



MARYLAND STATE FUNERAL DIRECTORS ASSOCIATION



99TH



**ANNUAL
CONVENTION**

June 24-28, 2018

Clarion Resort & Conference Center
Ocean City, MD

MSFDA 99th Annual Convention

In today's environment of constant change, we very often have to embrace change and be more adaptable and acceptable to it. But how do we do it? We learn from each other through our relationships, partnerships and networks, and we learn through skill-building exercises. MSFDA's 99th annual convention focuses on understanding the dynamics of addressing and managing change, the creativity of problem-solving, and developing team skills for success.



As always, this year's convention combines continuing education, social and sporting events, and some free time to get together with friends, colleagues, and family. The convention committee continues to take note of feedback and comments offered on convention evaluations and has changed up this year's events a bit. We will not have the sporting clays challenge, but instead, we have organized a fishing outing which will be held on Wednesday afternoon. Having it on a separate day from our golf outing will allow those who wish to participate in both golf and fishing, to be able to do so. The *President's Celebration & Suppliers Association Appreciation Luncheon* will be held on Thursday following the final session of the convention. We hope you will join President Holly McComas in her celebration, and also help us extend our gratitude to the members of the Maryland State Funeral Suppliers Association for their support throughout the year. To show our appreciation for their generous support, Maryland State Funeral Suppliers Association members who register for the convention 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. Finally, our silent auction is being replaced by a "raffle for baskets" event. See more details about our basket raffle and opportunities to contribute a basket on the Convention Events page in this brochure.

Our continuing education sessions include a great line-up of speakers and topics – from accepting, adapting and managing change, to interactive and practical team-building exercises, to better understanding your consumers' preferences and trends. The *Best Practices Panel* will return with representatives from the Maryland Board of Morticians & Funeral Directors, OSHA, Veterans Affairs, and the Anatomy Board. Have your questions and commentary ready for an open and lively discussion.

We encourage convention attendees to attend our 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 on Monday afternoon; **Batesville's Seafood Festival** on Tuesday early afternoon; **Matthews Aurora Funeral Solutions' Putt-Putt Tournament** on Tuesday mid-afternoon; and our **new event – the fishing outing on Wednesday afternoon**. You'll also have some free time throughout the week to enjoy the Clarion's private beach, their 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 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 99th Annual Convention in sunny Ocean City!

Convention at a Glance

Schedule of Events

Sunday, June 24, 2018

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|--|-----------------------|
| Registration – Conference Center Lobby (1st Floor) | 2:00 p.m. – 4:00 p.m. |
| Service of Remembrance (Conference Room 5) | 5:15 p.m. |
| 33rd Annual Warfield-Rohr Welcome Reception (Salon A) | 6:00 p.m. – 7:30 p.m. |
| Young People’s Party (Sponsored in part by Warfield-Rohr) (Salon B) | 6:00 p.m. – 7:30 p.m. |

Monday, June 25, 2018 – Pink Day! Wear Pink to Support Cancer Awareness



| | |
|--|------------------------|
| Registration – Conference Center Lobby (1st Floor) | 7:30 a.m. – 10:00 a.m. |
| Continental Breakfast (Salon B) | 7:30 a.m. – 8:30 a.m. |
| Board of Directors Meeting & 1 st Business Session (MSFDA Members Only) (Salon A) | 7:45 a.m. – 8:30 a.m. |
| <i>Includes Breakfast Buffet in Meeting Room Compliments of State Auto</i> | |
| Open Session (All Registrants) (Salon A) | 8:45 a.m. – 11:15 a.m. |
| 27th Annual Convention Golf Classic (Ocean City Golf & Yacht Club) | 12:00 Noon |
| Free afternoon and evening | |

Tuesday, June 26, 2018

| | |
|--|------------------------|
| Registration – Conference Center Lobby (1st Floor) | 7:30 a.m. – 10:00 a.m. |
| Continental Breakfast (Salon B) | 7:30 a.m. – 9:00 a.m. |
| Legislative Update (MSFDA Members Only) (Salon A) | 8:00 a.m. – 9:00 a.m. |
| 2 nd Business Session (MSFDA Members Only) (Salon A) | 9:00 a.m. – 9:15 a.m. |
| Open Session (All Registrants) (Salon A) | 9:30 a.m. – 12:15 p.m. |
| 46th Annual Batesville Seafood Feast - Phillips Crab House | 12:30 p.m. – 2:30 p.m. |
| 11th Annual Matthews Aurora Funeral Solutions Putt-Putt Tournament - Embers Island Mini Golf | 2:00 p.m. |
| Free afternoon and evening | |

