



PFDA

Pennsylvania Funeral
Directors Association

2025

CONVENTION
& EXPO

WIND CREEK RESORT & CASINO

77 WIND CREEK BLVD, BETHLEHEM PA

JUNE 8TH - 11TH, 2025

MEMBER REGISTRATION

2024-2025 PFDA/UNICHOICE OFFICERS:

President:

Christopher J. Calvey
Jennings-Calvey Funeral Home And Cremation Services, Inc.

President-Elect:

Jeff Baronick
Baronick Funeral Home & Crematorium

Secretary-Treasurer:

Angela Ulen
Hooper Memorial Home, Inc.

Immediate Past President:

Bruce Parthemore
Parthemore Funeral Home and Cremation Services Inc.

2024-2025 PFDA/UNICHOICE BOARD OF GOVERNORS AND OFFICERS

Jennifer Tomon | Joseph A. Tomon, Jr. Funeral Home And Crematory
Harry Readshaw | Readshaw Funeral Home
Marc Zmijowski | Melenzyer Funeral Home & Cremation Services Inc
Scott Kaufman | Kaufman Funeral Home Inc
Gregory L. Myer | Bartron-Myer Funeral Home Inc.
John Lutz II | Lutz Funeral Home
Milian Rodriguez | Rodriguez Funeral Home
William Spence | William P. Spence Funeral & Cremation Services Inc.
Michelle Muccio-Krise | Lynch-Green Funeral Home And Cremation Services

Quaker State:

Tasha Dugan | Laurel Hill Funeral Home

PFDA

Pennsylvania Funeral
Directors Association

DOWNLOAD BROCHURE AT WWW.PFDA.ORG



For More Information or Questions Please Contact:
Pennsylvania Funeral Directors Association
7441 Allentown Boulevard | Harrisburg, PA 17112
Questions: Call PFDA 717-545-7215
Email: abby@pfda.org



2025 142ND PFDA CONVENTION PRESIDENT'S INVITATION

I am beyond honored to have the privilege of inviting you to the upcoming 2025 PFDA Convention and Expo, which will be held at the Wind Creek Resort and Casino June 8th-11 th in Bethlehem, Pa. I have such fond memories of the PFDA Convention from when I was just a boy, walking around the convention floor with my father, (hard to believe) over 30 years ago. I am thrilled to be able to do the same with my mobile, agile, and hostile 2-year-old daughter this year. We will create new, lasting memories as we make our way around to all of the booths

and vendors on the spacious convention floor! I am grateful for all of the friendships and relationships I have made and continue to foster as we continue our tradition of attending the annual convention. Wind Creek is such a fabulous location and I am sure you will feel the same.

Don't miss this unique opportunity to reconnect and recharge at the largest gathering of funeral directors in Pennsylvania! One of the highlights of this year's convention will be our Keynote Speaker, Jan Hargrave of Jan Hargrave and Associates, who is a renowned body language expert. She will be presenting: Actions Speak Louder Than Words: Understanding the Importance of Effective Nonverbal Communication in the Funeral Service Industry. As the nation's leading behavioral authority and body language expert, Jan can teach you the skills you need to "read" your families, your associates, and everyone around you. You will not want to miss this one!

We also have a variety of additional, enriching continuing education sessions planned to cover important topics you will find useful when put into practice at your own firms. These courses will cover all the CE credits you need to renew your license. The topics include OSHA Compliance, Child Abuse, Active Shooter Training (an unfortunate reality in our world), and a decedent preparation enrichment course. These sessions, led by knowledgeable and experienced experts, will provide you with practical tools and tips that you can use immediately.

Of course, the convention is always a wonderful opportunity to network with peers, catch up with old friends, and make new connections. The expo hall will be filled with a wide variety of exhibitors showcasing their latest products and services that can help you better serve families and grow your business. Please support our vendors and exhibitors by visiting their booths to learn about their products and services.

On behalf of the Pennsylvania Funeral Directors Association, Board of Governors, PFDA staff and my family, I would like to invite you, your family, and your staff to join us June 8th – 11th. Register today to take advantage of early bird registration pricing for you and your guests. I look forward to seeing you there!

