



**MARYLAND STATE FUNERAL DIRECTORS ASSOCIATION**

# 98<sup>TH</sup> ANNUAL CONVENTION



**June 25-29, 2017**

**Clarion Resort & Conference Center  
Ocean City, MD**

## MSFDA's 98<sup>th</sup> Annual Convention

*Partners Working Together* ~Keith Roberson's theme continues in his second term as president of MSFDA, promoting an environment of openness, teamwork, partnerships, and relationship building, and he brings forth that spirit of cohesiveness as we celebrate MSFDA's 98<sup>th</sup> year as an association. Throughout the past two years, President Roberson and his committees have strengthened partnerships and fostered relationships for the betterment of funeral service and the families and communities that are served. He looks forward to welcoming you to MSFDA's 98<sup>th</sup> Annual Convention in June and invites you to take a look at what this year's convention will offer.



Attendees will find just about everything at this year's convention to include a combination of continuing education, social and sporting events, and some free time to get together with friends, colleagues, and family. The convention committee has changed it up a bit as they continue to listen to feedback and comments from previous conventions' evaluations. The most significant change this year follows the continuing education session on Wednesday. Join us for a BBQ at the *President's Celebration & Suppliers Association Appreciation Luncheon* where we will have a combined event to thank President Roberson for a job well done and extend our gratitude to the members of the Maryland State Funeral Suppliers Association for their support throughout the year. To show our appreciation to the members of the Suppliers Association, their members will receive a complimentary ticket or tickets, depending on their convention registration (individual or spouse/guest), to the luncheon. Additional tickets can be purchased. Details are included in this brochure and pricing is noted on the registration form.

Our continuing education sessions include a great line-up of speakers and topics – from understanding the protocol for burials at sea, learning the history of cremation, and knowing what your families are thinking, to addressing a lawsuit should you find yourself being sued. Last year our *Best Practices Panel* was a big hit so we are bringing it back this year with representatives from Vital Records, OCME, the Maryland Board of Morticians & Funeral Directors, OSHA and the Department of Defense. Have your questions and commentary ready for an open and lively discussion.

We encourage convention attendees to attend the other scheduled events and activities throughout the week such as **Warfield-Rohr's Welcome Reception** and the *Young People's Party* following our *Service of Remembrance* on Sunday evening; MSFDA's golf classic and sporting clays challenge on Monday afternoon; **Batesville's Seafood Festival** on Tuesday early afternoon; and **Matthews Aurora Funeral Solutions' Putt-Putt Tournament** on Tuesday mid-afternoon. You'll also have some free time throughout the week to enjoy the Clarion's private beach or the indoor and outdoor pools, or explore Ocean City and the surrounding resort areas – there's always something to do at the beach.

Single day registrations will again be available for those who are unable to attend the entire convention. Come for a day or two and spend time with your colleagues and friends, and a little fun in the sun – while getting some of your continuing education credits. Find more information about single day registration in this brochure.

Take advantage of the educational and networking opportunities throughout the week, enjoy the social events, and make it a memorable week with your fellow funeral directors, suppliers, colleagues, family and friends. A full schedule of the events and programs is in the *Convention at a Glance* section. We hope you'll be able to join us for MSFDA's 98<sup>th</sup> Annual Convention in sunny Ocean City!

# Convention at a Glance

## Schedule of Events

### Sunday, June 25, 2017

#### **Registration – Conference Center Terrace Level (2<sup>nd</sup> Floor)**

Service of Remembrance

*32<sup>nd</sup> Annual Warfield-Rohr Welcome Reception*

*Young People’s Party* (Sponsored in part by Warfield-Rohr)

2:00 p.m. – 4:00 p.m.

5:15 p.m.

6:00 p.m. – 7:30 p.m.

6:00 p.m. – 7:30 p.m.

### Monday, June 26, 2017 – *Pink Day! Wear Pink to Support Cancer Awareness*



#### **Registration – Conference Center Terrace Level (2<sup>nd</sup> Floor)**

Continental Breakfast

Board of Directors Meeting & 1<sup>st</sup> Business Session (MSFDA Members Only)

*Includes Breakfast Buffet in Meeting Room Compliments of State Auto*

Open Session (All Registrants)

*26<sup>th</sup> Annual Convention Golf Classic*

*15<sup>th</sup> Annual Convention Sporting Clays Challenge*

Free afternoon and evening

7:30 a.m. – 10:00 a.m.

7:30 a.m. – 8:30 a.m.

7:45 a.m. – 8:30 a.m.

8:45 a.m. – 11:15 a.m.

