

JUNE 7-10, 2026

PENNSYLVANIA FUNERAL
DIRECTORS ASSOCIATION

2026 CONVENTION & EXPO

KALAHARI RESORTS | POCONO MANOR, PA



MEMBER
REGISTRATION

PENNSYLVANIA FUNERAL DIRECTORS



A S S O C I A T I O N

It is with great pride in our profession and our organization that I extend an invitation to you and your family to join us for the 143rd presentation of the Pennsylvania Funeral Directors Association Annual Convention. This year's convention will be held at Kalahari Resorts & Convention Center in Pocono Manor, PA, from June 7 through June 10.

Don't miss this opportunity to attend Pennsylvania's largest gathering of funeral directors, funeral professionals, vendors, and exhibitors under one roof. Take this opportunity to unwind and have some FUN!! We are all so bogged down with day-to-day stresses and agitations. You deserve some time away to talk with like-minded people, to relax with your family, ...and yes, have a good time!

I have often said that my time with PFDA has been a true blessing on my career, and the annual convention has been a big part of the equation. The PFDA convention has provided me with the connection to some of the best people in the funeral business. I've had a chance to network with my peers, catch up with old friends, and most importantly make new friends and connections. These connections have helped me grow my business and have provided me with the necessary tools to compete in our ever-changing world.

Some of the highlighted speakers who will offer continuing education at this year's convention will be keynote speaker John Ulsh who will talk about Unbreakable Leadership: Resilience and Renewal for Funeral Professionals, Bill Johnson who will present on The Power of Meta Platforms Elevating Funeral Home Visibility, Melissa Dickey who will do a virtual presentation Reviewing the FTC Funeral Rule, Amanda King who will present on The Biology and Art of Effective Mortuary Cosmetics, Glenda Stansbury will present What Does Gathering Look Like for You?, and Robert Wilk who will present Introduction to AFMAO: Operations & Practices.

The Annual PFDA Convention and Expo is also the perfect opportunity to experience all the newest services and merchandise available to funeral homes. The Expo hall features vendors and exhibitors who are displaying the newest offerings and innovations. This is the opportunity to find new offerings to better serve the families who call on you in their time of need.

On behalf of Executive Director, Adam Shaffer, his amazing staff, the Board of Governors and myself, I would like to invite you and your family to join us for a wonderful start to summer as we enjoy each other's company and take advantage of all our convention has to offer.

Register today for early bird pricing. I cannot wait to see you!

JEFF BARONICK
PFDA PRESIDENT
BARONICK FUNERAL HOME & CREAMATORIUM, INC.

PRESIDENT

**JEFF
BARONICK**



SPECIAL EVENTS

AN EVENING SOIRÉE

Monday, June 8, 2026 | 5:00PM



Join us for an elegant evening featuring an incredible buffet, perfectly mixed cocktails, smooth music, and inspiring remarks from PFDA leadership. Enjoy the opportunity to mix and mingle with board members while celebrating tradition, service, and the future of our profession. This is a ticketed event.

RED, WHITE AND BREW BASH

Tuesday, June 9th, 2026 | 4:30PM

Party Like It's 1776!

To kick off the opening day of the PFDA Expo Hall, enjoy live music by Silver Fox from 4:30-7:30pm. Join us for an all-American evening of great music, light bites, and cocktails while connecting with colleagues and vendors in a spirited, patriotic atmosphere. Wear your best red, white and blue!

PFDA CONVENTION COMMITMENT

- **Educational & Information Sessions:** Seminars focused on you and your funeral home's success.
- **Exhibit Hall:** A large trade show for funeral service products – it is your one-stop show to talk directly with world-class service providers.
 - Get first-hand access to the latest industry and revenue-boosting services all under one roof.
 - Connect with experienced, professional exhibitors ready to answer your questions and provide one-on-one product demonstrations.
 - Compare products and services side by side and take advantage of exclusive show-only pricing.
- **Networking:** Opportunities to have insightful, one-on-one conversations with your colleagues and peers.
- **Family Activities:** The venue is family friendly and is home to both an indoor and outdoor waterpark, arcade, ropes course, escape rooms, mini golf, in-house restaurants and more! Make a family event out of your convention stay.
- **Passport to Cash:** Back by popular demand is the opportunity to compete for \$1,000 cash!



Ticketed events may be purchased on the Convention Registration Form.

PFDA Annual Meeting of Members

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

NEW THIS YEAR – The installation of PFDA Officers and Governors will take place during the Annual Meeting! Be part of this exciting moment as new leadership is officially sworn in, and hear firsthand the vision and priorities of our incoming President.

