

OFFICERS & DIRECTORS

2025 President

Dennis Daugherty | Freeport, PA

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Treasurer

Stephen "Steve" Sherman | Hermitage, PA

WPFDA Board Meeting Schedule

Mon. 6/16 4:30pm | Tues. 6/17 | Wed. 6/18 2:15pm (two mtgs.)

WHY CHOOSE WPFDA?

Continuing Education
Networking Opportunities
Access to Resources and Suppliers

WHAT'S HAPPENING IN ERIE?

- Presque Isle State Park
- Dobbin's Landing
- Erie Zoo & Botanical Gardens
- Lake Erie Speedway
- Waldameer Park & Water World
- Lake Erie Wine/Ale Trail, Distilleries
- Erie Seawolves
- Dining & Shopping
- Erie Maritime Museum
- ExpERIENCE Children's Museum
- Presque Isle Downs & Casino
- Arts & Entertainment
- Asbury Woods, Wintergreen Gorge

FIND DETAILS AT WWW.WPFDA.ORG/ABOUT-ERIE-PA



WPFDA.org/Registration

1-866-3-SPLASH

SCHEDULE AT A GLANCE

Monday - June 16th

10am - 4pm | Exhibitor Registration

Ambassador Garden Atrium Pre-Function Area

1pm - 4pm | Attendee Registration

Ambassador Garden Atrium Pre-Function Area

6pm | Appreciation Party for Exhibitors & Conference

Attendees at Hemingway Bar. **Live Music** | featuring Francis Kloecker | **Complimentary Food Bar & 1 Hour Open Bar** 6pm - 7pm | **Cash Bar** 7pm | Giveaway Drawing
Hemingway Bar & Lounge Area

Tuesday - June 17th

7am - 4pm | Attendee Registration

Ambassador Garden Atrium Pre-Function Area

9:30am - 11am | Exhibitor Registration

Ambassador Garden Atrium Pre-Function Area

7:30am - 9:30am | Breakfast

Ambassador Garden Atrium

8:45am - Noon | Seminar Presented by Michelle Johnston

"Reconstruction Techniques and Airbrush Cosmetics"

Ambassador Hemingway Ballroom
Sponsored by Wilbert and Pierce Chemical

Noon - 1:30pm | Roaming Lunch with Vendors

Ambassador Exhibit Hall
Sponsored by:

Noon - 4pm | Exhibit Hall Open

4pm - 6pm | Seminar Presented by Dr. Joseph A. Marsaglia

"Child Abuse: Recognition & Reporting"

Ambassador Hemingway Ballroom
Sponsored by WPFDA

6:30pm | Presidents Reception | Past-President Honoree Award

Live music by Francis Kloecker | Door Prize Raffles 7:30pm
Ambassador Garden Atrium & Outside Terrace
Sponsored by:

Wednesday - June 18th

7am - Noon | Registration

Ambassador Garden Atrium Pre-Function Area

9am - 10am | Seminar Presented by Dana E. Goodell

"Can We Embalm Better"

Ambassador Hemingway Ballroom
Sponsored by:

10am - Noon | Roaming Brunch

Ambassador Exhibit Hall
Sponsored by:

10am - Noon | Exhibit Hall Open

Noon - 2pm | Seminar Presented by Wallace P. (Wally) Hooker

"Embalming, Soft Tissue Repair & Facial Restoration"

Ambassador Hemingway Ballroom
Sponsored by WPFDA

Thursday - June 19th

Wrap Up Day

THE WESTERN PENNSYLVANIA FUNERAL
DIRECTORS ASSOCIATION



116TH ANNUAL CONVENTION & EXPO

JUNE 16 - 19, 2025

ERIE, PENNSYLVANIA

Now Accepting Sponsors!

Gold

Silver

Bronze

SCAN QR CODE TO
REGISTER | WPFDA.ORG



WESTERN PENNSYLVANIA FUNERAL DIRECTORS ASSOCIATION
2201 HIGHLAND ROAD HERMITAGE, PA 16148

Tues. June 17th | 8:45am - Noon

"Reconstruction Techniques and Airbrush Cosmetics"

Presenter | Michelle Johnston, CFSP

Owner & Founder | Johnston Embalming & Reconstructive Institute

Michelle Johnston has been licensed as a funeral director and embalmer since 2013. Michelle opened East Texas Mortuary Service in Tyler, Texas in 2019 and began serving funeral homes by offering all services, from embalming to advanced trauma repair. Michelle strives to change the narrative in the industry from closed caskets to the possibility of open caskets under any circumstance. In 2021, she was awarded the East Texas Embalmer of the Year award and has been invited to speak on many platforms.

