



**MFDA Spring Regional Meeting**

***One Step Back & Two Steps Forward***

***Moving Your Funeral Home Ahead With Technical Embalming Expertise  
And  
Cremation Trends, Products And Services For The Future***

**Ramada Inn  
357 Odlin Road  
Bangor, Maine  
Tuesday, March 25, 2008**

**Hilton Gardens Inn  
5 Park Street  
Freeport, Maine  
Wednesday, March 26, 2008**

*Featuring*

**Dennis Daulton  
The Dodge Company**

**Ron Salvatore  
Matthews International  
Cremation Division**

## *About The Program ...*

### *One Step Back & Two Steps Forward Moving Your Funeral Home Ahead With Technical Embalming Expertise And Cremation Trends, Products And Services For The Future*

In follow-up of the 2007 MFDA Convention, your responses to our questionnaires, and the success of the joint effort of the New England Organ Bank and the Association, the MFDA Board plans to hold regional continuing education programs throughout the year. That said, it is with pleasure that the first such program of 2008 will be held March 25th and 26th. The first session will be held in Bangor, while the second session will be held in Freeport. The programming will be the same both days. Inasmuch as these programs are in response to member requests, we hope to see you at one of our sessions. The program, *One Step Back & Two Steps Forward*, has been specifically designed with you in mind and will offer materials that will help you in your day-to-day practice of funeral service, as well as help you increase your profitability while better serving the families you are called upon to serve. In short, there is something of value for everyone!

### *One Step Back ... What You May Not Remember From Embalming 101 Or Advanced Embalming*

Without reservation, I can assure you that Dennis Daulton of the Dodge Company did an outstanding job at the recent NEOB seminar and really opened the eyes of many of our funeral service licensees. It was as though they were back in their initial embalming class, Embalming 101, and were remembering some of the techniques that were taught, but they had never had occasion to utilize -- either the technique or the specific product suggested for the situation at hand. Moreover, many participants expressed an interest in having more information regarding product names as opposed to the generic chemical names and properties.

#### *About The Speaker*

*Dennis Daulton  
Licensed Funeral Director & Embalmer  
Author / Presenter  
The Dodge Company*



Dennis is a licensed funeral director and embalmer who began working in Funeral Service at the age of fifteen. A native of Massachusetts, he is a graduate of Northern Michigan University in Marquette, Michigan and graduated with a BS in Social Work and Psychology. He then went on to attend New England Institute (NEI) where he later served as a part-time instructor. He received his funeral directing and embalming licenses in 1971.

Dennis joined The Dodge Company in 1985 and has held a number of positions over the years. These days he spends part of his time in the office where he is a Clinical Advisor helping funeral service

professionals with embalming problems. The rest of his time is spent as a sales representative in eastern Massachusetts. Additionally, Dennis is a seminar presenter—presenting programs throughout the U.S., Mexico and Canada on a variety of clinical subjects, and as a member of the Dodge Testing Committee helping test many of the new products in development. And, he is a frequent contributor to *The Dodge Magazine*, having authored over 50 articles. As if this isn't enough to keep Dennis occupied, he also is affiliated with a North Shore funeral home in Massachusetts as a practicing embalmer and faces the same challenges practicing funeral service professionals face.

## ***Two Steps Forward ... Cremation Trends, Products And Services For The Future***

Ron Salvatore of Matthews International, Cremation Division, will also be on hand to discuss Cremation Trends, Products and Services For The Future. Specifically, he will address Mastering Cremation Merchandising and Marketing. Ron believes that building a successful cremation strategy requires thoughtful positioning of funeral families. As such, you are encouraged to listen and learn through their personal evaluation of our industry and utilize unfiltered feedback as an invitation to develop a stronger foundation for more meaningful and profitable services.

Ron will then conclude session II of our program with a topic gaining wide recognition nationwide, that of The Integration of Pet Loss Memorial Services. This thought-provoking discussion focuses on the business landscape of the animal care industry, the impact animals have on our lives, and the untapped opportunity of memorial care of our pets, our beloved companions. Witness through the consumer's eyes, their view on the subject and discover the numerous strategies to professionally integrate pet loss into your existing funeral service practice.

