

NEW JERSEY STATE FUNERAL DIRECTORS ASSOCIATION

*Celebrating 120 Years of Service to the Funeral Industry*



Harrah's Resort Atlantic City | New Jersey

**Register by September 13 and Save!**

[www.njsfda.org/convention](http://www.njsfda.org/convention)



# 2022

## Funeral Directors Convention and Expo

The New Jersey State Funeral Directors Association invites you to the 2022 Funeral Directors Convention and Expo, taking place on Tuesday, September 20 through Thursday, September 22 at Harrah's Resort Atlantic City. Celebrating 120 years of funeral service, this year's Convention features many wonderful educational and networking opportunities with other funeral industry professionals.

We are excited to announce the return of our social events at this year's Convention including the Wine and Cheese Reception at the Exhibit Hall opening, the Funeral Directors Round-Up and the Convention Happy Hour taking place at The Pool at Harrah's Resort.

We are excited to host this three-day event, and we look forward to seeing you there!

Register today at [www.njsfda.org/convention](http://www.njsfda.org/convention)



**With the convenience  
of having everything  
under one roof, Harrah's  
has established itself as  
the preeminent meeting  
destination on the  
East Coast.**



# Registration Options

## Convention 3 Day

If you want to take advantage of all the opportunities our Convention has to offer, this is the registration option for you.

### Includes:

- Up to 7 unique CEU offerings
- Exhibit Hall access for three days
- Tuesday Wine and Cheese Reception
- Wednesday lunch
- Thursday brunch
- Refreshments throughout the event
- General Session
- Service of Remembrance

## Convention 1 Day

This registration option gives you the flexibility to attend all Convention programming on the day of your choice. Register in advance and choose your day upon arrival.

### Includes:

- CEU offerings on selected day
- Exhibit Hall access on selected day
- Refreshments on selected day

## Exhibit Hall Only

If you are not in need of CEU programming but would like to walk our 50,000-square-foot Exhibit Hall floor, this registration option will give you access for all three days of the Convention.

### Includes:

- Exhibit Hall access for three days
- Tuesday Wine and Cheese Reception
- Wednesday lunch
- Thursday brunch

## Convention Happy Hour

Join us at The Pool at Harrah's Resort for cocktails and music in a tropical oasis. Our Convention Happy Hour is the perfect opportunity to relax and enjoy time with friends and colleagues before heading off to your evening plans.

*Separate Ticket Purchase and ID Required*

# Pricing

## Preregister to receive a discounted rate!

	MEMBER		LICENSED GUEST		MEMBER FAMILY		INTERN MEMBER		INTERN/STUDENT GUEST	
	Prereg	Onsite	Prereg	Onsite	Prereg	Onsite	Prereg	Onsite	Prereg	Onsite
Convention 3 Day	\$205	\$235	\$315	\$345	\$125	\$155	\$90	\$120	\$110	\$140
Convention 1 Day	\$105	\$135	\$205	\$235	–	–	–	–	–	–
Exhibit Hall Only	\$155	\$185	\$155	\$185	–	–	–	–	–	–
Convention Happy Hour	\$40	\$50	\$40	\$50	\$40	\$50	\$40	\$50	\$40	\$50

Members of the New York, Pennsylvania, Massachusetts and Connecticut FDA must call 800.734.3712 to get information on Northeast Funeral Service Partnership pricing and registration.



# Tuesday, September 20

## Schedule-at-a-Glance

**8:30 a.m. – 6:00 p.m.**

**Registration Desk Open**

**1:45 p.m. – 2:45 p.m.**

**Well, to Tell You the Truth**

with Dale Clock

**3:00 p.m. – 4:00 p.m.**

**Revisiting the Right Way of Death**

with Eric Layer

**4:00 p.m. – 6:00 p.m.**

**Exhibit Hall Opening**

Wine and Cheese Reception

**9:00 p.m. – 11:00 p.m.**

**Funeral Directors Round-Up**

## Featured Events

**Wine and Cheese Reception**

**4:00 p.m. – 6:00 p.m.**

Join your colleagues for the opening of the Exhibit Hall on the first floor of Harrah's Waterfront Conference Center. This is an opportunity to take a first look at the products and services offered by our exhibitors and see what is trending in the industry. Complimentary beer and wine will be served with light hors d'oeuvres.