12:00 Noon

1:00 p.m.

### Tuesday, June 27, 2017

#### **Registration – Conference Center Terrace Level (2<sup>nd</sup> Floor)**

Continental Breakfast

Legislative Update (MSFDA Members Only)

2<sup>nd</sup> Business Session (MSFDA Members Only)

Open Session (All Registrants)

*45<sup>th</sup> Annual Batesville Seafood Feast - Phillips Crab House*

*10<sup>th</sup> Annual Matthews Aurora Funeral Solutions Putt-Putt Tournament -*

*Embers Island Mini Golf*

Free afternoon and evening

7:30 a.m. – 10:00 a.m.

7:30 a.m. – 9:00 a.m.

8:00 a.m. - 9:00 a.m.

9:00 a.m. – 9:15 a.m.

9:30 a.m. – 12:15 p.m.

12:30 p.m. – 2:30 p.m.

2:00 p.m.

### Wednesday, June 28, 2017

#### **Registration – Conference Center Terrace Level (2<sup>nd</sup> Floor)**

Continental Breakfast

Past Presidents’ Breakfast (MSFDA Past Presidents Only) – Horizons Restaurant

3<sup>rd</sup> Business Session (MSFDA Members Only)

Open Session (All Registrants)

*President’s Celebration & Suppliers Association Appreciation Luncheon*

(See details under Convention Events) **Silent Auction will conclude at this event**

7:30 a.m. – 10:00 a.m.

7:30 a.m. – 9:00 a.m.

7:15 a.m. – 8:15 a.m.

8:30 a.m. – 9:00 a.m.

9:15 a.m. – 12:45 p.m.

1:00 p.m. – 3:00 p.m.



### Thursday, June 29, 2017

#### **Registration**

Continental Breakfast

4<sup>th</sup> Business Session (MSFDA Members Only)

Open Session (All Registrants & Guests)

Convention Close

8:00 a.m. – 10:00 a.m.

8:00 a.m. – 9:30 a.m.

8:30 a.m. – 9:00 a.m.

9:15 a.m. – 1:00 p.m.

1:00 p.m.

*Please see next page for additional details of our convention activities and events.*

# Convention Events

## *Service of Remembrance – A Celebration of Life*

Join us on Sunday as we pay tribute to those we've lost since our last convention. **Reverend Timothy S. May**, who many may recall presided over our memorial service a few years ago, will return as presider. Rev. May serves the Church of the Brethren in Jefferson, MD as well as serving as chaplain for the Frederick County Volunteer Fire Service and the Frederick County Sheriff's Department. Rev. May will lead our service with a spiritual message filled with warmth and compassion as we recognize and celebrate the lives of those we are honoring. Dress is casual.

## *Welcome Reception*

Diamond sponsor **Warfield-Rohr Casket Company** will host its 32<sup>nd</sup> annual Welcome Reception on Sunday evening following the Service of Remembrance. This event is a great time to reconnect with MSFDA members and friends who you haven't seen for a while, and enjoy a beverage or two and some great food. It's casual, it's fun, and a great way to kick off our convention!

## *Young People's Party*

On Sunday evening, kids can party at the Young People's event and enjoy some fun activities. This event is sponsored in part by **Warfield-Rohr**. (Sitters are present at this event to supervise the children.)

## *Golf & Sporting Clays Tournaments*

After our continuing education sessions on Monday, attendees can participate in our annual golf classic or sporting clays challenge. Prizes will be awarded to participants during Tuesday's session.


## *Seafood Feast at Phillips Crab House*

Diamond sponsor **Batesville Casket Company** will host its 45<sup>th</sup> Annual Seafood Festival at Phillips Crab House. An 'all you can eat' buffet awaits you on Tuesday afternoon following the morning sessions – get your appetites ready for crabs, shrimp, oysters and more!

## *Putt-Putt Tournament*

Silver sponsor **Matthews Aurora Funeral Solutions** will host its 10<sup>th</sup> Annual Putt-Putt Tournament at Embers Miniature Golf Course on Tuesday afternoon. After you've feasted on seafood, join us at Embers, located close to Phillips, to play mini golf. It's a great time for the entire family!

## *President's Celebration & Suppliers Association Recognition Lunch*

 Join us on Wednesday, following the continuing education session, for our first-ever BBQ lunch to celebrate President Keith Roberson's term in office and recognize members of the Maryland State Funeral Suppliers Association. Members of the suppliers association will receive one or two complimentary tickets to this event depending on their convention registration, i.e., member and spouse/guest will receive two tickets; individual will receive one ticket. Additional tickets can be purchased – see registration form. A ticket is required for this event. The silent auction will conclude at the end of this event.

