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Cindy Bock | Tammy Cunningham | Rebekah Deal

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Becky Schellhaas | Angelia Sherman | Kathie Sherman

Molly Slater | Patty Wimer

REGISTRATION

FUNERAL DIRECTORS.....\$195

GUESTS OVER 18.....\$120

RESIDENT INTERN.....\$150

CHILDREN AGES 6-17.....\$40

CHILDREN UNDER 6.....FREE

MORTUARY SCHOOL STUDENTS...FREE

[register | wpfda.org](https://www.wpfda.org/register)

*Registration includes
all meals & special events
listed on the Schedule.

AMBASSADOR

BANQUET & CONFERENCE CENTER

7794 Peach Street | Erie, PA 16509

ROOM RATES \$132 | Call to book your stay!

Courtyard by Marriott | 814.860.8300

Hilton Garden Inn | 814.866.1390

SCHEDULE AT A GLANCE

[MONDAY] JUNE 20TH

1PM - 4PM | REGISTRATION

AMBASSADOR GARDEN ATRIUM PRE-FUNCTION AREA

6PM | APPRECIATION PARTY FOR EXHIBITORS & CONFERENCE

ATTENDEES AT HEMINGWAY BAR. COMPLIMENTARY FOOD BAR

& 1 HOUR OPEN BAR 6PM - 7PM CASH BAR 7PM

HEMINGWAY BAR & LOUNGE AREA | SPONSORED BY WPFDA

[TUESDAY] JUNE 21ST

7AM - 4PM | REGISTRATION

AMBASSADOR GARDEN ATRIUM PRE-FUNCTION AREA

7:30AM - 9:30AM | BREAKFAST

AMBASSADOR GARDEN ATRIUM | SPONSORED BY VANTAGE POINT & WPFDA

8:45AM - NOON | SEMINAR • DAVID G. HICKS • 3 ceu's

AMBASSADOR HEMINGWAY BALLROOM

SPONSORED BY WILBERT FUNERAL SERVICES

NOON - 1:30PM | ROAMING LUNCH WITH VENDORS

AMBASSADOR EXHIBIT HALL | SPONSORED BY BATESVILLE & WPFDA

NOON - 4PM | EXHIBIT HALL OPEN

4PM - 6PM | SEMINAR • DR. JOSEPH A. MARSAGLIA • 2 ceu's

AMBASSADOR HEMINGWAY BALLROOM | SPONSORED BY WPFDA

6:30PM | PRESIDENTS RECEPTION

AMBASSADOR GARDEN ATRIUM & OUTSIDE TERRACE

SPONSORED BY NOMIS PUBLICATIONS, THOMAS REMOVAL SERVICE,
BIG AL'S FUNERAL SUPPLIES & WPFDA

[WEDNESDAY] JUNE 22ND

7AM - NOON | REGISTRATION

AMBASSADOR GARDEN ATRIUM PRE-FUNCTION AREA

9AM - 10AM | SEMINAR • TJ ROSER • 1 ceu

AMBASSADOR HEMINGWAY BALLROOM | SPONSORED BY CORE

10AM - NOON | ROAMING BRUNCH

AMBASSADOR EXHIBIT HALL

SPONSORED BY MATTHEWS AURORA, EXPRESS FUNERAL FUNDING,
HOMESTEADERS LIFE COMPANY & WPFDA

10AM - NOON | EXHIBIT HALL OPEN

NOON - 2PM | SEMINAR • MARK CUDDY of Legacy.com

+ NICK GRAHAM & SAGE THORNOCK of tukios • 2 ceu's

AMBASSADOR HEMINGWAY BALLROOM

SPONSORED BY Legacy.com & tukios

[THURSDAY] JUNE 23RD

WRAP UP DAY

Join the fun at the 2022

GOLF SCRAMBLE

MONDAY, JUNE 20TH

10AM TEE TIME



Sponsored by

ALL NET PROCEEDS
GO TO WPFDA

WHISPERING WOODS GOLF CLUB

7214 GRUBB ROAD • ERIE, PA 16506

FUN FOR ALL AGES + SKILL LEVELS

MEN • WOMEN • KIDS

REGISTRATION

\$125 SINGLE | \$400 FOURSOME

*INCLUDES FOOD, DRINKS & OTHER GOODIES
ONLINE REGISTRATION AVAILABLE

PRIZES INCLUDE

LONGEST DRIVE, LONGEST PUTT,
CLOSEST TO THE PIN, LOWEST SCORE, HIGHEST SCORE

SPONSORSHIP OPPORTUNITIES AVAILABLE

CONTACT MATT BARR OF LCBA

BARRM@LCBALIFE.ORG | (800) 234-5222

Western Pennsylvania Funeral Directors Association

CORDIALLY INVITES YOU TO JOIN THE FUN



113TH ANNUAL CONVENTION & EXPO

JUNE 20th - 23rd, 2022

ERIE, PENNSYLVANIA

THANK YOU TO OUR SPONSORS
PLATINUM



Batesville



LCBA
tomorrow. together.

