



February 9-11, 2018

Continuing Education Program & Weekend Getaway

featuring

Michael Nicodemus

National Funeral Directors Association

David Fowler, MD

Office of the Chief Medical Examiner

Susan M. Coale, L.C.S.W. – C

Chesapeake Life Center at Hospice of the Chesapeake

Jari Villanueva, U.S. Air Force (Ret.)

Veterans Affairs, MD National Guard Honor Guard (Ret.)

Clarion Resort & Conference Center

Ocean City, Maryland

MSFDA Mid-Winter Retreat

Ocean City in the Winter

We are so excited to offer another outstanding Mid-Winter Retreat **and** weekend getaway that will enable you to take a break this winter and have a great time at the beach in Ocean City, Maryland. We're returning to the Clarion Resort & Conference Center, a full service hotel where you will find all of the amenities needed to escape the winter blues – an indoor pool, a water view room, and more! You'll earn 5.0 continuing education credits and receive information to take our online preneed course for your required preneed credit. There'll be lots of free time to enjoy Ocean City and the other coastal towns, and you'll also have a chance to win some great raffle prizes. It will be a dynamic, educational, inspiring and fun-filled weekend. Read on, register and then sit back and get ready for your weekend getaway in Ocean City!



Program Content

Cremation - Yesterday, Today & Tomorrow: Change = Opportunity

Cremation isn't new, and it's not a fad. It's here to stay, but are you willing to make the changes needed to survive into the future? This program will show how cremation has evolved over the years and what funeral directors need to do to make sure they maintain and increase market share in their community. How it's important to become your own consumer advocate. This statistical program will take you through the past and present issues of cremation, and what three things are a must for you to look at to determine if you are connecting with cremation families, and why these families would choose you over your competitor. This thought-provoking, program will point out what changes you need to make that create opportunity with the families you serve.

Five Keys to Cremation Success

Are you worried about the ever-rising rates of cremation and what it will mean for your business' bottom line? You are not alone. This course will help create a positive view of cremation and identify what tools are needed to be successful in today's changing market. Families frequently don't know their options with cremation. We can guide them by showing there are several ways to make cremation a ceremonial act instead of just an industrial act. This program will help funeral directors identify the strengths and weaknesses of their firm and employees when serving families who choose cremation. It will explore the importance of a well-trained staff, the impact of a great website, and identify the benefits of a state-of-the-art facility.

Opioid Epidemic in Maryland

This session will delve into the opioid epidemic and its impact on Maryland's medical examiner's office as well as the funeral service profession. Attendees will become knowledgeable on the management of contaminated remains including procedures and practices used for bodies contaminated with illicit drugs, and learn the signs and symptoms of opioid exposure.

Substance Misuse Loss: How Can We Serve These Grievors

Deaths by substance abuse is increasing exponentially. This session will help attendees better understand how addiction impacts your service to families; how the language of substance use loss has changed; how substance use loss impacts grievors; and recognize at least three themes common to grief after substance use loss. This presentation will increase attendees' comfort in serving families dealing with substance use loss and enable them to provide even better care to their clients.

History of Military Funeral Honors

An overview of military funeral honors, how they have evolved in the United States military and how they are practiced today. Topics include current traditions and practices of honoring fallen soldiers; recovery, identification and preservation of battlefield casualties from the Revolutionary War to present day; today's military funerals as practiced at Arlington and around the nation; and more.

Weekend Attire

Casual attire is appropriate for **ALL** events. Keep in mind that while we try to keep the temperature in the meeting rooms at a comfortable level, it is sometimes difficult to control the temperature and occasionally the room may get chilly. Remember to bring a sweater, sweatshirt or jacket just in case.

Registration/Fees

Program fees are listed on the registration form. To register for the Mid-Winter Retreat, just complete the registration form and forward it with your payment to MSFDA.

Continuing Education Credits

The Mid-Winter Retreat offers the opportunity for attendees to earn five (5) credit hours for attendance at all sessions. These credits have been approved by the Maryland State Board of Morticians & Funeral Directors and will be awarded for participation as follows:

Cremation / Yesterday, Today & Tomorrow	Friday Session	1.0 credit hour
Five Keys to Cremation Success	Friday Session	1.0 credit hour
Opioid Epidemic in Maryland	Saturday Session	1.0 credit hour
Substance Misuse Loss: How Can We Serve These Grievors	Saturday Session	1.0 credit hour
History of Military Funeral Honors	Sunday Session	1.0 credit hour

Continuing education credit will be awarded by the Academy of Professional Funeral Service Practice (APFSP) for participation in this program, as follows:

Cremation / Yesterday, Today & Tomorrow	Friday Session	0.1 credit hour
Five Keys to Cremation Success	Friday Session	0.1 credit hour
Opioid Epidemic in Maryland	Saturday Session	0.1 credit hour
Substance Misuse Loss: How Can We Serve These Grievors	Saturday Session	0.1 credit hour
History of Military Funeral Honors	Sunday Session	0.1 credit hour

Note: All attendees will receive information to take MSFDA's online preneed course, *How Much Do You Know About Maryland's Preneed Statute*, which can be turned in separately during or following the Mid-Winter Retreat. A CE certificate will be awarded upon successful completion of the online course. Fee for this course is covered in your Mid-Winter Retreat registration. This 1.0 credit is required for license renewal and approved by the Maryland State Board of Morticians & Funeral Directors.