## *President's Choice Charity Raffle*

This year we are raising funds for the **Patty Pollatos Funds, Inc. (PPF)**, a Frederick, Maryland-based organization committed to helping needy cancer victims who may be on the verge of losing their home or life savings due to the high cost of cancer treatments. PPF gives 100% of all money raised back to the community. Winner of this raffle will win a \$500 VISA Gift Card donated by State Auto. Purchase lots of tickets so that we can raise as much as we can for this great organization. Tickets will be available for purchase at the registration desk or from the Sergeants-at-Arms. Raffle winner will be announced at Thursday's session. All proceeds from this raffle will be donated to PPF. To learn more about PPF, visit [www.ppfinc.org](http://www.ppfinc.org).

## *Silent Auction*

All registrants will receive a bidding # to bid on items in our silent auction. Proceeds from our silent auction go directly to the development of new continuing education programs for funeral directors. Winning bids will be announced at Wednesday's luncheon. If you would like to contribute an item for our auction, please contact the Association office.



## Single Day Registration ~ Any Day!

*Unable to attend the entire convention but need some continuing education credits?* Plan a day at the beach and earn continuing education credits at the same time! You can opt to attend on Monday, Tuesday, Wednesday, or Thursday and you will earn continuing education credits for that respective day. Note: Those who attend on Tuesday of convention week can also register for the Seafood Feast and Putt Putt Tournament at no extra charge. Those who elect to participate in additional events that have a fee (i.e., golf classic, sporting clays, President's Celebration & Suppliers Recognition Lunch) will need to pay the respective fee. See registration form for fees. Continuing education credits offered each day are:

	<u>Continuing Education Credits</u>
<b>Monday</b>	<b>2.25</b>
<b>Tuesday</b>	<b>2.0</b>
<b>Wednesday</b>	<b>3.25</b>
<b>Thursday</b>	<b>2.75</b>

## Continuing Education Presenters & Sessions

### Monday, 6/26

- *MSFDA Update*  
**Keith L. Roberson, CFSP, CPC, CCO**  
MSFDA President
- *Allied Industries Update*  
**Gary Buclous** – President of the Maryland State Funeral Suppliers Association
- *Something Went Wrong... You've Been Sued... Now What*  
**Michael Nicodemus** – Vice President, Cremation Services - National Funeral Directors Association
- *NFDA Annual Update*  
**John O. Mitchell IV, CFSP, CCO**  
At-Large Representative  
National Funeral Directors Association

### Tuesday, 6/27

- *Know What Your Families Are Thinking*  
**Daniel M. Isard, MSFS**  
The Foresight Companies LLC

### Wednesday, 6/28

- *Burials at Sea*  
**Captain Brad White** – New England Burials at Sea LLC

### Wednesday, 6/28 - continued

- *History of Cremation*  
**Jason R. Engler**  
Historian, Funeral Director, Cremation Specialist & Consultant
- *Maryland Preneed Law*  
**Victor C. March, Sr., CFSP**  
President - Maryland Board of Morticians & Funeral Directors

### Thursday, 6/29

- *OCME Annual Update*  
**David R. Fowler, M.D.** - Chief Medical Examiner  
State of Maryland
- *Best Practices Panel*  
**Timiki Easton**, Vital Records  
**David R. Fowler, M.D.**, OCME  
**Victor C. March, Sr., CFSP**, Maryland Board of Morticians & Funeral Directors  
**Edward M. Ranier, Esq.**  
**William Zwicharowski**, Department of Defense  
(Dover)

## Continuing Education Credits

A total of 10.25 credits have been approved by the Maryland Board of Morticians & Funeral Directors and the Pennsylvania State Board of Funeral Directors, and are accepted by the Academy of Professional Funeral Service Practice. Each attendee will receive a continuing education certificate which will be validated by the Sergeants-at-Arms following each session attended.

## Early Bird Registration

We are once again offering an early bird discount. To take advantage of reduced rates, complete the enclosed registration form and return it with payment to MSFDA by June 1, 2017. Early bird registrations must be received by that date – no exceptions.