Kind Regards,

A handwritten signature in black ink, appearing to be 'C. Calvey', written in a cursive style.

Christopher J. Calvey
PFDA President

REASONS TO ATTEND

PFDA Annual Meeting of Members

All PFDA Members are encouraged to attend the association's Annual Meeting of Members. Vote for your association officers, listen to reports on the state of PFDA, and hear an update on the most relevant funeral service, regulatory and litigation issues.

Something for Everyone

The 2025 Convention & Expo has something for everyone. The registration fee allows you to attend all convention functions. Included in the spouse/guest fee is access to seminars, service awards, SOR, lunch and all exhibit hall events.

PFDA Annual Service Awards

Come join your colleagues as we recognize member funeral homes and funeral directors who have reached important milestones for dedicated service to their families and communities.

Passport to Discovery

Passport to Discovery game cards will be distributed to all funeral directors attending this year's convention. Game cards and instructions to win the cash prize will be in your registration packet. **You need to be present at the PFDA Annual Meeting of Members to qualify.**

Silent Auction

This annual auction benefits the Funeral Service Action Fund and the Building Fund. Attendees may preview all items up for auction and bid. Donations from PFDA members and exhibiting companies make up the remarkable silent auction gallery of products, gifts and services.

PFDA Service of Remembrance

Tribute and memorialization is at the heart of what we do. Join us as we honor PFDA members and loved ones who have died in the past year.



SPECIAL EVENTS

President's Welcome Reception

Sunday, June 8th, 2025 | 7:00 pm

Food, cocktails and fantastic networking opportunities await!

Live Entertainment by Silver Fox

Tuesday June 10th, 2025 | 4:30 pm - 7:30 pm

To kick off the opening day of the PFDA Expo Hall, live music will be performed by Silver Fox from 4:30pm - 7:30pm. Join us for live music, cocktails and hors d'oeuvres while networking with colleagues and vendors.

Annual Board Banquet

Wednesday, June 11th, 2025 | 6:30 pm

Join us for the Annual PFDA Board Installation Reception & Dinner. This is a ticketed event.

PFDA Convention Opportunities

- Educational & Informational Sessions: Seminars focused on you and your funeral home's success.
- Investment: Gain a wealth of information that far exceeds your initial investment.
- Exhibit Hall: A large trade show displaying funeral service products - it is your one-stop to talk directly with world-class service providers.
- Networking: Opportunities to have insightful, one-on-one conversations with your colleagues and peers.
- Family activities: In addition to the Wind Creek Casino, enjoy the 14,000 sq. ft. spa, an indoor pool, multiple restaurants, and two levels of high end outlet shopping. Wind Creek also hosts a Kids Quest, Cyber Quests and Angry Jack's Axe Throwing Club.

Expo 2025

- First-hand access to the latest industry solutions and revenue-enhancing services, all under one roof.
- Network with professional exhibitors who have the experience and expertise to answer questions and offer one-on-one product demonstrations.
- Compare the products & services. Take advantage of the special show prices.
- And, back by popular demand, the Passport to Discovery drawing for \$1,000 cash and a whole lot of fun!



Tickets for ticketed events may be purchased on the Convention Registration Form -or- on site at the PFDA Registration Desk. Tickets must be purchased by 12 NOON the day BEFORE the event. You must have a ticket for lunch at the Expo.



Hotel Accommodations

True luxury, style and sophistication meld effortlessly to create an unparalleled—and unforgettable—hotel experience in Bethlehem, Pennsylvania. Details make the difference. Special touches abound, from the minute guests enter the soaring, elegant lobby to the outside terrace with glass-enclosed indoor pool, lounge seating, and panoramic views.