Continuing Education Program Policies

Registration: Seating for our continuing education program is limited. As such, the Association reserves the right to determine attendance for the program based on the date the registration form and payment are received by the Association. In the event the program should sell out, all late registrants will be notified and monies refunded.

Participation: In keeping with the mandates set forth by the Maryland State Board of Morticians & Funeral Directors, in order to qualify for continuing education credit, participants must be present for the entire session in question. Sessions will begin promptly at the designated times. Program participants are reminded that although they have pre-registered, they may be required to complete certain continuing education documentation upon arrival and should allow sufficient time to do so. Breaks will be provided throughout the program.

Identification: Please come prepared. The Association, at its discretion, may require photo identification from any individual unknown to the conference organizers.

About Ocean City and the Hotel

Folks who have been attending this seminar for many years know how much fun Ocean City can be – even in the winter! If you're a first-time attendee of MSFDA's Mid-Winter Retreat, you are in for a treat. You will enjoy a great weekend getaway to Ocean City, Maryland, while earning continuing education credits toward your license renewal. Bring your spouse, significant other, a friend, or co-worker with you because you'll have some free time to shop at the boutiques and outlets, dine at the many year-round restaurants along Coastal Highway, or take a walk on the beach or the boardwalk.



This year's retreat is once again being held at the Clarion Resort & Conference Center, where you will pleasantly enjoy and experience the amenities of a full-service hotel, located directly on the beach, overlooking the Atlantic Ocean. A credit card deposit equal to one night's stay is required to secure your room reservation. State and local taxes will automatically be added to your room rate. All room reservations must be made by

January 25, 2018. Thereafter, any unsold rooms will be released for sale to the general public at the hotel's regular rates. Room cancellations made later than seventy-two (72) hours prior to arrival will be charged for the first night's lodging. Call 1-800-638-2100 for reservations.

- ★ Hotel rates are as follows: \$98 for double/double; \$118 for executive king; \$128 for studio king; and \$148 for a cabana plus applicable taxes per night with arrival on Friday and departure on Sunday. **Please contact the hotel directly at 1-800-638-2100 to make your reservation and please be sure to mention the special Maryland State Funeral Directors Association rate noted above.**
- ★ Any rooms reserved over and above the MSFDA room block will be charged at regular room rates. Thus, members, suppliers and guests are encouraged to make their reservations early in order to qualify for our reduced rates.
- ★ It is the hotel's policy to charge for the total nights originally reserved by guests when check-out occurs earlier than scheduled. If the departure date is changed twenty-four (24) hours prior to arrival, there will be no additional charge. Please keep in mind, however, that a two-night minimum stay is required for weekends.
- ★ Guest check-in time is guaranteed by 4:00 p.m., however, guest rooms are typically ready before then. Guest check-out time is 11:00 a.m. For your convenience at check-out, the hotel can store your luggage until departure.

Clarion Hotel & Conference Center
10100 Coastal Highway
Ocean City, Maryland 21842
800-638-2100 / 410-524-3535

Seminar Timeline

Friday, February 9, 2018

3:30 p.m. – 4:00 p.m.

Seminar Check-In
1st Floor Lobby – Outside Salon B

4:00 p.m. – 6:00 p.m.

Salon B – 1st Floor

Michael Nicodemus
NFDA

- **Cremation – Yesterday, Today & Tomorrow: Change = Opportunity**
- **Five Keys to Cremation Success**

6:00 p.m. – 7:00 p.m.

Salon A – 1st Floor

Cocktail Reception

Sponsor: Batesville Casket Company

7:00 p.m. – 8:00 p.m.

Salon A – 1st Floor

Dinner

Sponsor: Batesville Casket Company

Saturday, February 10, 2018

8:30 a.m. – 9:30 a.m.

Horizons/Ocean Club Restaurant

Breakfast Buffet

Sponsor: State Auto

9:30 a.m. – 10:30 a.m.

Salon B – 1st Floor

David Fowler, M.D.

State of Maryland – Chief Medical Examiner's Office

- **Opioid Epidemic in Maryland**

10:30 a.m. – 10:45 a.m.

Break

Sponsor: NGL

10:45 a.m. – 11:45 a.m.

Salon B – 1st Floor

Susan Coale, LCSW-C

Chesapeake Life Center Hospice of the Chesapeake

- **Substance Misuse Loss: How Can We Serve These Grievors**

**** The remainder of the day and evening is free ****

Sunday, February 11, 2018

8:30 a.m. – 9:30 a.m.