PFDA Annual Service Awards

Join your colleagues for this special recognition ceremony honoring member funeral homes and funeral directors who have reached significant milestones in dedicated service to their families and communities. This meaningful presentation celebrates commitment, legacy, and the lasting impact of those who serve - an important moment to attend and witness together.

Service of Remembrance

Tribute and memorialization are at the heart of our profession. Join us for this meaningful gathering as we honor PFDA members and loved ones who have passed in the last year, coming together in reflection, remembrance, and respect for those who have shaped our lives and our work.



REASONS
TO
ATTEND

Silent Auction

This annual auction benefits the Funeral Service Action Fund and 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.

Something for Everyone

The 2026 Convention & Expo delivers an exceptional experience designed for every attendee. Your registration grants full access to all non-ticketed convention functions: education, networking, celebrations, and Expo Hall events! Offering unmatched value in one complete package. The spouse/guest registration includes admission to seminars, the Service Awards Ceremony, Service of Remembrance, hosted lunches, and all exhibit hall events, ensuring everyone enjoys a rich, engaging, and memorable convention experience worth the investment.

Passport to Cash

Win \$1,000 CASH! Every funeral director attending this year's convention will receive a Passport to Cash game card at the registration desk, along with full instructions. Visit participating exhibitors to collect stickers on your card and complete your passport for a chance to win the grand prize of \$1,000! Don't miss this fun, interactive way to explore the Expo Hall and walk away with a big reward.

HOTEL ACCOMODATIONS

250 KALAHARI BLVD, POCONO MANOR, PA 18349



**HOTEL RESERVATIONS
MUST BE BOOKED
BY MAY 5, 2026**



Kalahari Resorts and Conventions in the Pocono Mountains delivers a beyond expectations waterpark resort and conference experience all under one roof. The authentically African-inspired Kalahari Resorts, privately owned by the Nelson family, is home to America's Largest Indoor Waterparks. All Kalahari Resorts feature well appointed guest rooms and suites, the full-service Spa Kalahari, a fun-filled family entertainment center, on-site signature restaurants, unique retail shops, and a state-of-the-art convention center.

PFDA GROUP ROOM RATE

\$154.00

+ tax per room/per night

Reservations must be made by May 5, 2026.
After May 5th the room block ends and hotel rooms will be available based on occupancy. You will still receive the discounted rate.



HOTEL RESERVATIONS

To reserve your hotel room call 877-253-5466
You must mention the PFDA Room Block to get the discounted rate!
Or book online at <https://book.passkey.com/e/51193767>
Reservations must be made by May 5, 2026.
Cancellation without penalty - up to 48 hours prior to arrival.

CONVENTION SCHEDULE

EARN
9
CREDITS

SUNDAY, JUNE 7, 2026

4:00pm - 6:00pm Registration Desk Open

MONDAY, JUNE 8, 2026

7:30am - 4:00pm Registration Desk Open

7:30am - 10:00am Complimentary Coffee Bar

9:00am - 10:00am Continuing Education Session:

The Power of Meta Platforms Elevating Funeral Home Visibility
By: Bill Johnson, President, Post and Boost, Inc.

10:15am - 11:15am Continuing Education Session:

Review of the FTC Funeral Rule - IN PERSON WEBINAR
By: Melissa Dickey, Attorney & Rebecca Plett, Attorney

12:00pm Silent Auction Opens

1:00pm - 3:00pm Continuing Education Session:

Restoring the Familiar: The Biology & Art of Effective Mortuary Cosmetics
By: Amanda King, CFSP, MBIT, & MSP

3:15pm - 4:15pm Continuing Education Session:

The New Funeral Consumer: Bridging 4 Critical Disconnects Between Families and Funeral Homes
By: Kelly Gildenbach

5:00pm - 7:00pm An Evening Soiree

TUESDAY, JUNE 9, 2026

7:30am - 4:00pm Registration Desk & Silent Auction Opens

7:30am - 10:00am Complimentary Coffee Bar

9:00am - 10:45am PFDA Annual Business Meeting

Installation of Officers and Governors

Service Awards Recognition Ceremony

11:00am - 2:00pm Exhibit Hall Open

11:30am - 1:30pm Complimentary Luncheon with Exhibitors

2:15pm - 3:15pm KEYNOTE Continuing Education Session:

Unbreakable Leadership: Resilience and Renewal for Funeral Professionals
By: John Ulsh