**Funeral Directors Round-Up**

**9:00 p.m. – 11:00 p.m.**

Wrap up your first day at our Convention with this casual gathering held at the Eden Lounge. Order an affordable cocktail at this laid-back nightspot while enjoying the company of other funeral professionals. All are welcome.



Tuesday, September 20

### Convention Education Programming



**Dale Clock**

Well, to Tell You the Truth

**1:45 p.m. – 2:45 p.m.**



**Eric Layer**

Revisiting the Right Way of Death

**3:00 p.m. – 4:00 p.m.**



*Celebrating* **120** *of Service*  
TO THE  
**YEARS** *Funeral Industry*

### **BE A PART OF THE BIGGER PICTURE!**

Take this moment in time  
to make your mark and be remembered  
as a member of the  
New Jersey State Funeral Directors Association.

We invite all our NJSFDA members  
to participate in our  
120th anniversary photo  
taking place during Exhibit Hall hours  
Tuesday, September 20 and  
Wednesday, September 21 at the  
2022 Funeral Directors Convention and Expo.

*You must register for the Convention to participate.*



## Schedule-at-a-Glance

**7:30 a.m. – 6:00 p.m.**

**Registration Desk Open**

**8:30 a.m. – 9:30 a.m.**

**Embalming 101**

with Matt Smith

**1918 Flu Epidemic Perspectives**

**Following a 2020 Pandemic**

with Todd Van Beck, CFSP

**9:45 a.m. – 10:45 a.m.**

**Revisiting the Right Way of Death**

with Eric Layer

**Leveraging the Internet in Funeral Service**

with Daniel Hug

**11:00 a.m. – 12:00 p.m.**

**Well, to Tell You the Truth**

with Dale Clock

**Compassion Fatigue**

with Dr. Tonya Cunningham

**12:00 p.m. – 3:00 p.m.**

**Exhibit Hall**

*Lunch Included*

**3:15 p.m. – 4:15 p.m.**

**1918 Flu Epidemic Perspectives**

**Following a 2020 Pandemic**

with Todd Van Beck, CFSP

**Supporting the LGBTQ+ Community  
in Funeral Service**

with Timothy McLoone and Dr. Sara Murphy

**4:30 p.m. – 5:00 p.m.**

**Service of Remembrance**

**5:30 p.m. – 6:00 p.m.**

**Past Presidents Gathering**

*By Invitation Only*

**6:00 p.m. – 7:00 p.m.**

**Convention Happy Hour**

*Separate Ticket Purchase Required*

## Featured Events

**Service of Remembrance**

**4:30 p.m. – 5:00 p.m.**

Join us as we honor NJSFDA members and industry colleagues who have died this past year. Everyone is welcome to attend this personalized memorial event to share memories with families and friends. Anyone not registered for the Convention may request a badge to attend the Service of Remembrance at no charge.

**Past Presidents Gathering**

**5:30 p.m. – 6:00 p.m.**

NJSFDA Past Presidents are invited to join their fellow leaders for cocktails and conversation prior to the Convention Happy Hour. This is an exclusive gathering for NJSFDA Past Presidents.

