ways of thinking."

Funeral professionals should mark their calendars for the first *Digging In* discussion on April 23, 2025, from 6-7 p.m. CT, featuring all three moderators as they introduce themselves and the vision for *Digging In*. The trio will engage *Digging In* attendees in a discussion of [the March episode of A Brush With Death, "So You Hired an Apprentice – Now What?,"](#) which explored common challenges and practical advice to help both mentors and apprentices have a successful relationship.

Registration is now open for the first *Digging In* session. Funeral service professionals interested in participating can [click here](#) to join the chat.

NFDA is the world's leading and largest funeral service association, serving 20,000 individual members who represent nearly 11,000 funeral homes in the United States and 49 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, Wis., and has an office in Washington, D.C. For more information, visit NFDA.org.

#