



2012 Dodge Sunshine Seminar

Sheraton Sand Key Resort
Clearwater Beach, Florida

Managerial 3/19 & 3/20 ~ Technical 3/22 & 3/23

(No classes on Wednesday, 3/21)

Join us in March 2012 for the Dodge Sunshine Seminar. We'll be heading back to Florida to the Sheraton Sand Key Resort. Where 10 acres of pure white sand beach meet luxurious hotel rooms and suites, Clearwater's Sheraton Sand Key Resort has everything you need for the perfect escape. Set on the warm shores of the Gulf of Mexico, the hotel is sure to provide for a relaxing and rejuvenating stay. Experience the ultimate escape at the Sheraton Sand Key Resort as well as endless possibilities for any occasion!

Hope to see you there!



If you have any questions ~ call Kristin, Adrienn or Debbie at 800-443-6343 or send us an email at seminars@dodgeco.com.

Our headquarters hotel while in Clearwater Beach...

Sheraton Sand Key Resort

1160 Gulf Boulevard, Clearwater Beach, FL 33767

www.sheratonsandkey.com



HOTEL

The **Sheraton Sand Key Resort** has 375 sleeping rooms which feature the extremely comfortable Sheraton Sweet Sleeper bed. All rooms are equipped with a 37" flat screen TV, coffeemaker, pay-for-view movies, cable TV, electronic voicemail, iron and board, hairdryer and private balcony. In room wireless or wired high-speed Internet access for your laptop computer is available for a nominal charge.

RESERVATIONS

Cutoff Date for Group Rate is Tuesday, February 14, 2012

Contact the hotel's Reservations Department at:

727-595-1611

Be sure to mention that you're with *The Dodge Company Seminar*.

After February 14, reservations will be taken IF there are rooms available and will be at the prevailing rate not the group rate.

Guest Room Rate: \$219 (single/double occupancy) ~ *Rate does not include taxes and fees.*

AIRPORTS

Saint Petersburg International Airport (PIE) is approximately 14 miles from the hotel.

Tampa International Airport (TPA) is approximately 25 miles from the hotel.

If not renting a vehicle from the airport...

The hotel does not provide courtesy airport shuttle but you can take advantage of the Super Shuttle (www.supershuttle.com). Their rates are listed on their website.

DIAMS

Questions? Email us at: seminars@dodgeco.com or
Call 800-443-6343 - Ask for Kristin, Adrienn, or Debbie.
www.dodgeco.com



2012 Registration Fees

Clearwater Beach, Florida



Registration Cancellation Policy: If cancellation is made on or before 3/12/12, you will be refunded the full registration fee. After 3/12/12 a \$100 cancellation fee will apply.

Cancellations must be made in writing via mail, fax, or email to: **Dodge Institute, 165 CambridgePark Drive, Cambridge, MA 02140** ~ fax: 800-443-4034 ~ email: seminars@dodgeco.com.

REGISTRATION

*****Early Registration Deadline ~ 2/14/12*****

Managerial: Monday, 3/19 and Tuesday, 3/20

Technical: Thursday, 3/22 and Friday, 3/23

No classes
Wednesday, 3/21

To register for the:
Managerial OR Technical

(9 hours ~ Managerial OR Technical)

1st Registrant: \$495; After 2/14/12: \$545
2nd Registrant: \$445; After 2/14/12: \$495

To register for **BOTH** the:
Managerial AND Technical

(18 hours ~ Both)

1st Registrant: \$845; After 2/14/12: \$895
2nd Registrant: \$795; After 2/14/11: \$845

2nd Registrant must be from same organization to get discounted rate.

There is no seminar registration fee for students currently enrolled in mortuary school.

CREDITS

We can't guarantee that we'll get credit for all of the presentations, but we'll be applying for the following credits for each day:

Monday ~ 6 credits

Thursday ~ 6 credits

Tuesday ~ 3 credits

Friday ~ 3 credits



2012 Schedule ~ Clearwater Beach, Florida

MANAGERIAL SCHEDULE

Monday, March 19

8:00-9:00am	<i>Continental Breakfast for Registered Seminar Attendees</i>
9-11:15am	What Your Future Employees Want You To Know ~ <i>Jacquie Taylor</i>
11:30am-12:30pm	Real Problems in the Real World ~ <i>Tom Buist</i>
12:30-1:30pm	<i>Lunch for Registered Seminar Attendees</i>
1:30-2:30pm	Peer Review of Solutions to “Real Problems” ~ <i>Tom Buist</i>
2:45-5:00pm	Our Chosen Profession ~ <i>Todd Van Beck</i>
5:30-6:30pm	<i>Reception</i>