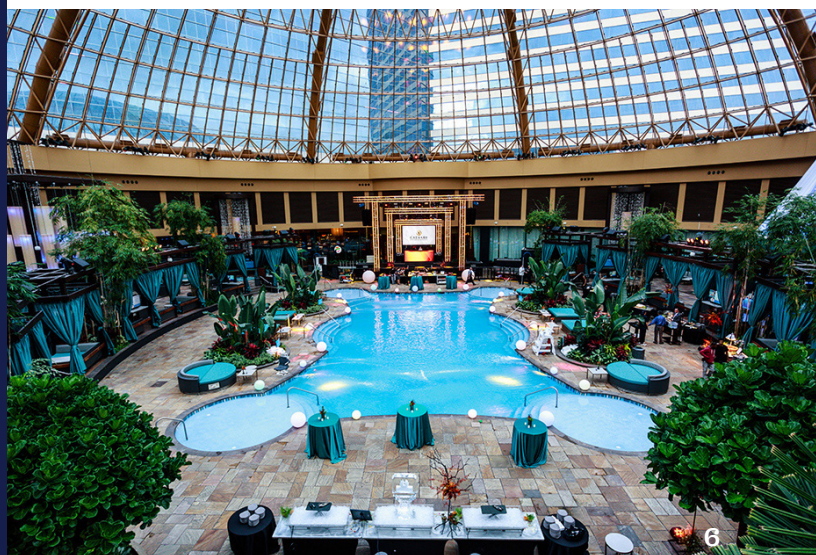
*By Invitation Only*

**Convention Happy Hour**

**6:00 p.m. – 7:00 p.m.**

Join us at The Pool at Harrah's Resort for hors d'oeuvres and cocktails in a tropical oasis while listening to music and having fun with friends.

*Separate Ticket Purchase and ID Required*



## Convention Education Programming



**Matt Smith**

Embalming 101

**8:30 a.m. – 9:30 a.m.**



**Todd Van Beck, CFSP**

1918 Flu Epidemic Perspectives  
Following a 2020 Pandemic

**8:30 a.m. – 9:30 p.m.**

**3:15 p.m. – 4:15 p.m.**



**Eric Layer**

Revisiting the Right Way of Death

**9:45 a.m. – 10:45 a.m.**



**Daniel Hug**

Leveraging the Internet in  
Funeral Service

**9:45 a.m. – 10:45 a.m.**



**Dale Clock**

Well, to Tell You the Truth

**11:00 a.m. – 12:00 p.m.**



**Dr. Tonya Cunningham**

Compassion Fatigue

**11:00 a.m. – 12:00 p.m.**



**Timothy McLoone and Dr. Sara Murphy**

Supporting the LGBTQ+ Community  
in Funeral Service

**3:15 p.m. – 4:15 p.m.**

# Thursday, September 22

## Schedule-at-a-Glance

**7:30 a.m. – 2:00 p.m.**

**Registration Desk Open**

**8:30 a.m. – 10:00 a.m.**

**General Session**

**9:00 a.m. – 10:00 a.m.**

**Supporting the LGBTQ+ Community  
in Funeral Service**

with Timothy McLoone and Dr. Sara Murphy

**Compassion Fatigue**

with Dr. Tonya Cunningham

**10:00 a.m. – 1:00 p.m.**

**Exhibit Hall**

*Brunch Included*

**1:15 p.m. – 2:15 p.m.**

**Embalming 101**

with Matt Smith

**Leveraging the Internet in Funeral Service**

with Daniel Hug

## Featured Events

**General Session**

**8:30 a.m. – 10:00 a.m.**

Join us for the annual business meeting of the New Jersey State Funeral Directors Association. Witness the ceremonial installation of new board members and listen to the executive reports of the Association's entities.





## Convention Education Programming



**Timothy McLoone and Dr. Sara Murphy**

Supporting the LGBTQ+ Community  
in Funeral Service

**9:00 a.m. – 10:00 a.m.**



**Dr. Tonya Cunningham**

Compassion Fatigue

**9:00 a.m. – 10:00 a.m.**



**Matt Smith**

Embalming 101

**1:15 p.m. – 2:15 p.m.**



**Daniel Hug**

Leveraging the Internet in  
Funeral Service

**1:15 p.m. – 2:15 p.m.**



# 2022

## Convention Education Programming

Sponsored by the New Jersey Funeral Service Education Corporation, a nationally recognized continuing education provider, this year's Convention programming offers licensees access to valuable subject matter to refine technical skills, strengthen business operations and learn about trending topics in funeral service.

Unless otherwise noted, all Convention seminars have been approved for 1 CEU from the State Board of Mortuary Science of New Jersey and .1B CEU from the Academy of Professional Funeral Service Practice (APFSP, Provider #1022).