# Speakers & Topics



**Daniel M. Isard, MSFS** will present *Know What Your Families Are Thinking*. Family follow-up surveys are not new. Many organizations have been using them for half a century. However, the use of technology is making the old survey tools obsolete. The new survey tools are not just powerful but omnipotent. We have found it is not just the survey but the interpretation of the survey that generates the power. By using correlative analysis, which is nothing more than blending two data points, we can see the thoughts of your community to the highest degree. This seminar will teach you what to do and why to do it, and then demonstrate how correlative analysis keeps you from misinterpreting the data. Dan is one of the most highly sought after death care industry speakers. He has presented over 500 speeches to various funeral home and cemetery trade groups, published more than 250 articles and has written 4 books including its publisher's best-seller. Dan is also a monthly contributor to *The Director* with his column "Finance 101" and *The ICCFA Magazine* with his "Cemetery Impossible" column. Dan combines firsthand experience gained from providing management consulting to over 2,000 funeral homes and cemeteries (including HR, profitability, accounting, preneed, aftercare, merchandising, operations, marketing, tax planning, website development, customer survey and more) with a sense of humor and a touch of logic that keeps audiences energized and learning. Dan is the president of The Foresight Companies, LLC. Recognizing that state association meetings and conventions are a time for colleagues to socialize as well as to be exposed to new information that can enrich both their business and their personal lives, Dan's approach and format fits right in. Dan motivates attendees by providing an exciting learning atmosphere that will leave them feeling energized to tackle the future when they return to their day-to-day routines.



**Jason R. Engler** will present the *History of Cremation*. Jason is a licensed funeral director, cremation specialist and consultant, and has become known as the Cremation and Memorial Urn Historian. He is an Insight Institute Certified Celebrant, CANA Certified Crematory Operator and ICCFA Certified Cremation Arranger. His passion for the funeral profession came at an early age in his life and his intrigue with the practice of cremation memorialization has put him on a journey of appreciating the beauty of cremation's past, the reality of cremation's present, and the challenges of cremation's future. After serving his apprenticeship at Roller-McNutt Funeral Home in Conway, Arkansas, he received his license to practice funeral directing in 2003. Jason speaks at various local and national conventions and meetings, and in doing so, he draws from his deep commitment to and personal belief in cremation to share with funeral and cremation professionals the important ideal of accepting this sacred rite of disposition. He sets the stage for the duty of the funeral and cremation provider to encourage dignified and secure containment of cremated remains, respect for the dead and the living, and the necessity of providing "stepping stones" for future generations in permanent cremation memorialization. As an active funeral director, he lends his knowledge of cremation products and services, past and present, to benefit his colleagues, some of which have dubbed him "Mr. Cremation" – an honored title he dutifully and willingly accepts and enjoys. In 2012, after many years spent researching the history of cremation, Jason was named the official historian for the Cremation Association of North America (CANA) in preparation for the Association's centennial convention in 2013. Through his research and in this capacity, Jason has the statistics and resources of the Association's past at his fingertips, and utilizes them to show the origin and growth of cremation in America, and the transition the rite has experienced. In 2015, CANA teamed with the National Museum of Funeral History to create the first ever History of Cremation Exhibit to be featured at the museum in Houston. Jason was subsequently appointed by the museum board to be the Official Cremation Historian for the National Museum of Funeral History.

**Brad White, Captain**, New England Burials at Sea LLC, will present *Burials at Sea*, a training program that will provide attendees with certification to help families plan a burial at sea. Capt. Brad grew up on the South Shore of Boston, traveled the world for 20 years in the consumer goods market and now resides near New England Burial at Sea's home port of Scituate Harbor, MA. He began navigating the waters of both Massachusetts & Cape Cod Bays almost four decades ago as a young teenager. Capt. Brad is a United States Coast Guard Licensed Master Captain for 100 Gross Tons with Towing & Sail endorsements, a Mariner and is a member of the Gulf Coast Drug Free Random Program (required by the USCG).

## Speakers & Topics (continued)



**Michael Nicodemus** will present *Something Went Wrong... You've Been Sued... Now What.*

Accidents happen and we all try to do everything in our power to prevent that from happening, but to use an old axiom, "To Err is Human." This may have been something that took place over a year ago, but you have now been served, and a lawsuit awaits. Mike will guide you through the steps you need to take to help minimize your exposure. If you've ever thought to yourself when something goes terribly wrong, "I wonder if we will be sued over that." Well guess what - you are already on your way and more than likely will be sued. Lawsuits can be very costly and your reputation and good name may suffer greatly. Knowing what to do, who to contact, and how to speak to your employees, and the media, can go a long way in helping to prepare a proper defense. Mike is Vice President of Cremation Services for the National Funeral Directors Association (NFDA) and is responsible for leading and managing multiple strategic business development initiatives to advance NFDA's cremation services' programs. Mike previously served as President of the Cremation Association of North America and was the former Chairman of their Crematory Operations Certificate Program. He currently conducts the NFDA Cremation Certification Program and is a contributor to the NFDA Manual: Cremation Standards for Funeral Service Professionals. He was the former Vice President of cremation operations at Hollomon-Brown Funeral Homes for thirty-four years, and has been a licensed funeral director for over forty years, and has performed or assisted in cremating over 10,000 decedents. He is licensed to practice funeral directing in Virginia, Pennsylvania, and North Carolina.