3:15pm PFDA's Annual Service of Remembrance

4:30pm - 7:30pm Red, White & Brew Bash with live music by SilverFox in Expo Hall

WEDNESDAY, JUNE 10, 2026

8:00am - 4:00pm Registration Desk & Silent Auction Opens

8:00am - 10:00am Complimentary Coffee Bar

8:45am - 10:45am Continuing Education Session:

What Does Gathering Look Like for You?
By: Glenda Stansbury, MA, CFSP, LFD

11:00am - 2:00pm Exhibit Hall Open

11:30am - 1:30pm Complimentary Luncheon with Exhibitors

12:00pm Silent Auction Bidding Closes

2:15pm - 3:15pm Continuing Education Session:

Introduction to AFMAO: Operations & Practices
By: Robert A. Wilk, Department of Defense

3:15pm Cash Prize Drawing & Close of Convention

*ALL TIMES SUBJECT TO CHANGE

2026 PRESENTERS



BILL A JOHNSTON
PRESIDENT
POST AND BOOST, INC.



MELISSA DICKEY
ATTORNEY
FEDERAL TRADE COMMISSION



AMANDA KING, CFSP
FUNERAL DIRECTOR AND EMBALMER
BAILEY FUNERAL HOME




GLEND A STANSBURY, MA, CFSP, LFD
VP MARKETING AND DEVELOPMENT DIRECTOR
IN-SIGHT BOOKS



ROBERT A. WILK
DEPARTMENT OF DEFENSE
AIR FORCE MORTUARY AFFAIRS OPERATIONS

2026
KEYNOTE

TUESDAY
JUNE 9, 2026

A portrait of John D. Ulsh, a middle-aged man with short, graying hair and a goatee, wearing a white button-down shirt. He is looking directly at the camera with a slight smile. The background is a light, neutral color.

JOHN
ULSH

USA TODAY BEST SELLING AUTHOR & SPEAKER

UNBREAKING LEADERSHIP: RESILIENCE AND RENEWAL FOR FUNERAL PROFESSIONALS

John D. Ulsh is a resilience coach, keynote speaker, and author of *The Upside of Down: A Survivor's Guide to Turning Setbacks Into Success*. At 36, John survived a catastrophic car accident that left him with life-threatening injuries and required more than 45 surgeries. Given less than a 3% chance of survival, he rebuilt his life through faith, discipline, and a relentless focus on mindset.

Today, John shares his story and strategies for transformation through keynote presentations and national podcast appearances including *Rise Above*, *Becoming Undone*, *Beyond the Crucible*, and *Decoding Success*. His journey has also been featured on *Good Morning America*, *People Magazine*, and *Men's Fitness*.

Through his work, John helps individuals and organizations discover the upside of adversity, showing that true growth happens not in avoiding challenges, but in learning to rise through them.

This class helps funeral professionals build resilience, manage stress, and reconnect with purpose in a demanding career. Through a personal recovery story, the session draws a parallel between rebuilding one's own life and the responsibility of supporting families through their hardest moments while sustaining oneself.



THE PFDA 143RD ANNUAL CONVENTION & EXPO

REGISTRATION FORM

Registration includes admission to all convention continuing education sessions, daily admission to all Expo functions, lunch in Expo Hall, annual business meeting, special ceremonies, admission to hospitality room, and all events, except the Monday night event, 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.

REGISTER BY 5/18 AND SAVE!

REGISTRATION FEES CATEGORY		RECEIVED BY 5/18/26	RECEIVED AFTER 5/18/26	TOTAL FEES
PFDA MEMBERS	PFDA Member Funeral Director	\$200	\$250	
	Funeral Intern	FREE	FREE	
	Non-licensed Employee/Spouse/Family/Guest	\$150	\$200	
	Day Pass with Lunch (no lunch on Monday)	\$125	\$150	
NON-PFDA MEMBERS	Non-Member Funeral Director	\$400	\$450	
	Non-Member Spouse/Family/Guest	\$300	\$350	
	Non-Member Day Pass with Lunch (no lunch on Monday)	\$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	

Included in your registration are \$93 worth of lunch and breakfast items.

To obtain accurate lunch counts, please let us know if you plan to attend lunch in the Expo Hall.

TICKETED EVENTS - YOUR SELECTIONS INCLUDE:	NUMBER ATTENDING
Monday An Evening Soirée - \$100 per person - JOIN US!	
Tuesday Lunch in Expo Hall (cost included in conference registration)	
Wednesday Lunch in Expo Hall (cost included in conference registration)	

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

CANCELLATION POLICY: Full Refunds will be made to those who call or Fax PFDA by May 26, 2026 to notify staff they are unable to attend. A 50% refund will be granted if the cancellation request is made after May 26, 2026.