Wilbert



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GET THE LATEST UPDATES
& EVENT DETAILS HERE

SCAN THE QR CODE WITH YOUR PHONE TO
STAY CONNECTED | WPFDA.ORG



WESTERN PENNSYLVANIA FUNERAL DIRECTORS ASSOCIATION INC.
2201 HIGHLAND ROAD • HERMITAGE, PA 16148-2822



GO THE EXTRA MILE | EXPLORE THE SEMINARS & EVENTS

[TUES] JUNE 21st | 8:45AM-NOON



Difficult Case Embalming – Best Practices

DAVID G. HICKS

NATIONAL SALES MANAGER FOR PIERCE CHEMICAL & SERVES AS SALES REPRESENTATIVE FOR KENTUCKY, OHIO & WEST VIRGINIA. A GRADUATE OF THE CINCINNATI COLLEGE OF MORTUARY SCIENCE, EARNED A BACHELOR'S OF MORTUARY SCIENCE & HOLDS A MASTER'S OF SCIENCE IN EDUCATION FROM CAPELLA UNIVERSITY.

DAVID HAS BEEN IN FUNERAL SERVICE SINCE 1992 & IS LICENSED IN BOTH OHIO & KENTUCKY, TAUGHT IN THE AREAS OF EMBALMING THEORY, RESTORATIVE ART, CLINICAL LABS & VARIOUS OTHER SCIENCE COURSES. SERVED AS AN EDITORIAL CONSULTANT TO ROBERT G. MAYER, JR. WITH THE 5TH ED OF EMBALMING-HISTORY, THEORY & PRACTICE. HE HAS PRESENTED ALL OVER THE U.S. & INTERNATIONALLY IN KEELE, ENGLAND.

PRESENTATION HIGHLIGHTS

BEST PRACTICES WHEN DEALING WITH DIFFICULT CASES INCLUDING CAVITY TREATMENT, DRUG OVERDOSES, + CHEMOTHERAPEUTIC CASES.



CON-ED APPROVED FOR PA, OH, NY, W.VA & APFSP

Sponsored by Wilbert Funeral Services

APPRECIATION PARTY

MONDAY, JUNE 20th • 6:00PM

**YIELD
HEMINGWAY
BAR
&
LOUNGE
AHEAD**

YIELD FOR THE NEXT MILE AT
HEMINGWAY BAR & LOUNGE AREA
COMPLIMENTARY FOOD BAR &
1 HOUR OPEN BAR FROM 6PM TO 7PM.
CASH BAR STARTS AT 7PM.

PRESIDENTS RECEPTION

TUESDAY, JUNE 21st • 6:30PM

**STOP
BY THE
AMBASSADOR
GARDEN
ATRIUM
& OUTSIDE
TERRACE**

PRESIDENT JENNA RUPERT & HER
HUSBAND BILL INVITE YOU TO GO THE
EXTRA MILE & STOP BY THE PRESIDENTS
RECEPTION FOR AN EVENING OF FUN &
ENTERTAINMENT FEATURING LIVE MUSIC!

7:30PM • DOOR PRIZE RAFFLE. MUST BE PRESENT TO WIN.
WINNERS OF THE GOLF OUTING PRIZES WILL BE ANNOUNCED.

[TUES] JUNE 21st | 4PM-6PM



Child Abuse: Recognition & Mandated Reporting

DR. JOSEPH A. MARSAGLIA

EdD, PIMS, DEAN EMERITUS, CFSP

STARTING IN 1995 (NOW RETIRED), JOSEPH SERVED AS THE DEAN OF FACULTY & STUDENTS INSTRUCTOR, CLINICAL EMBALMING SUPERVISOR AT THE PITTSBURGH INSTITUTE OF MORTUARY SCIENCE (PIMS).

PRIOR TO HIS TIME AT PIMS, DR. JOSEPH MARSAGLIA SERVED AS A SERGEANT IN THE U.S. MARINE CORPS. A POLICE OFFICER ON THE PHILADELPHIA POLICE FORCE, & A PARTICIPANT IN RECOVERY EFFORTS OF US AIR FLIGHT 427 IN 1994 & AN EARTHQUAKE IN KOBE, JAPAN IN 1995. HE HAS AN EXTENSIVE TEACHING EXPERIENCE & BACKGROUND THAT INCLUDES COURSEWORK IN BUSINESS, SOCIOLOGY, PSYCHOLOGY, THANATOLOGY, & FUNERAL SERVICE LAW + HAS WRITTEN MULTIPLE ARTICLES & PRESENTED ALL OVER THE U.S.