Tuesday, March 20

7:00-8:00am	<i>Continental Breakfast for Registered Seminar Attendees</i>
8-10:15am	Addressing the Special Needs of an Alzheimer’s Disease Family ~ <i>Loralu Raburn</i>
10:30-11:30am	The Value and Benefits of Embalming ~ <i>Todd Van Beck</i>

TECHNICAL SCHEDULE

Thursday, March 22

8:00-9:00am	<i>Continental Breakfast for Registered Seminar Attendees</i>
9-10:00am	Emerging Trends in Tissue Banking ~ <i>Jack Adams & George McCann</i>
10:15-11:15am	Embalming after Organ or Tissue Donation ~ <i>Jack Adams & George McCann</i>
11:30am-12:30pm	Case Studies: What Would You Do? ~ <i>Tom Buist</i>
12:30-1:30pm	<i>Lunch for Registered Seminar Attendees</i>
1:30-2:30pm	Peer Review: Your Fellow Embalmers Weigh In ~ <i>Tom Buist</i>
2:45-3:45pm	Formaldehyde: Friend or Foe?, Part 1 ~ <i>Maureen Robinson</i>
4:00-5:00pm	Getting Along with Your Local Medical Examiner/Coroner ~ <i>Ted Nilsen</i>
5:30-6:30pm	<i>Reception</i>

Friday, March 23

7:00-8:00am	<i>Continental Breakfast for Registered Seminar Attendees</i>
8:00-9:00am	Formaldehyde: Friend or Foe?, Part 2 ~ <i>Maureen Robinson</i>
9:15-10:15am	Identifying Remains—Reality vs. What We See on TV ~ <i>Ted Nilsen</i>
10:30-11:30am	There’s Always A Better Way! ~ <i>Jack Adams</i>



2012 Speakers and Topics ~ Clearwater, Florida

Embalming After Organ or Tissue Donation ~ Jack will demonstrate how to embalm and effectively reconstruct all of the procurement sites that George McCann has discussed in the previous hour. Many of the new miracle treatments create challenges and frustrations for embalmers. Jack will discuss techniques that will help you face those challenges.

There's Always a Better Way! ~ Every embalmer has his/her own tricks for streamlining the embalming process and simplifying various tasks while still giving it their all. Jack will share some techniques he's developed during the 46 years he's been embalming that will make your job easier while still getting the best results possible.

JACK ADAMS, CFSP has almost 50 years of funeral service experience, embalming in excess of 20,000 bodies. In addition to representing The Dodge Company in Northern Illinois, he is a member of The Dodge Company embalming research staff, author of many embalming articles that appear in *The Dodge Magazine*, an Embalming Lab Instructor at Worsham College, and a very popular technical presenter.



Real Problems in the Real World ~ Everyone in attendance will divide into small groups to discuss current issues affecting funeral home managers. A specific challenge or situation will be given to each small group who will discuss it and try to come up with a "best" solution. The designated spokesperson will present the results to the entire group during the Peer Review hour.

Peer Review of Solutions to "Real Problems" ~ After each spokesperson presents their group's solutions to the given problem, audience members and the moderator have the opportunity to ask questions and/or suggest other solutions.

Case Studies: What Would You Do? ~ Everyone in attendance will have the opportunity to get together with their fellow embalmers to discuss issues of concern. A specific embalming case will be assigned to each group who will be asked to figure out the best way, or ways, to handle it. A designated spokesperson for each group will report to the whole group during the second hour. If you've encountered any particular problems or come up with a great new technique, this is a good time share!

Peer Review - Your Fellow Embalmers Weigh In ~ Group spokesperson reports decisions as to how their group would have treated the embalming challenge given to them. Audience members and the moderator have the opportunity to ask questions and/or suggest other ways of handling the situation.

TOM BUIST has been a licensed funeral director and embalmer for over 30 years. He holds a certification in eye enucleation and corneal excisions. Tom worked for York Great Lakes as a sales representative, lecturer, and trainer before joining The Dodge Company as a sales representative in Michigan.



2012 Speakers and Topics ~ Clearwater, Florida



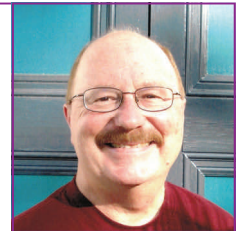
Emerging Trends in Tissue Banking

What are all of the organs and tissues that are procured used for? Knowing this doesn't necessarily help embalm a challenging donor body, but it may make you feel better about the challenge. George will talk about the typical uses of allograft tissue and will focus on the growing demand for "fresh grafts", as well as cover the application of adult stem cells in surgery.