Wednesday, June 27, 2018

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| Registration – Conference Center Lobby (1st Floor) | 7:30 a.m. – 10:00 a.m. |
| Continental Breakfast (Salon B) | 7:30 a.m. – 9:00 a.m. |
| Past Presidents’ Breakfast (MSFDA Past Presidents Only) – Horizons Restaurant | 7:15 a.m. – 8:15 a.m. |
| 3 rd Business Session (MSFDA Members Only) (Salon A) | 8:30 a.m. – 9:00 a.m. |
| Open Session (All Registrants) (Salon A) | 9:15 a.m. – 12:45 p.m. |
| Fishing Outing – Bahia Marina – 22 nd Street (See details under Convention Events) | 1:00 p.m. – 6:00 p.m. |



Thursday, June 28, 2018

| | |
|---|------------------------|
| Registration – Conference Center Lobby (1st Floor) | 8:00 a.m. – 10:00 a.m. |
| Continental Breakfast (Salon B) | 8:00 a.m. – 9:30 a.m. |
| 4 th Business Session (MSFDA Members Only) (Salon A) | 8:30 a.m. – 9:00 a.m. |
| Open Session (All Registrants & Guests) (Salon A) | 9:15 a.m. – 1:00 p.m. |
| Convention Close | 12:45 p.m. |
| President’s Celebration & Suppliers Association Appreciation Lunch (Salon B) (See details under Convention Events) Raffle basket winners will be announced | 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. Dress is casual.

Welcome Reception

*Diamond sponsor **Warfield-Rohr Casket Company** will host its 33rd 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 the 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**. Sitter(s) are present at this event to supervise the children.*

Golf Tournament

After our continuing education sessions on Monday, attendees can participate in our 27th annual golf classic. Prizes will be awarded to participants during Tuesday's session.

Seafood Feast at Phillips Crab House

*Diamond sponsor **Batesville Casket Company** will host its 46th 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 11th 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.*

Fishing Outing



*Enjoy a fishing outing on the *Judith M*, where you will fish for Black Sea Bass and Taug, Jacks, Triggerfish, Trout, Flounder, Croakers, Blues, and many other species. You will fish the wrecks, rocks and reefs off the Delmarva coast. You can bring your lunch or you can buy it onboard. Burgers, hot dogs, snacks, candy, soda, water, coffee, etc. and a full bar are available. (Note: You are not allowed to bring any alcoholic beverages aboard.) It is advisable to bring sunscreen, a hat and sunglasses, and dress for cooler temperatures than the forecast. A rod and reel are included in your fee along with hooks, sinkers and bait. If you desire, you can bring your own rod, reel and tackle. You can also bring a cooler, however, a bucket to use or a bag for your fish will be provided. You can get your fish cleaned and they will fillet your catch for a nominal fee. Participants will meet at Bahia Marina on 22nd Street, right next to Fish Tales Bar & Grill. Parking is available.*

Raffle for Baskets



In place of our silent auction, we are raffling off lots of themed baskets of great items. Purchase raffle tickets throughout convention week and select the basket or baskets that you would like to win. Winners will be announced at the President's Celebration & Suppliers Association Recognition Lunch on Thursday. Those willing to contribute a basket, please contact the Association office – give us your idea for a basket, or we can give you a couple of suggestions if needed. Have the basket and contents but need help putting it together? No worries – we can help. You can drop it off at the Association office or bring everything with you to the convention.

President's Celebration & Suppliers Association Recognition Lunch

*Join us on **Thursday**, following the continuing education session, for a BBQ lunch to celebrate President Holly McComas' 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. Winners of the raffle baskets will be drawn and announced at this event.*

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, fishing outing, 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:

Continuing Education Credits

| | <u>MSFDA Members</u> | <u>Non-Members</u> |
|-----------|----------------------|--------------------|
| Monday | 3.25 | 2.5 |
| Tuesday | 2.25 | 2.0 |
| Wednesday | 3.5 | 3.0 |
| Thursday | 3.25 | 2.75 |