**David R. Fowler, MB. Chb. M. Med, FAAFS, FCAP, FNAME, CABP**, is the Chief Medical Examiner for the state of Maryland. He oversees a death investigation system for a population of almost 6,000,000 people in 23 counties and Baltimore city. He graduated at the University of Cape Town in 1983 and did a year of general medical and surgical internship, followed by a year of pediatric pathology at the Red Cross Children's Hospital in Cape Town. He then started and completed a five-year full time training program in forensic pathology at the University of Cape Town earning his master of medicine in forensic pathology. This was followed

by additional training in the United States at the University of Maryland and the Office of the Chief Medical Examiner for the state of Maryland. In addition to his specialist qualification from South Africa, he is also board certified in anatomic and forensic pathology by the American Board of Pathology. Dr. Fowler is an Associate Professor at the University of Maryland in the departments of pediatrics and pathology, adjunct faculty at the University of Baltimore, faculty at the National Study Center for Trauma and EMS, the Johns Hopkins Bloomberg School of Public Health Injury Center, George Washington University, and Visiting Professor at multiple other universities. He is part of the editorial team and author of several chapters in new publications on forensic neuropathology and forensic pathology as well as having contributed chapters in emergency medical textbooks and forensic pathology textbooks and has co-authored over 80 peer reviewed journal articles. He is currently the President of the National Association of Medical Examiners.



**Victor C. March, Sr., CFSP**, is President & CEO of March Funeral Homes and current President of the Maryland Board of Morticians & Funeral Directors. Victor will present *Maryland Preneed Law* at this year's convention. Attendees at this session will receive their required preneed credit for license renewal.

### Other Sessions

A special session will also take place entitled *Best Practices Panel*. A panel of experts in the areas of the Maryland State Board of Morticians & Funeral Directors, OSHA, Vital Records, Department of Defense, and the OCME will address issues, concerns and challenges facing funeral directors and funeral homes. Other sessions will include MSFDA's year in review, and annual updates from the National Funeral Directors Association and the suppliers association. MSFDA's legal counsel, Jim Doyle, will give an update to MSFDA members in a non-credit session on Tuesday.

# Convention Sponsors

## Diamond

Batesville Casket Company  
Warfield-Rohr Casket Company

## Gold

Golden Considerations, Inc.  
Messenger / ESCO / GoldCrest  
State Auto Insurance Companies

## Silver

Funeral Directors Life Insurance Co. (FDLIC)  
Matthews Aurora Funeral Solutions  
National Guardian Life Insurance Co. (NGL)

## Bronze

ASD – Answering Service for Directors  
Chesapeake Burial Vault  
Dodge Company  
Montgomery Vault / Richards-Wilbert, Inc.  
National Funeral Directors Association  
Regulatory Support Services, Inc.  
Thacker Caskets, Inc.

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## Convention Hotel & Other Services

### CLARION RESORT & CONFERENCE CENTER

10100 Coastal Highway  
Ocean City, Maryland  
800-638-2100 ✕ 410-524-3535

The Clarion Resort & Conference Center is a full-service hotel. Overlooking the Atlantic Ocean, it offers the ultimate in comfort ~ luxury ocean view guest rooms, two oceanfront restaurants & nightclub, live entertainment both inside and at the outdoor bar (in season), and outdoor and indoor pools. For reservations, a deposit equal to one night's room and tax is required to hold each individual reservation. State and local tax will automatically be added to your room rate. Convention attendees are encouraged to make their room reservations early in order to qualify for our reduced rates.

### **ROOM RESERVATIONS MUST BE RECEIVED BY MAY 27, 2017 TO QUALIFY**

Please check with the hotel regarding their cancellation policy. Check-in time is 4:00 p.m. and check-out time is 11:00 a.m. Reservations made by May 27, 2017 will qualify for the following rates:

<u>Single/Double Rate</u>	
Double/Double	\$220
Executive King	\$240
Studio King	\$250

<u>Single/Double Rate</u>	
Cabana	\$270
2 Bedroom Condo	\$335
3 Bedroom Condo	\$455



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