GUEST ROOMS AND SUITES

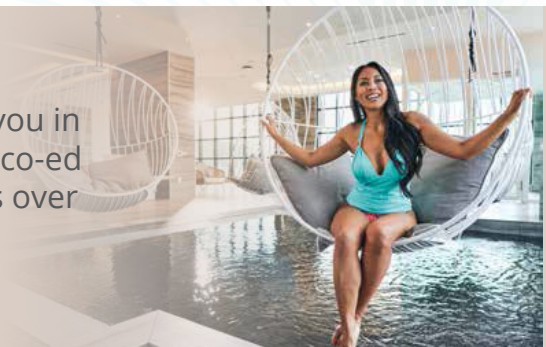
- 552 Rooms
- 50 Suites
- Complimentary Self-Parking
- Complimentary Wi-Fi
- Glass-Enclosed Indoor Saltwater Pool
- Outdoor Rooftop Terrace
- State-of-the-Art Fitness Center

Escape to our tranquil oasis and let our professional staff indulge you in a luxurious spa treatment. Or relax in our sauna and steam room, co-ed lounge with fireplace, vitality pools, arctic room and hanging chairs over our refreshing shallow pool.

Room Rate:
\$159.00 per night
plus applicable sales tax

PFDA attendees will be making reservations directly with hotel by contacting the Wind Creek Hotel's Reservation Department at (877)-726-3777 and identifying themselves as attendees of the PFDA Convention to receive the special group rate. Rooms will be assigned based on availability. At the time of booking, please request ADA accommodations.

Deadline to Book:
May 20th



CONVENTION SCHEDULE

SUNDAY, JUNE 8, 2025

4:00pm – 6:00pm Registration Desk Open
7:00pm – 9:00pm President's Welcome Reception

MONDAY, JUNE 9, 2025

7:30am - 4:00pm Registration Desk Open
7:30am – 10:00am Complimentary Coffee Bar
9:00am – 10:30am Continuing Education Session (1.5 CE's) – Active Shooter Training
By: Trooper First Class Nathan T. Branosky, Public Information Officer, Pennsylvania State Police
11:00am Silent Auction Opens
1:30pm – 3:00pm Continuing Education Session (1.5 CE's) – OSHA Compliance/
Training | By: Paul Harris, President/CEO of Regulatory Support Services.
4:00pm - 6:00pm Past President/Local Association Cocktail Reception

TUESDAY, JUNE 10, 2025

7:30am – 4:00pm Registration Desk and Silent Auction Open
7:30am – 10:00am Complimentary Coffee Bar
9:00am – 9:30am PFDA Annual Business Meeting
9:30am – 10:00am Service Awards Recognition Ceremony
10:00am – 10:30am PFDA's Annual Service of Remembrance
11:00am – 2:00pm Exhibit Hall Open
11:30am – 1:30pm Complimentary Luncheon With Exhibitors
2:30pm – 4:00pm KEYNOTE Continuing Education Session (1.5 CE's) – ACTIONS
SPEAK LOUDER THAN WORDS: Understanding the Importance of Effective Nonverbal Communication in the Funeral Service Industry | By: Jan Hargrave, Jan Hargrave and Associates
4:30pm – 7:30pm Live Music with Silver Fox - Vendor Booths will be open

WEDNESDAY, JUNE 11, 2025

8:30am – 4:00pm Registration Desk and Silent Auction Open
8:30am – 10:30am Complimentary Coffee Bar
9:00pm – 11:00am Continuing Education Session (2CE's) – Child Abuse Requirement
By: Joseph Marsaglia
11:00am – 2:00pm Exhibit Hall Open
11:30am – 1:30pm Complimentary Luncheon With Exhibitors
12:00pm Silent Auction Bidding Closes
2:30pm – 4:30pm Continuing Education Session (2 CE's) - "Gaining the Edge"
Perfecting the Little Things That Make a Big Difference in Decedent Care | By: Wallace P. Hooker CFSP, MBIE, Family and Friends Funeral Home
4:30pm Cash Prize Drawing & Close Of Convention
6:30pm – 7:00pm Annual Board Reception
7:00pm Annual Board Installation & Dinner

Earn
8.5
Credits!



