

In-Person Continuing Education

September 15, 2026

Hard Rock Hotel & Casino Atlantic City

Presented by
New Jersey Funeral Service Education Corporation



Course Descriptions

Each one-hour course is **\$65** for members and **\$85** for nonmembers.

Need all five CEUs? Save \$25 on your registration by purchasing the Full Day Pass.

FUNERAL DIRECTING ETHICS (ETHICS)

Honestly Dishonest: Funeral Directing Ethics

1 CEU | Presented by *George R. Kelder Jr., CFSP*

Explore how ethical lapses in the funeral profession do not usually start big, but small. Attendees will better understand why funeral directors, in certain circumstances, can establish ethical work operations that may reduce the possibility of questionable funeral home practices or wrongdoing, while others display great difficulty in working through ethical dilemmas. Through practical real-world examples from the industry, participants will examine core business ethics and how they can apply them to their daily operations. Attendees will also gain insight into how funeral directors can implement ethical practices to minimize the risk of misconduct or unethical behavior.

NEW JERSEY LAW AND RULES (NJ LAW)

The Funeral Licensing Law

1 CEU | Presented by *Samantha L. Link, MPA*

The Funeral Licensing Law, PL. 2025 c. 52, was signed into law on May 8, 2025. This course outlines the changes made by the law, reviews the new industry trends that prompted these changes, discusses the history of licensing in New Jersey and details what students and licensees can expect as the law is implemented. Attendees will gain an understanding of the new licensing structure in New Jersey, what requirements remain for interns and preceptors, registration and management mandates, educational standards for both embalmers and non-embalmers, and the pathways to licensure for both Practitioners of Mortuary and Embalming Science and Practitioners of Mortuary Science.

Natural Organic Reduction in New Jersey

1 CEU | Presented by *Samantha L. Link, MPA*

Governor Phil Murphy signed A-4085/S-3007, a bill legalizing natural organic reduction on September 11, 2025. This recent legalization of natural organic reduction, the process of controlled, supervised decomposition of human remains into a soil-like product, introduces a new facet of the industry in New Jersey. This course delves into the science of the process of natural organic reduction, what the law allows and disallows, pending regulations, the history of natural organic reduction and how to best serve families who seek out natural organic reduction prior to final disposition. Attendees will gain an understanding of the new law and proposed regulations prior to the law's implementation in 2026.

NEW JERSEY PRENEED FUNERAL ARRANGEMENTS (NJ PRENEED)

Prepaid Funerals Funded by an Insurance Assignment

1 CEU | Presented by Jonathan R. Bender

This course will provide a comprehensive overview of the use of life insurance policies to fund prepaid funeral arrangements and the laws that govern this process in New Jersey. The seminar will explain how assignments of insurance proceeds are executed, the difference between revocable and irrevocable agreements and the compliance requirements established by the New Jersey Preneed Act and Medicaid regulations. Attendees will gain a clear understanding of key terms, required documentation and the responsibilities of funeral service providers when utilizing insurance assignments to ensure both consumer protection and regulatory compliance.

New Jersey Preneed in Perspective

1 CEU | Presented by Jonathan R. Bender

This seminar will take a fresh look at the landscape of New Jersey's funeral industry during the 1980s and 1990s and the relevant issues that prompted the introduction and enactment of the Preneed Act and subsequent regulations. The course will provide attendees with a program in a "cause and effect" format, informing them of the historical background and context surrounding several definitions and provisions of the Preneed Act. Attendees will also gain a thorough understanding of key definitions, terminology and the professional standards of conduct established by the Preneed Act.

Meet The Presenters

Jonathan R. Bender

Jonathan R. Bender serves as the Corporate Governance Manager for the New Jersey State Funeral Directors Association, where he works closely with Executive Management to develop and implement policies and procedures essential to the operations of the association and its related entities.

He is a member of the NJSFDA's Manager of the Day program, assisting funeral directors with complex regulatory and operational matters involving both state and federal laws. In addition, Bender is a licensed property and casualty insurance producer and has served as Interim Agency Manager for Thanexus Financial Services, LLC.

A licensed Practitioner of Mortuary Science and insurance producer, Bender has more than two decades of experience in the funeral industry. He has held numerous leadership positions within the organization, including Second Vice President of the NJSFDA, Vice President of the NJFSEC Trustees, and President of the Passaic County Funeral Directors Association.

Bender graduated summa cum laude from the American Academy McAllister Institute of Funeral Service and earned a Bachelor of Science degree in Biology from Montclair State University.



George R. Kelder Jr., CFSP

George R. Kelder Jr., CFSP, has been with the New Jersey State Funeral Directors Association since 1989 and serves as its Chief Executive Officer and Executive Director.

He serves as President of New Jersey Funeral Directors Services, Inc., President of New Jersey Funeral Service Education Corporation, President of Thanexus, Inc. (the first funeral practice management cooperative in the U.S.) and President of Thanexus Financial Services, LLC (a commercial insurance agency), all located in Wall, NJ. He is a staff trustee of Funeral Planning CHOICES (the New Jersey Prepaid Funeral Trust Fund and SureTrust).

Kelder graduated from the American Academy McAllister Institute of Funeral Service, New York City, in 1980 and received his Bachelor of Science degree in Funeral Service Administration from St. John's University, NY, in 1994.

Kelder is a licensed Practitioner of Mortuary Science. He is a Certified Funeral Service Practitioner with the Academy of Professional Funeral Service Practice, Cumberland, OH, and a founding member of the Professional Embalmers Association of Ireland.

He is an internationally recognized speaker on the topics of funeral home worker safety, compliance and regulation. Kelder is a proponent of expanding the role of the community funeral home by assisting families in navigating the process of aging and end-of-life issues.



Samantha L. Link, MPA

Samantha L. Link, MPA serves as the Director of Government Affairs for the New Jersey State Funeral Directors Association. In this role, she works directly with the Chief Executive Officer/Executive Director to implement the NJSFDA's public policy, legislative and regulatory agendas and contributes to the NJSFDA's content development process.

Most recently, she has assisted in the development of curriculum on several regulatory topics for presentation to New Jersey's licensee community to ensure that they can meet the minimum mandated continuing education requirements for licensure.

Link also serves on the NJSFDA's Manager of the Day team. This program offers members of the NJSFDA the opportunity to contact a staff member to troubleshoot complex funeral service issues. In this function, she has guided members through various situations dealing with federal and New Jersey laws and regulations specifically related to the funeral service industry.

Link earned a Bachelor of Arts degree in Broadcast Communications from Montclair State University and a Master of Public Administration degree from Rutgers University.