### ***About The Speaker***

***Ron Salvatore  
Matthews Cremation Division  
Matthews International***

Ron Salvatore has been with Matthews Cremation Division consisting of Industrial Equipment & Engineering, ALL Crematory, and Elder Davis Caskets for 20 years. He has held a number of sales management positions and has worked closely with their engineering department on new product development, environmental permitting, and other environmental related matters.

Ron is certified to conduct crematory operator training, and has trained well over 1,500 crematory personnel in the proper operation and maintenance of cremation equipment, exposure control, and proper recordkeeping through the Cremation Association of North America (CANA) Crematory Operator Training and Certification Program. He has published numerous cremation related articles and currently writes a monthly column for the *Yellow Book News* entitled *Cremation Issues and Answers*.

Ron is also a frequent speaker at industry conventions. He has presented at the National Funeral Directors Convention, the International Cemetery and Funeral Association Convention, the Ontario (Canada) Cemetery Association, and numerous other state and provincial meetings.

With over 100 years of combined experience and over 3000 installations, Matthews Cremation Division is acknowledged world wide as the foremost experts in the cremation industry setting standards in cremation equipment design, manufacture, service and education.

### *Advisory ...*

This program will include graphic photographs of embalming procedures and techniques and may be potentially upsetting to those who are not funeral directors and/or embalmers, students of mortuary science, or apprentices.

### *Special Note ...*

Seating for the program is limited. As such, the association reserves the right to determine attendance for the program based on the date of receipt of registration forms and checks or credit card payments. In the event the program should sell out, all late registrants will be notified and payments refunded.

### *Dress ...*

Although this is a professional conference, it has been determined that business attire or business casual attire will be acceptable.

### *Continuing Education Credits ...*

Application has been made to the Maine State Board of Funeral for accreditation of a total of 6.0 continuing education credits (representing 6.0 hours of continuing education contact) for participation in the entire program. Additionally, it is believed the Academy of Professional Funeral Service Practice will award a total of .60 continuing education credits under section A for participation in the entire program.

### *Policies ...*

#### Attendance

In keeping with the mandates set forth by the Maine State Board of Funeral Service Practice, in order to qualify for continuing education credit, participants must be present for the entire session in order to qualify for credit for the session in question. Our sessions will start promptly at the designated times. Program participants are reminded that although there is no on-site registration and they have pre-registered, they will be required to complete certain continuing education documentation upon arrival and should allow sufficient time to do so.

### Cancellations

Cancellation requests must be received in writing; either by fax or e-mail. Those received on or before March 17, 2008 will be entitled to a 100% refund. Thereafter, guarantees will have been given and refunds will not be available.

### *Agenda ... Both Days* **Tuesday, March 25, 2008** & **Wednesday, March 26, 2008**

8:00 A.M. – Onsite Registration / Sign-In / Coffee  
9:00 A.M. – Session I – “One Step Back” Featuring Dennis Daulton  
12:00 Noon – Lunch  
1:00 P.M. – Session II – “Two Steps Forward” Featuring Ron Salvatore  
4:00 P.M. – Open Discussion / Certification of Participation / Evaluation of Program

### *Special Reminder ...*

It will not be possible to arbitrarily change locations at the last minute as counts will have been given to the hotels. If you find that you are in a real bind, please contact the association office to see if it is possible for arrangements to be made for you to switch locations.

#### Tuesday, March 25, 2008

Ramada Inn  
357 Odlin Road  
Bangor, Maine  
Exit 182-B Off Interstate-95  
207-947-6961

#### Wednesday, March 26, 2008

Hilton Garden Inn  
5 Park Street  
Downtown Freeport, Maine  
Exit 22 Off Interstate-295  
207-865-1433

*The Officers and Members of the Maine Funeral Directors Association  
wish to extend their deep appreciation to  
The Dodge Company  
Matthews International  
And  
Milso Industries / York Group  
for their continued  
interest, generosity, support and friendship over the years.  
Truly, it is appreciated. While it has been said before,  
it bears repeating at this time,  
“Together, we make a winning team!”*