2025 KEYNOTE SPEAKER: JAN HARGRAVE

Jan Hargrave & Associates

Continuing Education Session (1.5 CE's) –

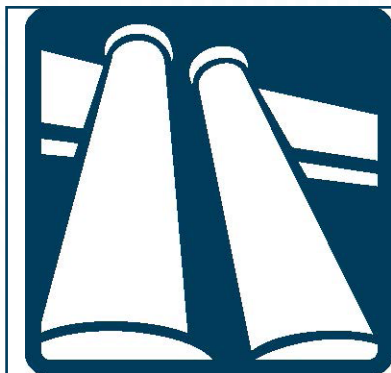
**ACTIONS SPEAK LOUDER THAN WORDS:
Understanding the Importance of
Effective Nonverbal Communication
in the Funeral Service Industry**

Body language expert Jan Hargrave teaches you the ways YOUR body communicates with the world around you. As the nation's leading behavioral authority and body language expert, Jan can teach you the skills you need to "read" your families, your associates, and everyone around you. Jan is the author of 5 best selling books, Let Me See Your Body Talk, Freeway of Love, Judge the Jury, Strictly Business Body Language, and Poker Face.

"When it comes to success or failure, what you say often matters far less than how you say it."

She has shared her expertise about body language, persuasion and influence with the New York Times, NBC News, ABC News, CBS News, Fox Television, the Steve Harvey Show, The Lifetime Channel, E-Entertainment Television and dozens of popular magazines such as Cosmopolitan, Glamor, People, InTouch Weekly, Us Weekly, Life & Style, First for Women, The Forensic Examiner, Golf Magazine and others. Jan has consulted with fortune 500 companies like Starbucks, Hanes, Noble Oil, and more. Jan describes the "hidden messages" you use in your everyday life and shows you how to stop the lies and uncover the truth—in any conversation or situation.

Keynote Sponsored by:



**FUNERAL
DIRECTORS
LIFE**

2025 PRESENTERS



PAUL HARRIS

President/CEO Regulatory Support Services

Paul received his North Carolina Funeral Service license in 1982. He worked for a funeral home in Durham, North Carolina from 1983 until 2004 when he was named Executive Director of the North Carolina Board of Funeral Service. In 2012, Paul and his wife Theresa purchased a majority interest in Regulatory Support Services and finalized the purchase of all interest in the company in 2016. Outside of serving Regulatory Support Services' clients, Paul's interests include collecting vintage wristwatches, reading and spending time with his family. Paul and Theresa make their home in Durham and have one adult son, Pearce.

Course Title (1.5 CE): OSHA Compliance



DR. JOSEPH A. MARSAGLIA

Dean Emeritus of Pittsburgh Institute of
Mortuary Science

Dr. Marsaglia is the Chairman of the North American Division of the British Institute of Embalmers. Joe performed administrative duties, acted as Chief Operating Officer, taught numerous courses in the curriculum, and supervised the clinical embalming practicum at the Pittsburgh Institute of Mortuary Science. He holds a bachelor's degree in business, a master's degree in education, and a doctorate degree in education.

In 2013 and 2014, Dr. Marsaglia served as Dean of the College of Embalming, Restorative Art, and Other Care at the International Cemetery, Cremation, and Funeral Association University in Memphis, TN. He has presented at numerous funeral directors' association meetings and conventions throughout Pennsylvania, Ohio, West Virginia and New Jersey.