Presentation Highlights

Trauma Cases | Restoring Tissue | Innovative Postmortem Surgical Techniques | Applying Airbrush Cosmetics | Legality Measures

3 CEU's Con-Ed Pending Approval for PA, OH, NY, W. VA & APFSP

Tues. June 17th | 4pm - 6pm

"Child Abuse: Recognition & Mandated Reporting"

Presenter | Dr. Joseph A. Marsaglia

Edd, PIMS, Dean of Faculty and Students

Since 1995, Dr. Marsaglia has 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, he served as a Sergeant in the U.S. Marine corps. He has an extensive teaching experience & background that includes coursework in business, sociology, psychology, thanatology, & funeral service law and has written multiple articles & presented all over the United States.

Presentation Highlights

Identifies the Categories | Recognizing the Signs | Role of Mandated Reporter | Reporting Requirements

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REGISTRATION

Includes:
All Meals, Seminars & Special Events

Funeral Directors.....\$225
Guests over 18.....\$175
Resident Intern.....\$175
Mortuary Student.....FREE
Children Ages 6-17.....\$60
Children under 6..... FREE

**Register by May 1st
for a Chance to Win
a prize
Valued at \$350**

Register | WPFDA.org

AMBASSADOR BANQUET & CONFERENCE CENTER

Conference Room Rates \$138

Book Online or Call

Courtyard by Marriott | 814-860-8300
Hilton Garden Inn | 814-866-1390

Book Online at WPFDA.org/Accommodations

APPRECIATION PARTY

LIVE MUSIC [MONDAY] **JUNE 16th** • 6:00 PM
Ambassador Hemingway Bar & Lounge
COMPLIMENTARY FOOD BAR & 1 HOUR OPEN BAR
FROM 6PM TO 7PM. CASH BAR STARTS AT 7PM

*GIVEAWAY AT 7:30PM.

PRESIDENTS RECEPTION

[TUESDAY] **JUNE 17th** • 6:30 PM

Ambassador Garden Atrium & Outside Terrace

PRESIDENT DENNIS DAUGHERTY INVITES YOU TO
CELEBRATE

LIVE MUSIC FEATURING FRANCIS KLOECKER

PAST-PRESIDENT HONOREE AWARD
DOOR PRIZE RAFFLES AT 7:30PM. MUST BE PRESENT TO WIN

Wed. June 18th | 9am - 10am

"Can We Embalm Better"

Presenter | Dana E. Goodell LE/FD

Education and Sales Director | The Embalmers Supply Company

Dana is a 1988 graduate of Dallas Institute of Funeral Service and has served families in the state of Iowa since that time. He has served as lead embalmer for a large firm in Iowa where they embalmed over 700 cases a year. He still serves as a part-time director and embalmer at Christy Smith Funeral Homes in Sioux City, IA. He is a true believer in making a difference in body preparation and presentation. His programs are not only educational for the veteran embalmer but also for the newly graduate. He promises to bring not only skills, but a few laughs along the way.

Presentation Highlights

Pre Embalming Analysis | Fluid Selection | Proper Feature Setting | Pre Injection | Embalmers Nightmare Cases

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Wed. June 18th | Noon - 2pm

"Embalming, Soft Tissue Repair & Facial Restoration"

Presenter | Wallace P. (Wally) Hooker

Owner/Funeral Director/Embalmer | Family & Friends Funeral Home

Wally attended Purdue University and a graduate of Worsham College of Mortuary Science, Wheeling, IL. He served as 2015 - 2016 President of the Indiana Funeral Directors Association and serves on the Advisory Board of Worsham College of Mortuary Science. Wally has done a significant amount of trade embalming in his career. He is routinely called on by other professionals, for technical consultation, to assist with their problem cases, restorative work, and for their family members. Wally has a passion and reputation for quality no-nonsense embalming and facial reconstruction.

Presentation Highlights

Soft Tissue Repair Techniques | Everyday Challenges | Practical Tips & Products | Reconstructive Case Studies

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