Register online, 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 143RD ANNUAL CONVENTION & EXPO

REGISTRATION FORM

PAYMENT INFORMATION:

Check: PLEASE MAKE PAYABLE TO PFDA Credit Card: American Express Visa Mastercard Discover

Credit Card Number:

Expiration: Security Code:

Name on Card:

Credit Card Billing Address:

Signature:

PERSONAL INFORMATION:

Firm Name:

Address:

City/State/Zip:

Daytime Phone:

Email:

PFDA MEMBERS:

(MUST include FD license number after each registrant's name for CE credit):

Licensee - Registrant Name(s):

Spouse/Family/Guest Name:

NON-PFDA MEMBERS:

(MUST include FD license number after each registrant's name for CE credit):

Licensee - Registrant Name(s):

Spouse/Family/Guest Name:

OTHER:

Youth Name(s) (6-17 years):

Children Name(s) (5 and under):

Mortuary Science Student:
(Must bring Student ID)

2026 SILENT AUCTION

Held during the PFDA Convention & Expo, we invite you to be part of making the 2026 Silent Auction our most successful yet. Thanks to the generosity of our donors, the auction has raised over \$5,000 annually, and with your support, we can continue that momentum. Every donation makes a meaningful impact, and together, we can make this year another outstanding success.

All proceeds benefit the PFDA Funeral Service Action Fund & Building Fund.

IDEAS FOR SILENT AUCTION DONATIONS:

- » Sports: Tickets for professional or college games, gift certificates for guided fishing tours, 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 Decorative Items/Hobby items
- » Liquor/Wine/Beer Assortments
- » Artwork/Jewelry
- » Theme Baskets: Summer/Game Night/Beach/Camping
- » Gift Certificates for Favorite Shops/Restaurants
- » Children's Items

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

Please complete the
Silent Auction Donation Form
BY MAY 13th.

Fax to PFDA at 717-545-7360 or email to
abby@pfda.org

**WE NEED YOUR HELP
TO MAKE THE 2026
SILENT AUCTION A
SUCCESS!**

2026 SILENT AUCTION DONATION FORM

PLEASE RETURN FORM BY MAY 13, 2026

General Information

Name:	
Organization:	
Address:	
City/State/Zip:	
Daytime Phone:	
Email:	

Donation Description:
(Please be as detailed as possible)

Donation Estimated Value:
(So we can set a minimum bid)

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

- We will bring the donated item to the Convention Registration Desk
- We will mail the donated item to the PFDA office by May 20, 2026
- We will hand deliver the donated item to the PFDA office by May 20, 2026

MANY THANKS FOR YOUR SUPPORT!

Please complete the Silent Auction Donation Form

By May 13, 2026.

Fax to PFDA at 717-545-7360

or email to abby@pfda.org



Kalahari
RESORTS & CONVENTIONS

**Our exclusive rate
saves you over
\$150/night on
standard rates!**

The perfect time to bring the family!

With our unbeatable room rates, there's no better value for all the family fun and excitement Kalahari Resorts has to offer!

Kalahari Resorts & Conventions – Pocono Mountains, PA, is located immediately off I-380 at Pocono exit 3, ideally placed for the Tristate area in the Pocono Mountains; less than 4 hours from Washington DC Metro Area, about 2 hours from New York, 2 hours from Philadelphia, 2 hours from Harrisburg, and 30 minutes from Scranton.

HOTEL AMENITIES

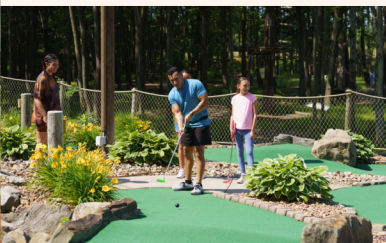
- America's Largest Indoor Waterpark
- Outdoor Waterpark
- 40,000 sq. ft. interactive arcade featuring black light mini golf, XD Dark Ride, mini bowling, escape room, arcade games, & more
- Spa Kalahari & Salon
- Dedicated loading dock
- Full-service business center
- Complimentary Wi-Fi throughout
- 10-hour ergonomic convention chairs
- Enhanced load-in & load-out capabilities
- Gorilla Grove Treetop Adventures featuring ropes courses, ziplining, & mini golf
- Multiple and varied retail shops

