JOIN US IN ATLANTIC CITY!
Learn something new or enhance what you already know about...
Embalmng Obese Bodies, Organ Procurement & Donation, Color Theory, Mortuary Cosmetic Application, Dehydration and Emaciation ...
AND MUCH MORE!

TECHNICAL SEMINAR

HARRAH’S RESORT
ATLANTIC CITY, NEW JERSEY

MAY 10 & 11, 2018

INFORMATION ON THE ATLANTIC CITY SEMINAR IS AVAILABLE ON THE NEXT FEW PAGES OR ON THE DODGE SEMINARS TAB AT HTTPS://SHOP.DODGECO.COM

Questions? Call 800-443-6343 and ask for Erin, Kristin or Debbie OR e-mail us at seminars@dodgeco.com
**Continental Breakfast** will be available each morning for all seminar attendees when you arrive at the meeting room.

<table>
<thead>
<tr>
<th>TIME</th>
<th>THURSDAY MAY 10TH</th>
<th>FRIDAY MAY 11TH</th>
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| 9:00am - 10:00am | Jack Adams
Embalming the Ever Increasing Number of Obese Bodies                       | Jack Adams
Turning Challenges into Opportunities             |
| 10:15am - 11:15am | Rory McKeown
Dehydration and Emaciation                                                     | Tom Buist
An A-Z Look at Organ Procurement & Donation          |
| 11:30am - 12:30pm | Jacquie Taylor
The Opioid Epidemic and Funeral Service                                           | Group Q & A
Troubleshooting - Problems & Treatments              |
| 12:30pm - 1:30pm | LUNCH For Registered Seminar Attendees                                            | DONE For The Day - Enjoy The Afternoon!             |
| 1:30pm - 2:30pm | Duane Hedrick & Tom Buist
Almost Everything You Ever Wanted to Know About Mortuary Cosmetic Application, Part 1 | Can’t make it to Atlantic City?
The same program will be repeated in Las Vegas in November 2018.
Check shop.dodgeco.com for more information. |
| 2:45pm - 3:45pm | Duane Hedrick & Tom Buist
Almost Everything You Ever Wanted to Know About Mortuary Cosmetic Application, Part 2 |
| 4:00pm - 5:00pm | Jacquie Taylor
Color Theory & Discolorations                                                     |
Hotel Reservation & Rate Information

**PLEASE NOTE:**
All attendees are responsible for making their own hotel reservations.

**Harrah’s Resort**
777 Harrah’s Boulevard
Atlantic City, NJ 08401
609-441-5000 | https://www.caesars.com/harrahs-ac

Harrah’s Resort is located in the Marina District of Atlantic City and is a short shuttle ride from Atlantic City’s world famous boardwalk.

**“Run of the House” Room Rates**

Tuesday, May 8th - Thursday, May 10th = $71.00 / night
Friday, May 11th & Saturday, May 12th = $153.00 / night
*Check-in: 4:00pm / Check-out: 12:00pm*

Additional persons will be charged at a rate of $20.00 per person, per night, with a maximum of four (4) persons per guestroom.

**Resort Fees:** A daily resort fee of $20.00 per room, per night (plus tax) will be charged in addition to the room rates listed above. This fee includes:

- Unlimited local phone calls (no long distance or international calls)
- $5 voucher toward self-parking
- Basic Wi-Fi to include two (2) devices per room, per day

**Reservations** can be made by calling the hotel directly at (888) 516-2215, referencing our Group Code: “SH05DC8” or by booking online at https://aws.passkey.com/go/sh05dc8

All reservations must be guaranteed with a deposit for the first night’s guestroom and tax charge. If reservation is guaranteed to a credit card, the first night’s guestroom and tax charge, per guestroom, will be billed immediately to the cardholder’s account.

**Notice of cancellation** must be received 72 hours prior to your arrival date in order to receive a full refund of your deposit.

Each guestroom must have at least one (1) registered guest 21 years of age or older.

**Cut-off date** to make hotel reservations at the group rate is **Sunday - April 8, 2018**

**AIRPORT:** Atlantic City International Airport (ACY) is approx. 12 miles west of Atlantic City.
Philadelphia International Airport (PHL) is about an hour drive to Atlantic City.
DODGE TECHNICAL SEMINAR
May 10 & 11, 2018          Atlantic City, NJ

1st Registrant: _________________________________________________
☐ Thursday 
☐ Friday 
☐ Both Days
FD/Emb. Lic. # & State: _________________________________________
Email Address: ________________________________________________

A seminar confirmation will be e-mailed when registration is received.

2nd Registrant: _________________________________________________
☐ Thursday 
☐ Friday 
☐ Both Days
FD/Emb. Lic. # & State: _________________________________________
Email Address: ________________________________________________

A seminar confirmation will be e-mailed when registration is received.

Firm: ________________________________________________________
Address: _____________________________________________________
City: __________________________ State/Province: ______ Zip/Postal Code: _________
Phone: ________________________ Fax: _____________________________

EARLY REGISTRATION DEADLINE: April 9, 2018

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<td>$195 / After 04/09/18</td>
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STUDENTS: There is a $50 flat-rate registration fee for students currently enrolled in mortuary school.

* Please send copy of Student ID with registration form.

Registration Cancellation Policy:
If cancellation is made on/before May 3rd, you will be refunded the full registration fee. After May 3rd, a $100 cancellation fee will apply. Cancellation must be made in writing via mail, fax or e-mail to the addresses listed below.