Salon B – 1st Floor

Breakfast Roundtable Session

Jari Villanueva

Veterans Affairs, MD National Guard Honor Guard (Ret.)

- **History of Military Funeral Honors**

Breakfast Sponsors

Funeral Directors Life Insurance Company

Montgomery Vault / Richards-Wilbert

9:30 a.m. – 9:45 a.m.

Closing Remarks & Raffle Prizes

About the Presenters

Susan C. Coale, L.C.S.W.–C. is the Director of Chesapeake Life Center at Hospice of the Chesapeake, providing individual and group counseling for grieving adults, children and families, clinical supervision for graduate students from local universities and provides training for professionals in the area of grief and traumatic loss. A licensed clinical social worker with over thirty years' experience, Susan has worked in a variety of settings, including hospitals, child welfare and private practice before joining Chesapeake Life Center. She was part of the team that developed Camp Nabi for grieving children and Phoenix Rising for grieving teens. Susan's particular area of focus is working with those who have experienced a traumatic loss, such as a death by suicide or a drug-related death.

David Fowler, MD 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.

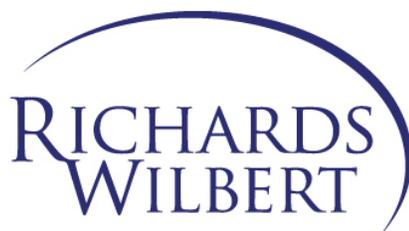
Michael Nicodemus is Vice President of Cremation Services for the National Funeral Directors Association (NFDA) and is responsible for leading and managing multiple strategic business development initiatives to advance NFDA's cremation services programs. Mike previously served as President of the Cremation Association of North America and was the former Chairman of their Crematory Operations Certificate Program. He currently conducts the NFDA Certified Crematory Operators (CCO) 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, 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. Mike is an alumnus of the Pittsburgh Institute of Mortuary Science (PIMS) and currently serves as a member of that school's Board of Directors. He is the author of the Cremation Operations manual published by Kates-Boylston publishing company, and has been retained as an expert witness involving cremation litigation. Mike has been featured or quoted in such publication as *USA Today*, *Time*, *Newsweek*, *BBC News*, *ABC News*, and the *New York Times*.

About the Presenters - continued

Jari Villanueva retired from the United States Air Force where he spent 23 years with The USAF Band in Washington DC. He is considered the country's foremost expert on military bugle calls, particularly the call of *Taps* which is sounded at military funerals. While in the Air Force he was the Non-Commissioned Officer in Charge of The USAF Band's State Funeral Plans and was the NCOIC of the command post at Andrews AFB which oversaw the arrival and departure ceremonies for the late Presidents Reagan and Ford. As a ceremonial trumpeter, Jari participated in well over 5,000 ceremonies at Arlington National Cemetery, served as an assistant drum major leading The USAF Ceremonial Brass in funerals at Arlington. He was responsible for all the music performed by the USAF Bands for state funerals. Between 1998-2002 Jari created a display at Arlington National Cemetery highlighting the history of the military bugler. He was responsible for moving the bugle used at President John F. Kennedy's funeral from the Smithsonian to Arlington where it is currently on display. In 2007 Jari was inducted into the Buglers Hall of Fame, the first active duty military bugler to be so honored. Since 2008, Jari has worked for the Maryland Military Department, serving as the Director of Veterans Affairs, Maryland National Guard Honor Guard (MDNGHG). The mission of the MDNGHG is to provide Military Funeral Honors to Armed Forces Veterans in Maryland and performs over 3,500 ceremonies each year. He is also conductor/commander of the Maryland Defense Force Band and holds the rank of Lt. Colonel (MDDF) in the Maryland Defense Force. In 2011, Jari planned, coordinated and oversaw the funeral services for former Maryland Governor William Donald Schaefer. Jari earned a Bachelor of Music Education degree in 1978 from the Peabody Conservatory of the Johns Hopkins University. In 1984 he received a Master of Music degree from Kent State University, Ohio. He is also a 2006 graduate of the Air Force Senior Non-Commissioned Officer Academy.



The Maryland State Funeral Directors Association offers continuing education programs throughout the year. We thank our sponsors for enabling MSFDA to deliver many opportunities for funeral directors to obtain continuing education credits, participate in dynamic educational programs, network with fellow funeral directors across Maryland and surrounding states, and make new friendships along the way.



Other Contributors

**THANK
YOU**

To our good friend **Phil Mathis** of **Phil's Coaches** for contributing toward our grand prize for our raffle drawing each year!

Maryland State Funeral Directors Association, Inc.

311 Crain Hwy. S.E.

Glen Burnie, Maryland 21061

410-553-9106 / 888-459-9693

Fax: 410-553-9107

Email: msfda@msfda.net

Web Site: www.msfda.net