DINING & DRINKS

- Double Cut Steak House
- Sortino's Italian Kitchen
- B-LUX Grill & Bar
- Great Karoo Marketplace Buffet
- Cinco Niños
- The Last Bite
- Marrakesh Market
- Java Manjaro
- MACS
- Redd's Piano Bar and Lounge
- Waterpark Dining & Libations

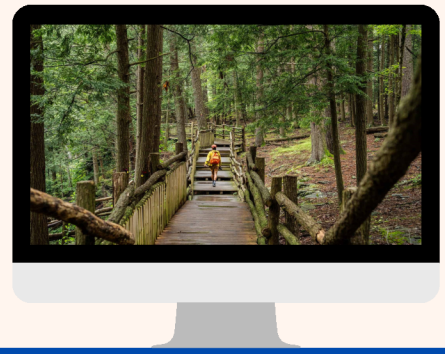
GUEST ROOMS

- 977 Guest Rooms & Suites
- All rooms include: a microwave, coffee maker, refrigerator, iron, ironing board, in-room safe, complimentary Wi-Fi, remote control television with cable, alarm clock, voicemail system, hair dryer, & luxurious bath amenities



THINGS TO DO NEAR

Kalahari Resorts



Pocono Manor, Pennsylvania is a scenic community in the Pocono Mountains known for its outdoor recreation, historic charm, and year-round activities. Golfers can enjoy rolling fairways and mountain vistas at courses such as Pocono Manor Golf Course, an 18-hole layout with a long local history and challenging yet fun design touched by early architects William Flynn and Donald Ross. The surrounding region also offers other great golf options nearby, including Buck Hill Golf Club and Jack Frost, giving players of all skill levels variety and beautiful scenery to explore.

Just a short drive from Kalahari is Mount Airy Casino Resort in Mount Pocono, a premier destination for adults offering an expansive casino floor with slots, table games, a poker room and sportsbook alongside luxury hotel accommodations, multiple dining venues, and spa services.



Beyond golf and casino fun, the Pocono region has plenty to keep visitors entertained including scenic hiking, boating, and outdoor adventures throughout the mountains and nearby lakes. With natural beauty, recreational variety, and both leisurely and high-energy activities like the Pocono Premium Outlets close at hand, Pocono Manor and the surrounding area offer something for golfers, casino visitors, families, and outdoor lovers alike.

Top Golf Spots

Perfect for golfers of all skill levels — from scenic mountain courses to historic fairways:

- Pocono Manor Golf Course – Classic 18-hole course with history and charm.
- Mount Airy Golf Club – Play famous holes tied to the neighboring casino resort experience.
- Buck Hill Golf Club – Historic course set in rolling forested terrain.
- Pinecrest Lake Golf & Country Club – A scenic round with lake views.
- The Shawnee Inn and Golf Resort – Legacy golf plus riverside views.
- Jack Frost National Golf Club – Great for swing practice or casual play.

2026 CONVENTION & EXPO

2025-2026 PFDA/UNICHOICE BOARD:

OFFICERS:

President

Jeff Baronick | Baronick Funeral Home & Crematorium, Inc.

President-Elect

Angela M. Ulen | Hooper Memorial Home Inc.

Secretary-Treasurer

Frederick B. Welker | Frederick B. Welker Funeral Home, Inc.

Immediate Past President

Christopher J. Calvey | Jennings-Calvey Funeral and Cremation Services, Inc.

DISTRICT GOVERNORS:

Jennifer L. Tomon | Joseph A Tomon, Jr. Funeral Home & Crematory, LLC.

James D. Hahn | Alvarez-Hahn Funeral Services and Cremation, LLC

Marc Zmijowski | Yoskovich Funeral Home, Inc.

Scott E. Kaufman | Kaufman Funeral Home & Cremation Services, Inc.

Gregory L. Myer | Bartron-Myer Funeral Home, Inc.

Timothy McLoone | William R. May Funeral Home, Inc.

Milian E. Rodriguez | Rodriguez Funeral Home, Inc.

William P. Spence | William P. Spence Funeral & Cremation Service, Inc.

Michelle Muccio-Krise | Lynch Green Funeral Home & Cremation Service, LLC.

Quaker State: Tasha Dugan | Laurel Hill Funeral Home

PENNSYLVANIA FUNERAL DIRECTORS



A S S O C I A T I O N

FOR MORE INFORMATION, PLEASE CONTACT:

Pennsylvania Funeral Directors Association
7441 Allentown Boulevard | Harrisburg, PA 17112

Questions: Call PFDA 717-545-7215

Email: alisha@pfda.org