Continuing Education Presenters & Sessions

Monday, 6/25

- *MSFDA Update*
Holly K. McComas, CFSP
MSFDA President
- *Allied Industries Update*
Kristie Schley – President of the Maryland State Funeral Suppliers Association
- *Listening to the Consumer's Voice*
John O. "Jack" Mitchell, IV, CFSP, CCO, CCSP
At-large Representative, National Funeral Directors Association
- *OCME Update*
David R. Fowler, M.D. - Chief Medical Examiner
State of Maryland
- *NFDA Update*
Charles T. Bowman, CMSP, CFSP, CCO
President Elect, National Funeral Directors Association

Tuesday, 6/26

- *MORPH...Accepting, Adapting and Managing Change*
Mark Mayfield, CSP, CPAE

Wednesday, 6/27

- *Team Skills for Success – Parts I and II*
Marguerite Ham
Igniting Success

Thursday, 6/28

- *Maryland Preneed Law*
James Govoni – President of the Maryland Board of Morticians & Funeral Directors
- *Best Practices Panel*
James Govoni, Maryland Board of Morticians & Funeral Directors
Christopher Piscitelli, Veterans Affairs
Edward M. Ranier, Esq., OSHA
Ronn Wade, University of MD Anatomy Board

Continuing Education Credits

MSFDA members who attend all convention sessions will accumulate a total of 12.25 continuing education credits. Other attendees who participate in all open sessions will accumulate a total of 10.25 continuing education credits. **These credits are accepted by the Maryland Board of Morticians & Funeral Directors, the Pennsylvania State Board of Funeral Directors, and the Academy of Professional Funeral Service Practice.** Each attendee will receive a continuing education certificate which will be validated 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 4, 2018. Early bird registrations must be received by that date – no exceptions.

Speakers & Topics

Mark Mayfield will present *MORPH...Accepting, Adapting and Managing Change*. This session will help attendees better understand the dynamics of managing change, learn the creative problem-solving process, and learn skills to improve one's creativity. Mark has one of the most diversified backgrounds in the speaking industry having owned and operated several businesses ranging from livestock production to nightclubs to golf instruction, and also spent ten years as a lobbyist in Washington, D.C. and in thirteen state legislatures for a Fortune 500 company. That business experience combined with his work as a nightclub performer allowed him to create truly unique presentations. His tagline is simple: **Solid Business Wisdom in a Brilliant Comedic Style**. He is one of the rare individuals in the world who is equally adept at performing comedy shows or high content speeches. He has received rave reviews sharing the stage with a wide variety of celebrities like Paul Newman, Peter Frampton, Colin Powell, and Bob Newhart, and has introduced a President of the United States on a live, nationwide television broadcast. Mark is author of several business books and two joke books including his latest "Morph," a guide to accepting and managing change, and has spoken to a "Who's Who" list of corporations, conventions, and trade associations over the past four decades. He was raised on a farm, received two degrees magna cum laude from Kansas State University, and taught school before he began his lobbying, business, and speaking career. He has received the Certified Speaking Professional (CSP) designation from the National Speakers Association and been inducted into their Hall of Fame. He is happily married to Terry, Grandpa to Delaney, Archer, Reid, and Everett, and the proud father of two amazing daughters, Leah and Lindsay. His hobbies are golf, basketball, and music. From comedy shows to seminars, Mark's philosophy is simple...*say it with humor and people will take the message home.*



Marguerite Ham will provide a two-part interactive workshop on team skills for success. Attendees will evaluate their team and identify challenges, understand the four stages of team development, identify "time busters" that crash productivity, and learn the five steps to completing any task, and more. Marguerite has been a corporate trainer since 1989. She gives over 75 presentations a year nationwide to organizations such as Lockheed Martin, American Family Insurance, Lucent Technologies, Bell Canada, Selected Independent Funeral Homes, and associations and organizations worldwide. Marguerite is a certified coach and has been a certified, executive corporate coach for the last 15 years, where she helps organizations implement the coaching culture through training and coach certification. In addition, she works with corporate executives and their management teams, guiding them to be more effective and efficient while being in alignment with the organizational values and goals as well as their own. She is the author of: **Total Recall** (audio series), **How to Remember Anything in 60 Minutes or Less**, **How to Remember "What's His Name?"** and she is currently writing her latest book, **The Five Languages of Leadership**. Marguerite is known for her highly interactive, lively, content rich presentations in the fields of memory, leadership development, team effectiveness and coaching. Marguerite lives in Elizabeth, Colorado, with her husband, Gary, and his two children, Nick and Julia. Marguerite started an organization, Eye of the Storm Foundation, in memory of her son, Matthew, who passed away in 2011 from an accidental overdose. She educates young adults on the dangers of the misuse and abuse of prescription drugs.