Method of Payment: ☐ Check (U.S. dollars, please ~ made payable to The Dodge Institute)
☐ Charge to my: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover
Credit Card Number: __________________________ Exp. Date: _____________
Security Code: ______________ Zip Code for BILLING ADDRESS of credit card: _____________
[Discover, Visa & MC is three (3) digits on the back of the card; AMEX is four (4) digits on the front of card]
Name on card: __________________________ Signature: __________________________

Mail or fax completed registration form and payment to address listed at bottom of this page.

Did you make a reservation at Harrah’s Resort - Atlantic City?
☐ Using Dodge Block ☐ Outside Dodge Block ☐ Staying at another hotel

Do you need a payment receipt e-mailed?
☐ YES ☐ NO

The Dodge Institute For Advanced Mortuary Studies
9 Progress Road Billerica, MA 01821
TEL (800) 443-6343 / (978) 600-2099 - SECURE FAX (978) 600-2336
seminars@dodgeco.com ~ www.dodgeco.com ~ shop.dodgeco.com
JACK ADAMS, CFSP has over 50 years of funeral service experience. 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.

**Embalming the Ever Increasing Number of Obese Bodies:** Jack will discuss the importance of determining what equipment will be necessary to safely move the body without causing injury to the removal team. Additional topics will include the importance of utilizing proper embalming techniques to insure thorough distribution and preservation as well as determining suitable chemicals for the condition of the body, as well as the primary and secondary causes of death.

**Turning Challenges into Opportunities:** Thought of as the “master of embalming” by funeral service practitioners nationwide secondary to his many years of preparing what most embalmers consider truly difficult cases, Jack will share with program participants some of his techniques for addressing the challenges he has encountered over the years and how he approached these problems. Always up for a challenge, Jack will share many opportunities for practitioners to exhibit their professionalism, overcome the problematic issues at hand, and help them return a positive, presentable memory picture to the family.

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.

**Almost Everything You Ever Wanted to Know About Mortuary Cosmetic Application, Parts 1 & 2:** (Presented with Duane Hedrick) Tom and Duane’s program is geared to provide a thorough working knowledge of selection of the appropriate cosmetic for the situation at hand, how to apply the cosmetic, and what other instruments, materials, or tools are required to achieve the desired end result. This program will also discuss and demonstrate the use of airbrush cosmetics and the techniques utilized in airbrushing.

**An A-Z Look at Organ Procurement & Donation:** Tom’s program will demonstrate case studies of multiple procurement processes as well as show proven techniques for proper embalming while utilizing “Embalming Best Practices” as a guide. Arterial, hypodermic and topical chemical options are presented as well as insertion of prosthetic devices, restoration of tissues and cosmetic application.
**DUANE HEDRICK** has been working in the funeral service industry in one capacity or another for over 25 years. Since 2010, Duane has served as a sales representative with The Dodge Company in the northwest and southwest regions of Ohio. He has been a Member of the Board of Trustees at the Cincinnati College of Mortuary Science since 2015 and is currently a team member on the Ohio Mortuary Operations Response Team.

**Almost Everything You Ever Wanted to Know About Mortuary Cosmetic Application, Parts 1 & 2:** *(Presented with Tom Buist)*  
Tom and Duane’s program is geared to provide a thorough working knowledge of selection of the appropriate cosmetic for the situation at hand, how to apply the cosmetic, and what other instruments, materials, or tools are required to achieve the desired end result. This program will also discuss and demonstrate the use of air brush cosmetics and the techniques utilized in airbrushing.

**RORY McKEOWN** has been a licensed funeral director and embalmer for over 30 years. Since 2013, Rory has served as a sales representative with The Dodge Company, covering Arizona, Colorado and New Mexico. Rory spent much of his funeral directing and embalming career in the Chicago area before moving to Albuquerque, New Mexico in 2009 to work for a privately owned central care facility.

**Dehydration and Emaciation:** More often than not, dehydration and emaciation go hand-in-hand and are sometimes thought of as easy problems to address. Rory will help attendees to successfully approach challenging cases exhibiting signs of dehydration and emaciation. Proper techniques discussed will include chemical selection and fluid dilutions for thorough distribution as well as practical restorations as necessary to conclude with a successful outcome.

**JACQUIE TAYLOR, Ph.D.** is currently the Special Projects Coordinator for The Dodge Company. She is an internationally recognized leader in funeral service education. Prior to joining Dodge, Jacquie was the Executive Director at the New England Institute at Mount Ida College. She is a licensed funeral director and embalmer, and holds both a B.S. and Masters in Business Administration. In 2011, Jacquie completed her Ph.D. in Interdisciplinary Studies from Union Institute and University in Cincinnati, OH.

**The Opioid Epidemic and Funeral Service:** Jacquie’s program aims to arm the funeral service community with vital information necessary to insure the continuity of safe and compassionate care. Program participants will have a factual understanding of the dangers of the current opioid epidemic and learn how to protect their own health and safety all while working with other heath-care and first responder communities for guidance.

**Color Theory & Discolorations:** This program is designed to discuss the challenges of tissue discolorations that present in embalming cases and to improve practitioner skills in the application of mortuary cosmetics. Emphasis is on correct selection of the proper type and color of media following appropriate case analysis.