PRESENTATION HIGHLIGHTS

IDENTIFIES THE CATEGORIES + RECOGNIZES THE SIGNS OF CHILD ABUSE, DISCUSSES THE ROLE OF MANDATED REPORTER & REPORTING REQUIREMENTS.



CON-ED APPROVED FOR PA, OH, NY, W.VA & APFSP

Sponsored by WPFDA

[WED] JUNE 22nd | 9AM-10AM



Organ Donation & Changes Affecting the Funeral Service Community

TJ ROSER, BS, FD | CORE

PENNSYLVANIA LICENSED FUNERAL DIRECTOR, SUPERVISOR & PARTNER IN A FAMILY-OWNED FUNERAL HOME. TJ BUILT & SUCCESSFULLY RAN A CREMATORY THAT SERVED 7 COUNTIES IN PENNSYLVANIA + SERVED AS THE FUNERAL DIRECTOR/CORONER LIAISON FOR THE CENTER FOR ORGAN RECOVERY & EDUCATION (CORE) FOR ELEVEN YEARS.

HE IS STILL ACTIVE IN FUNERAL SERVICE AS A TRADE EMBALMER & DEPUTY CORONER FOR THE INDIANA COUNTY CORONER'S OFFICE. HE HAS GIVEN MANY PRESENTATIONS OVER THE YEARS AT FUNERAL DIRECTOR VENUES REGARDING THE ORGAN PROCUREMENT ORGANIZATION. HE SERVES THE OPO & FUNERAL DIRECTORS COMMUNITIES WITH RESPECT & BALANCE.

PRESENTATION HIGHLIGHTS

RECENT CHANGES WITHIN ORGAN PROCUREMENT ORGANIZATION (OPO) REGULATIONS, LAWS + POLICY.



CON-ED APPROVED FOR PA, OH, NY, W.VA & APFSP

Sponsored by CORE

[WED] JUNE 22nd | NOON-2PM



The Obituary & Your Website, What do Consumers Expect?

MARK CUDDY

of Legacy.com

CAREER IN FUNERAL SERVICE STARTED AT A YOUNG AGE, AT CARSON FUNERAL HOME IN DAYTON, IOWA. AFTER COLLEGE, MARK RETURNED TO BUSINESS, AS THE EASTERN IOWA SALES REPRESENTATIVE FOR AURORA CASKET.

MARK MOVED TO THE EAST COAST AS A NATIONAL SALES REP FOR TRIBUTES.COM, INTRODUCING AN OBITUARY PLATFORM TO FUNERAL HOME WEBSITES. HE BRINGS THIS WIDE RANGE OF EXPERIENCE TO LEGACY.COM'S BUSINESS DEVELOPMENT FUNERAL CHANNEL.



NICK GRAHAM

Account Manager of tukios
Education BS from Weber State University,
Ogden Utah

A NATIVE OF OGDEN, UTAH, NICK IS COMING UP ON 5 YEARS WORKING AT TUKIOS, CURRENTLY AS AN ACCOUNT MANAGER HELPING HUNDREDS OF FUNERAL HOMES & CEMETERIES ALONG THE EAST COAST WITH ALL THE DIFFERENT PRODUCTS TUKIOS HAS TO OFFER. HE STARTED WORKING IN THE FUNERAL INDUSTRY AS A YOUNG ADULT. HE IS A RECENT GRADUATE OF WEBER STATE UNIVERSITY & WORKS TO TRAIN FUNERAL HOMES ON THE TRIBUTE VIDEO SOFTWARE, AFTERCARE CARD & TEXT PROGRAMS, & ALSO ASSISTS THOSE WHO HAVE A WEBSITE WITH TUKIOS.



SAGE THORNOCK

Account Executive from tukios
Education BS from Weber State University
Ogden, Utah

BORN & RAISED IN OGDEN, UTAH, SAGE CURRENTLY WORKS AS AN ACCOUNT EXECUTIVE AT TUKIOS & HAS ENJOYED WORKING IN THE FUNERAL INDUSTRY OVER THE PAST 4 YEARS. HE CURRENTLY COVERS 12 STATES & WORKS WITH OVER 50 FUNERAL HOMES HELPING FUNERAL DIRECTORS IMPROVE & INNOVATE THEIR WEBSITE PRESENCE ON THE INTERNET.

PRESENTATION HIGHLIGHTS

LEARN ABOUT THE TYPES OF FUNERAL HOME WEBSITE VISITORS, WHAT THEY ARE SEARCHING FOR + HOW TO MAKE SIMPLE CHANGES TO BETTER MEET WEBSITE VISITOR'S NEEDS.



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