All seminars have also been submitted for 1 CEU each to the appropriate licensing authorities in Florida (Provider #7002), Maryland, Massachusetts, New York, Pennsylvania (Provider #FED000026) and Virginia (Provider #052000051). Seminars that are approved by the APFSP are recognized by the licensing authorities in Connecticut, Delaware and Rhode Island. Licensees in states not listed here should contact their licensing authorities for individual CEU approval, if applicable.

For additional accreditation information, visit [www.njsfda.org/accreditation](http://www.njsfda.org/accreditation)



# Seminars and Speakers

## **Well, To Tell You the Truth with Dale Clock**

**Tuesday, September 20**  
**1:45 p.m. – 2:45 p.m.**

**Wednesday, September 21**  
**11:00 a.m. – 12:00 p.m.**

In this seminar, the presenter will tell the truth about various professional and business ventures and opportunities that he has tried in order to grow and develop his funeral home— ideas he truly believed were absolutely great and how they really turned out. He will assure attendees that it is OK when things do not work out.

Dale Clock is a fourth-generation funeral director. He attended Northwestern University on a Navy scholarship, received an engineering degree and then served five years as an officer before returning to the family business in Michigan.



## **Revisiting the Right Way of Death with Eric Layer**

**Tuesday, September 20**  
**3:00 p.m. – 4:00 p.m.**

**Wednesday, September 21**  
**9:45 a.m. – 10:45 a.m.**

This presentation will review the current uncertainty around the deathcare system and the challenges for the modern funeral director. The presenter will offer insight, based on a decade of research and consulting, on the “right way to do death” and how funeral directors can re-establish themselves as experts.

Eric Layer has spent his entire life around funeral service. Today, he heads the deathcare division at McKee Wallwork + Co., working with leading funeral brands through globally recognized campaigns, products and research efforts.



## **Embalming 101 with Matt Smith**

**Wednesday, September 21**  
**8:30 a.m. – 9:30 a.m.**

**Thursday, September 22**  
**1:15 p.m. – 2:15 p.m.**

This seminar will provide a comprehensive review of the most common problems embalmers face and tips for restoring natural contour, handling difficult cases, artery selection and choosing the right instruments.

Matt Smith is the owner and president of Homeward Bound Shipping, specializing in domestic mortuary shipping and international repatriation. Matt is also the founder of Professional Embalmers Institute (PEI), where embalmers from around the world gain experience with hands-on training.



## **1918 Flu Epidemic Perspectives Following a 2020 Pandemic with Todd Van Beck, CFSP**

**Wednesday, September 21**  
**8:30 a.m. – 9:30 a.m.**

**3:15 p.m. – 4:15 p.m.**

This is a timely and comparative story about a fascinating subject in the annals of funeral service history—the 1918 flu epidemic. The instructor will recount the story of how the funeral profession coped and tackled everything from a dwindling casket supply to a moratorium on embalming chemicals. He will also discuss how various challenges to the industry were handled in 2020.

Todd Van Beck, CFSP, is the Dean of the College of Funeral Management at the University of Memphis. He is a member of the Academy of Professional Funeral Service Practice, a certified embalmer and the author of four books and 400 professional articles.





# Seminars and Speakers

## **Leveraging the Internet in Funeral Service with Daniel Hug**

**Wednesday, September 21**  
**9:45 a.m. – 10:45 a.m.**

**Thursday, September 22**  
**1:15 p.m. – 2:15 p.m.**

It's common knowledge that many funeral home owners and directors are still struggling to understand the internet and how to leverage its possibilities. Daniel Hug breaks down the fundamentals of online communications and why certain techniques work better than others, depending on what you want to accomplish.

Daniel Hug, MBA, is a senior sales consultant with Ring Ring Marketing. In his role, Daniel engages with prospective funeral home clients and develops strategies to leverage the power of Google, online reviews and social media.



## **Compassion Fatigue with Dr. Tonya Cunningham**

**Wednesday, September 21**  
**11:00 a.m. – 12:00 p.m.**

**Thursday, September 22**  
**9:00 a.m. – 10:00 a.m.**

In this presentation, the instructor will discuss the experience of the funeral director and their exposure to compassion fatigue, which often leaves the heart and mind exhausted. She will also provide information on the importance of self-care in the deathcare industry.