Course Title (2 CE): Child Abuse Requirement

2025 PRESENTERS



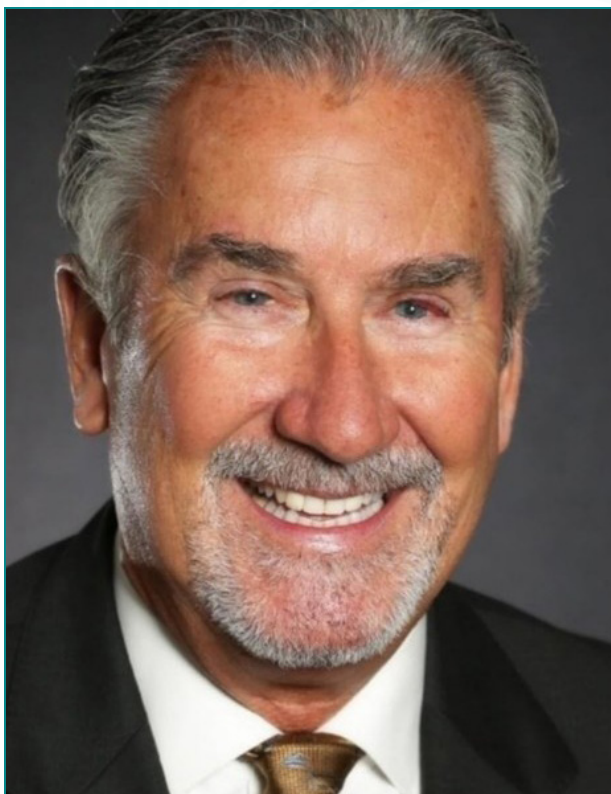
Trooper First Class

NATHAN T. BRANOSKY

**Public Information Officer,
Pennsylvania State Police**

Trooper Branosky retired from the Army National Guard after 20 years of service. He is a veteran of both Afghanistan and the Middle East. He is a graduate of DeSales University with a Bachelors' Degree in Nursing. With over 20 years of service in the Pennsylvania State Police his past assignments include: Troop K, Philadelphia / Troop M, Fogelsville (Lehigh County) / Troop M, Belfast (Northampton County) / and current assignment Troop M, Bethlehem as the Troop M Public Information Officer. Past details have included the Governors Convention Security Detail in Philadelphia, and Civil Unrest details in both Baltimore, Maryland and Philadelphia, Pennsylvania. Trooper Branosky has been happily married to his wife Rose for 23 years. They have a son in his final year of college and a daughter who will be attending college in the fall.

Course Title (1.5 CE): Active Shooter Training



WALLACE P. (WALLY) HOOKER CFSP, MBIE

Owner | Family & Friends Funeral Home of Wingate, IN

Wally attended Purdue University and is 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. He is a featured writer of 'Embalming 101' in Nomis Publication's Funeral Home & Cemetery News. He has served Fountain County, Indiana for 29 years, as deputy coroner and for the past 24 as chief deputy coroner/investigator. Wally earned his designation as a Medico-Legal Death Investigator through the Indiana Coroner Training Board in 1998.

Course Title (2 CE): "Gaining the Edge" Perfecting the Little Things That Make a Big Difference in Decedent Care

THE PFDA 142ND CONVENTION & EXPO REGISTRATION FORM

Full Registration includes admission to all convention continuing education sessions, daily admission to all Expo functions, annual business meeting, special ceremonies, and all social networking events, except the Board Dinner, which is a ticketed event.

Only registered individuals with badges may attend convention events. Special Accommodations: If you have a disability that requires special accommodations, please attach a statement of your needs.

▶ ▶ TICKETS ARE REQUIRED FOR LUNCH. REGISTER TO SECURE YOUR SPOT. ◀ ◀

Registration Fees Category		Received by 5/19/25	Received after 5/19/25	Total Fees
PFDA Members	PFDA Member Funeral Director	\$200	\$250	
	Funeral Intern	FREE	FREE	
	Non-licensed Employee/Spouse/Family/Guest	\$100	\$150	
Non-PFDA Members	Non-PFDA Member Funeral Director	\$400	\$450	
	Non-Member Spouse/Family/Guest	\$250	\$300	
Other	Youth (6-17 Years)	\$50	\$50	
	Children (5 Years and Under)	FREE	FREE	
	Mortuary Science Student (Must Bring Student ID)	FREE	FREE	
Day Pass	Single day pass, without lunch is \$30 less	\$150	\$150	

TICKETED EVENTS. PLEASE SELECT FOR ADMITTANCE:	Number Attending
Tuesday Expo Lunch (Ticket Required)	
Wednesday Expo Lunch (Ticket Required)	
Wednesday Annual Board Reception & Installation Banquet (\$150/pp - Ticket Required)	

Registration Fee: \$ _____ + Ticketed Event: \$ _____ = Total Due: \$ _____

CANCELLATION POLICY: Full Refunds will be made to those who call or Fax PFDA by May 26, 2025 to notify staff they are unable to attend. A 50% refund will be granted if the cancellation request is made after May 26, 2025.