Charles T. "Chuck" Bowman, CMSP, CFSP, CCO, will present an update on behalf of the National Funeral Directors Association. Chuck is the 2017-18 president elect of the National Funeral Directors Association. Chuck's career in funeral service began after working for many years in law enforcement. He joined Brenneman Funeral Home in Liberal, KS in 2017. He spent most of his career with Horan and McConaty, which operates several locations in the Denver, CO area. Chuck was extremely active in the Colorado Funeral Directors Association (CFDA) for a number of years. In addition to service on the Disaster and Legislative Committees, he was a member of the CFDA board of directors, serving in the role of president in 2003. He is the chair of Arapahoe Community College Mortuary School Advisory Board. In 2014, he retired from his role as deputy commander of the Region VIII DMORT. Most recently, Chuck served on the NFDA Board of Directors as an at-large representative, secretary and treasurer. He previously served as Colorado's representative to the NFDA Policy Board. He has also served on NFDA's Disaster Committee and Metals Recycling Task Force.



Speakers & Topics (continued)



John O. “Jack” Mitchell, IV, CFSP, CCO, CCSP will present *Listening to the Consumer’s Voice*. In this session, attendees will be able to position their business based on consumer attitudes and expectations related to funerals, cremation and memorial service; enhance offerings based on consumer preferences; and improve their communication and connection with consumers based on consumer trends. Jack is an at-large representative to the NFDA Board of Directors. He is a sixth-generation funeral director with Mitchell-Wiedefeld Funeral Home in Baltimore, Maryland. He also operates John O. Mitchell IV Funeral Services of Dulaney Valley since its inception in 2007, when he and his father became the owners of Dulaney Valley Memorial Gardens. Jack graduated from McDonogh School in 1989; he went on to serve as president of the school’s Alumni Association for the 2007-2008 term and currently serves on the Board of Trustees. He graduated from Lehigh University in 1993 with a Bachelor of Science degree in Business Management, and from Catonsville Community College in 1995 with an Associate in Arts degree in Mortuary Science. Jack has extensive experience serving on committees with both the Maryland State Funeral Directors Association (MSFDA) and NFDA. He is a past president of MSFDA and is Maryland’s former representative to the Policy Board.

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 from 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.



James Govoni, president of the Maryland Board of Morticians & Funeral Directors, will present the preneed law session as well as participate on the *Best Practices Panel*. Since 2000, Jim has served as General Manager of Hardesty Funeral Home with Maryland locations in Annapolis, Galesville and Gambrills. Jim began his career in funeral service after a four-year tour of duty in the United States Navy Hospital Corps. While stationed at the Bethesda Naval Hospital, he worked part time for the Robert A. Pumphrey Funeral Home, P.A., Bethesda, MD where he became an apprentice mortician in 1982. He attended the Catonsville Community College, graduating in 1984 and obtaining his mortician’s license in 1985. In 1987 he joined the then Beall Funeral Home in Bowie, MD. The firm was sold in 1989 and became the Beall-Evans Funeral Home, changing in 1993 to the Robert E. Evans Funeral Home. Jim became manager in 1997. Jim is a member of Dignity USA/Washington, West Annapolis Business Association, and the International Society for Performance Improvement, Potomac Chapter.

Other Sessions

MSFDA President Holly McComas will moderate this year’s *Best Practices Panel*, comprised of experts in the areas of the Maryland Board of Morticians & Funeral Directors, OSHA, Maryland Anatomy Board and Veterans Affairs; and Kristie Schley, president of the Maryland State Funeral Suppliers Association, will provide an update from our allied industries. 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.

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 26, 2018 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 26, 2018 will qualify for the following rates:

| <u>Single/Double Rate</u> | |
|---------------------------|-------|
| Double/Double | \$225 |
| Executive King | \$245 |
| Studio King | \$255 |

| <u>Single/Double Rate</u> | |
|---------------------------|-------|
| Cabana | \$275 |
| 2 Bedroom Condo | \$340 |
| 3 Bedroom Condo | \$460 |



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