Tonya Cunningham, PsyD, is a speaker, grief counselor, transitional life coach and author with emphasis on loss and life transitions. With 30 years of professional experience in the grief and death industry, she now provides training and personal development services and educates others on the importance of caring for their mental health.



## **Supporting the LGBTQ+ Community in Funeral Service**

**with Timothy McLoone  
and Dr. Sara Murphy**

**Wednesday, September 21**  
**3:15 p.m. – 4:15 p.m.**

**Thursday, September 22**  
**9:00 a.m. – 10:00 a.m.**

This session will demystify queer identities; identify common experiences of exclusion; discuss the funeral profession's past and present relationship with the LGBTQ+ community; and generate practical strategies to more effectively reach and serve queer-identified clients and staff in the future.

Timothy McLoone is a licensed funeral director, certified celebrant and funeral home owner. Tim has cultivated high levels of knowledge and expertise through his extensive work in all facets of the business.

Sara Murphy, PhD, is a death educator, certified thanatologist (Association for Death Education and Counseling), and suicidologist with 14 years of scholarly, pedagogical and professional experience in the field.



# Additional Programming

## 2022 NJ MANDATORY CONTINUING EDUCATION PROGRAMMING

*NJ Mandatory CE Programming is not included with Convention registration. A separate registration is required to attend.*

### INPERSON

Atlantic City  
TUESDAY  
9.20

NJ Preneed | OSHA  
Ethics | NJ Law  
CEUs

### UP TO 5 UNIQUE CEUS

Register at  
[www.njsfda.org/registration](http://www.njsfda.org/registration)

Preregistration pricing is valid  
until 5:00 p.m. on  
Tuesday, September 13, 2022.

### Your choice of NJ Preneed or OSHA

10:00 a.m. to 12:00 p.m.

#### NJ Preneed • 2 CEUs

Preneed Recordkeeping and Notifications (A. Ford)

Preneed Consumer Considerations (A. Ford)

or

#### OSHA • 2 CEUs

Bloodborne Pathogens (G. Kelder)

Formaldehyde and Hazard Communication (G. Kelder)

12:00 p.m. to 12:45 p.m.

#### Lunch

12:45 p.m. to 1:45 p.m.

#### Ethics • 1 CEU

Revealing Your Ethical Funeral Service Orientation  
(G. Kelder)

2:00 p.m. to 4:00 p.m.

#### NJ Law • 2 CEUs

Responding to Complaints and a Review of  
Professional Misconduct (A. Ford)

Funeral Service Advertising (A. Ford)

CELEBRANT  
TRIBUTE  
FRIENDS  
TRAINING

INTERVIEWS  
MODERN SPIRITUAL  
GUIDANCE  
HELP

PEOPLE  
READINGS  
PERSONALIZATION  
MEMENTOS  
CUSTOMIZATION  
MUSIC  
UNIQUE  
FAMILY

TUESDAY, SEPTEMBER 20 TO THURSDAY SEPTEMBER 22  
Harrah's Resort Atlantic City | Atlantic City, NJ  
[www.njsfda.org/registration](http://www.njsfda.org/registration)

# Seminar Policies and Procedures

## Accreditation

All seminars are accredited through the New Jersey Funeral Service Education Corporation. The NJFSEC Board of Trustees evaluates each seminar to ensure quality and relevance to funeral service.

## NJ Mandatory Continuing Education

Unless otherwise noted, all NJ Mandatory CE seminars have been approved for 1 CEU from the New Jersey State Board of Mortuary Science and .1B CEU from the APFSP.

## Certified Celebrant Training

The training program has been approved for 17 CEUs from the New Jersey State Board of Mortuary Science and 1.7A CEUs from the APFSP.

## Continuing Education Verification Policy

All attendees receive a bar-coded badge at check-in. The badge must be worn at all times. It will be scanned at the beginning and end of each seminar and any time attendees enter or exit the seminar room.

The NJFSEC will not grant CEUs to attendees who miss more than 10 minutes of instructional time during a one-hour seminar or who miss more than 15 minutes of total instructional time during a two-hour seminar. There are no exceptions. Completion of a program examination may be required for issuing continuing education credit. A continuing education certificate will be issued 30 days following the last seminar presentation.