GEORGE McCANN, MD, has been the Education Director for the Musculoskeletal Transplant Foundation since 2002 and is responsible for funeral director education and funeral industry relations which is fitting as he is also a licensed funeral director and embalmer. He is the AATB (American Association of Tissue Banks) liaison to NFDA and will be updating the Best Practices document over the next year.

Getting Along with your Local Medical Examiner/Coroner

What is the role of the Medical Examiner/Coroner? What does the average day of an ME look like? Ted will give us a glimpse into what goes on each day at the San Diego County Medical Examiner's Office. Because not all funeral directors and embalmers find their local ME/Coroner easy to work with, Ted will offer suggestions on how you might improve that relationship - if at all possible!



Identifying Remains - Reality vs. What We See on TV

Every remains brought into the care of the ME/Coroner is someone with a name and a family, and each is treated with respect. The goal is to find out who the person is - it doesn't matter what condition the remains is in - recognizable, unrecognizable, viewable, or not viewable. Ted will explain different techniques and procedures that are used to help in identifying the person and how those differ from what we see on TV.

TED NILSEN is a 1973 graduate of the California College of Mortuary Science, now Cypress College. He is a licensed funeral director and embalmer in the state of California, is a member of the British Institute of Embalmers, and a member of the Epsilon Nu Delta Mortuary Fraternity. Ted has worked with the San Diego Medical Examiner's Office since December of 1978. He began his career there as an embalmer and is currently the Senior Forensic Autopsy Specialist.



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Addressing the Special Needs of an Alzheimer's Disease Family

Families whose loved one has died of Alzheimer's disease (AD) all share an unspoken fear—that they too might develop this illness. Emerging research now brings a real promise of overcoming this disease very soon. Attendees will learn about the process of neuron death in AD, the latest research in diagnosis and therapy, and an approach to the family which can relieve their burden of uncertainty.

LORALU RABURN, MD is the founder and owner of Clarity Endeavors, a company devoted to educating the public about brain diseases. Dr. Raburn was educated at Tulane University, the University of Hamburg in Germany, the University of Oklahoma College of Medicine, and the National Hospital, Queen Square, London, England.



Formaldehyde: Friend or Foe?

We'll start with the basics of formaldehyde - chemistry, characteristics, and how it's used, followed by the specifics of embalming chemistry. Maureen will give an overview of the OSHA and NFDA guidelines for the safe handling of formaldehyde, and finally she'll talk about reports that have been issued by the National Research Council (NRC) and EPA in the last couple of years.

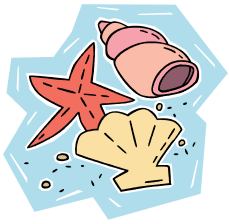
MAUREEN ROBINSON is an instructor and administrator at Worsham College of Mortuary Science in Wheeling, IL, where she teaches Microbiology, Anatomy, and Chemistry. She also teaches a course in Environmental Science & Environmental Biology at the College of Lake County. She has a B.S. in Chemistry and a Masters in Environmental Science & Policy.

What Your Future Employees Want You to Know

For the first time in history many workplaces have four generations working together. To say that this provides challenges is an understatement, but the good news is that there are also opportunities. Jacquie will provide an overview of the most common traits of each generation and give examples of how each is best motivated and managed. As to what your future employees want you to know.... Jacquie plans to interview some of her current mortuary science students, videotape the interviews, and present the results for all of us to judge for ourselves.

JACQUIE TAYLOR is an internationally recognized leader in funeral service education. She has been the Executive Director of the New England Institute at Mount Ida College since 2001, and prior to that, was President of the San Francisco College of Mortuary Science. She is a licensed funeral director and embalmer, and holds both a B.S. and Masters in Business Administration.





2012 Speakers and Topics ~ Clearwater, Florida

Our Chosen Profession

Every person in attendance will have had a specific reason for choosing funeral service as a career, but the thing each will have in common is making the choice to enter a difficult line of work. Todd will explore the roots, dynamics, and mission of funeral service, and will aim to provide a navigation plan to help cope with the awesome responsibility of being the caretaker of the dead and caregiver to the living.



The Value and Benefits of Embalming

“Why embalm?” For years this question was never asked because the values of embalming were self-evident to communities. However, this attitude is being questioned more frequently than ever. This seminar will give you the tools necessary to redefine and re-articulate the value and benefit of embalming the dead.

TODD VAN BECK, CFSP, is the owner and manager of Ward-Wilson Funeral Home in Dothan, AL. In addition to being a highly sought after funeral service speaker, Todd is also Dean of the Funeral Home Management College and the Embalming & Restorative Arts College for ICCFA University.