Register online, by mail, or fax the completed Registration Form along with credit card information or check to:
 PFDA | 7441 Allentown Boulevard, Harrisburg, PA 17112
 Questions: Call PFDA at 717.545.7215 | Fax: 717.545.7360

THE PFDA 142ND CONVENTION & EXPO REGISTRATION FORM

Payment Information

Total Enclosed:		
<input type="checkbox"/> Check: Please Make Checks Payable To PFDA	<input type="checkbox"/> Credit Card: #	
Name As It Appears On Card:		
Expiration Date:	/	Security Id:
Credit Card Billing Address:		
Authorized Signature:		

Personal Information

Firm Name:	
Address:	
City, State, Zip:	
Daytime Phone:	
Email:	

PFDA Members (Must Include Funeral Director's License # After Each Registrant's Name for CE Credits):

Licensee - Registrant Name(s):		
Spouse/Family/Guest Name(s):		

NON-PFDA Members (Must Include Funeral Director's License # After Each Registrant's Name for CE Credits):

Licensee - Registrant Name(s):		
Spouse/Family/Guest Name(s):		

Other:

Youth (6-17 Years)		
Children (5 and Under)		
Mortuary Science Student: (Must Bring Student ID)		

2025 SILENT AUCTION

We invite you to join us in making the 2025 Silent Auction even more successful than previous years. Thanks to our generous donors we have consistently raised over \$5,000 each year.

Your donations are truly appreciated! Let's make it another successful year! All proceeds benefit the PFDA Funeral Service Action Fund & The Building Fund.



Ideas For Silent Auction Donations:

Sports: Tickets for professional or college games, gift certificates for guided tours, or memorabilia signed by professional players

Just for Fun: Gift certificates for hotel/bed & breakfast stay, small getaway packages, theater & dining certificates
Spa Gift Certificates/Spa items

Home Decor Items/Hobby items
Liquor/Wine/Beer Assortments
Artwork/Jewelry

Theme Baskets: Summer/Game Night/Beach/Camping
Gift Certificates to Favorite Shops/Restaurants
Children's Items

We Need Your Help To Make The 2025 Silent Auction A Success!

We ask that all donations have a retail value of \$100 or more.

2025 SILENT AUCTION DONATION FORM

We Need Your Help to Make The 2025 Silent Auction a Success!

We ask that all donations have a retail value of \$100 or more.

General Information		
Name:		
Organization:		
Address:		
City, State, Zip:		
Daytime Phone:		
Email:		
Donation Description: (Please be as detailed as possible, we will use this for the description of your item)		
Donation Estimated Value: (So we can set a minimum bid)		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We will bring the donated item to the Convention Registration Desk	We will mail the donated item to the PFDA office by May 17, 2025	We will hand deliver the donated item to the PFDA office by May 17, 2025

Please complete the Silent Auction Donation Form **BY APRIL 21st**
Fax to PFDA at 717-545-7360 or email to abby@pfda.org



Silver Fox



PLAYING HERE...

To kick off the opening day at the PFDA Expo Hall, live music will be performed by Silver Fox Tuesday, June 10th from 4:30pm-7:30pm. Join us for live music, cocktails and hors d'oeuvres while networking with colleagues and vendors.



Is Your Preneed Program Falling Short?

It's time to partner with VPP and
unlock your full potential.

We offer a comprehensive suite of solutions to elevate your preneed program:

Proven Success: Turnkey and customizable programs designed for maximum results.

A Winning Team: In-house recruitment and training to build a high-performing sales force.

Exceptional Aftercare: Provide unparalleled support to families during their time of need.

Marketing Powerhouse: Eye-catching direct mail campaigns and impactful presentations to reach your target audience.

Exclusive Benefits: Access to our VPP Travel Assurance Plan, custom GPLs, and innovative veterans tribute programs.

Continuous Growth: Ongoing education and support to keep your team informed and motivated.

Unmatched Choice: Partner with a wide range of leading insurance providers.

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START
THRIVING



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DUAL INSIGHTS. SINGULAR FOCUS.

We believe everyone can have confidence in their financial futures, particularly as it relates to retirement, and we are passionate about providing the resources, insight and personal attention needed to help achieve that goal.

- ✓ Financial Planning
- ✓ Portfolio Management
- ✓ Retirement Planning
- ✓ Personalized Solutions
- ✓ Corporate Retirement Plan Consulting

📍 101 Masonic Dr, Elizabethtown, PA 17022

☎ 717.689.1010

🌐 www.raymondjames.com/ddmpadvisors/

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