

Fall 2022 Professional Development Session and Annual Meeting

Wednesday, September 28, 2022
1 p.m. to 6 p.m.

Sheraton Needham, 100 Cabot St, Needham, Massachusetts
MA State Board Approved for 5 CEUs



Massachusetts Funeral
Directors Association

536 Broad Street, Suite 4
Weymouth, MA 02189
T: 781-335-2031 | F: 781-335-3245
E-mail: events@massfda.org

KEYNOTE PRESENTATION

Cremation is ____: Understanding Cremation Motivations and Statistics

Barbara Kemmis, Executive Director, Cremation Association of North America - 3 CEUs

Barbara Kemmis is the nation's leading expert on everything cremation. Join with us to learn at this special session designed to help you better recognize the motivations of consumers who select cremation as their form of final disposition. Learn skills to better meet the needs of today's families who select cremation. We'll identify how current market trends will impact your business and identify strategies to remain profitable in today's market. CANA statistics have tracked the growth in cremation and reported the reasons why cremation is the new tradition, but what happens before and after the decision to cremate? This session presents ground-breaking research on consumer behavior and attitudes toward cremation. What we'll learn:

- Learn insights from focus groups participants describing their cremation experiences
- Identify strategies to meet the needs of cremation families
- Rethink professional and personal assumptions about cremation.
- Learn from national and state statistical trends



Tissue Recovery: An Update to Better Serve Donor Families

Lisa A. Paolillo, Chief Legal Officer and Anthony Cannata, Donation Development Manager,
New England Donor Services - 1 CEU



The availability of tissue for transplantation provides a source of life for ill and injured Americans. Hundreds of thousands benefit from healing and function-restoring transplants of donated tissue. New England Donor Services recognizes you are the professional who helps the families of donors through their most painful period of grieving, and your involvement is essential to make the donation experience a positive one for family members and friends. This session is designed to assist you with serving donor families and answer your questions about tissue procurement by New England Donor Services. We'll discuss an overview of the tissue recovery process from start to finish. Important points we'll review are referral, screening, recovery, processing, and distribution.

Race and Ethnicity on the Death Certificate. Why it Matters and Your Essential Role

Karin Barrett, M.Ed., Registrar, Registry of Vital Records and Statistics — 1 CEU

The accurate and timely completion of death records is a challenging and frequently frustrating yet extraordinarily important responsibility of the funeral director and a cornerstone of your professional services. This presentation by Massachusetts Registrar Karin Barrett reviews the essential role that funeral directors have as a partner of the Registry of Vital Records. We'll discuss the importance of the data collected, specifically race and ethnicity, in order to improve accuracy and completeness of reporting. We'll also review how it is used at local and state levels and how your work to collect this information supports these efforts. Additionally, we'll include best practices for asking informants about race and ethnicity and identify tools that can be used in the arrangement conference when doing so.



MFDA Annual Business Meeting

MFDA Leadership

Join us for our annual business meeting. We'll review the work of our Strategic Issues Task Force, learn about the new EDRS system as well as some upcoming initiatives including a project being developed by MFDA in collaboration with the Northeast Funeral Service Partnership to address workforce issues. Our Nominating Committee will present our new team of Officers and Board members.

Session Information:

- Wednesday, September 28, 2022 – 1:00-6:00 p.m.**
Sheraton Needham | 100 Cabot Street | Needham, Massachusetts

Register Your Attendees:

Funeral Home Name: _____

Address: _____

Town/City/State/Zip: _____

Contact Name for Funeral Home: _____

Contact Phone # for Funeral Home: _____

Contact Email for Funeral Home*: _____

(Must provide email address as CEU certificates will be emailed to attendees)

I would like to register the following individuals from my funeral home:

1.	Email: _____	Lic#/Type: _____	Yr. Licensed: _____
2.	Email: _____	Lic#/Type: _____	Yr. Licensed: _____
3.	Email: _____	Lic#/Type: _____	Yr. Licensed: _____

If you have additional attendees, you may include their names on a separate sheet. Registration includes program, 5 CEUs and dinner

Questions for Speaker:

Questions can be submitted below or via email. Please use **Speaker Question — 2022 Fall Professional Development** as the subject of your email.

Let us know if you have a specific question you'd like the speaker to address: _____

Payment Information:

**Members of MFDA, New England State Associations
and the Northeast Funeral Service Partnership: \$155 per person***
Tuition includes program, 5 CEUs and breaks

Check payable to MFDA in the amount of \$_____

Charge the amount above to the following credit card: Discover Master Card Visa

Card Number: _____

Expiration Date: _____

Billing Zip: _____

CVV (3-Digit Code): _____

Cardholders Name: _____

Cardholders Signature: _____

Return Form by Mail, Fax or Email:

MFDA — CEU Registration — 536 Broad Street, 4, Weymouth, MA 02189 — F: 781-335-3245
or Email: events@massfda.org or register online at www.massfda.org

* Ask about discounts for multiple registrations for employees of the same funeral establishment.

SPECIAL NEEDS: Those with special needs as identified in the Americans with Disabilities Act or dietary restrictions should notify MFDA staff @ 781-335-2031 by Wednesday, September 14, 2022. **PHOTO DISCLOSURE:** Your attendance at this event constitutes implied consent to be photographed and to have those photos used by MFDA in our publications, on our website, and social media accounts.

QUESTIONS? Contact MFDA at events@massfda.org or call 781-335-2031.