## General Session

General Session is open to all New Jersey State Funeral Directors Association members and registered Convention guests. Members who are not registered for the Convention must receive a meeting badge for admission from the Convention Registration Desk.

## Refunds

Requests for Convention refunds will be honored by the NJSFDA until Friday, September 30, 2022.

Convention Happy Hour ticket purchases are non-refundable.

Requests for NJ Mandatory CE programming refunds will be honored by the NJSFEC until Friday, September 30, 2022.

After August 1, Certified Celebrant Training registration cancellations are non-refundable. If the original registrant is unable to attend, the registration may be transferred to another attendee.

View complete policies and procedures at

**[www.njsfda.org/seminarpolicies](http://www.njsfda.org/seminarpolicies)**

## Photography Release and Disclosure

All photography, video and audio recordings captured by the NJSFDA or any of its affiliated entities are the property of the NJSFDA. The NJSFDA reserves the right to use and distribute such images and recordings at its sole discretion. Participation by the attendee, guest or representative constitutes permission for the NJSFDA to capture and use such images or electronic recordings.

## Non-Exhibitor Solicitation

Solicitation is only permitted by registered exhibitors during scheduled Exhibit Hall hours. Non-exhibiting companies are prohibited from reserving meeting rooms, event suites or holding any event targeted to attendees during the Convention. Non-exhibiting companies and their representatives are not permitted to solicit within the Exhibit Hall, seminar rooms, other Convention scheduled programming or NJ Mandatory CE programming.

The NJSFDA further prohibits solicitation of business in any public area occupied by the Convention, including public areas in the hotel, meeting rooms, suites and restaurants. Violators will be required to cease current activities and will be subject to full exhibitor rental space fees. In addition, such conduct may result in the removal of all violators from the hotel premises.





# Hotel Accommodations

## Discounted Room Rates

1 King/2 Queens: \$108 per night (plus taxes and fees)

Rooms are available in the Bayview and Waterfront Towers. The room rate is based on single or double occupancy with a maximum of four guests per room. Additional persons will be charged at a rate of \$20 per room, per night.

All rooms are subject to a \$15 resort fee and a 13.625% tax plus a \$7 lodging fee per room, per night, subject to change without notice. The resort fee includes local telephone calls, a \$5 voucher towards self-parking in the garage, access to the fitness center and in-room internet access, limited to two devices per room, per night.

## Parking

A \$5 voucher towards self-parking is included with all room reservations made through the NJSFDA room block. Self-parking starts at \$5 and valet parking starts at \$10. Fees are based on a per-use basis, not on an hourly or daily basis. Fees are paid upon exit.

## Reservations

Book your room by **September 2** to receive our discounted room rate. Discounted rates are available for rooms reserved Sunday, September 18 through Thursday, September 22. Rooms are available on a first-come, first-served basis.

Book online at [book.passkey.com/go/sh09fd2](https://book.passkey.com/go/sh09fd2)

Book by telephone at **888.516.2215**.

Group name is **NJSFDA**, and code is **SH09FD2**.

Third-party firms may attempt to contact attendees to solicit hotel reservations for the Convention. Such firms have not been authorized to book reservations and are not affiliated with the NJSFDA or Harrah's Resort Atlantic City. The information above is the only way to book reservations through the NJSFDA authorized room block.

## Cancellations

Cancellations must be received by Harrah's Resort Atlantic City 48 hours prior to arrival date. Failure to cancel reservations 48 hours prior to arrival will result in a one-night, non-refundable guest room charge plus applicable taxes posted to the attendees' credit card on file.

**Harrah's Resort Atlantic City**  
**777 Harrah's Boulevard**  
**Atlantic City, NJ 08401**

**Check In: 4:00 p.m.**  
**Check Out: 12:00 p.m.**



Mark Your Calendar

**SAVE THE DATE!**

**2023 Funeral Directors  
Convention & Expo**

**NEW DATE: October 10–12, 2023**

**Harrah's Resort Atlantic City**

