



2022 FCCFA ANNUAL CONVENTION & TRADE SHOW

July 14 – 16, 2022

Hyatt Regency Coconut Point Resort & Spa
Bonita Springs, Florida

AN INVITATION TO CONVENTION ATTENDEES



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On behalf of the Florida Cemetery, Cremation & Funeral Association, it is my pleasure to invite you to attend the 2022 FCCFA Annual Convention & Trade Show. The convention will take place **July 14 –16** at the Hyatt Regency Coconut Point Resort & Spa in Bonita Springs, Florida.

The theme for the 2022 Convention is “**A World of Opportunities.**” We will focus on the importance of creating “A World of Opportunities” for improving staff and service to families through our funeral homes and cemeteries. The convention journey will begin with a charity golf tournament on **Thursday morning** and kick off with a welcome reception on Thursday evening. The convention will continue its voyage Friday and Saturday with outstanding speakers and educational sessions. We will conclude on Saturday evening with a travel themed reception, the Celebration of Life and banquet dinner including awards and installation of our board of directors and officers. Sunday you will be free to enjoy the resort and say bon voyage.

Make plans to visit the great showcase of products and services at the convention and support our supplier members. Networking receptions will take place in the trade show hall during lunch on Friday and breakfast on Saturday, allowing

extra time to visit the showcase of exhibits. There will also be fundraisers in the trade show hall on Friday and Saturday during exhibit hours and you can always network while playing in the golf tournament.

Thank you to the members of the convention committee for their time and efforts planning our annual event. We look forward to an outstanding convention and know you will have a fantastic time in Bonita Springs!



Sincerely,

Rick Prindiville
FCCFA President

THANK YOU TO THE 2022 CONVENTION SPONSORS

(as of 3/30/22)

FCCFA BOARD OF DIRECTORS MEETING

Federated Insurance

THURSDAY WELCOME RECEPTION

Cardinal Casket Co.
Ged Lawyers

KEYNOTE SPEAKER

Batesville

FRIDAY LUNCH

Implant Recycling

FRIDAY PM BEVERAGE BREAK

Foundation Partners

FRIDAY BUSINESS MEETING

Batesville
Ged Lawyers

FRIDAY NETWORKING RECEPTION

Cardinal Casket Co.
Garfield Refining
Wilbert Funeral Services, Inc.

SATURDAY RECEPTION

Coldspring
Federated Insurance
Funeral Service Inc.
Wilbert Funeral Services, Inc.

CELEBRATION OF LIFE

Dignity Memorial
SCI – Funeral Services of Florida, Inc.

HOTEL KEY CARDS

Ged Lawyers, LLP

CONVENTION TOTE BAGS

Roberts Vault Co., Inc.

ATTENDEE LANYARDS

PlotBox

CONVENTION SUPPORTING PARTNER

Biondan North America, Inc

2022 CONVENTION KEYNOTE SPEAKER HIGHLIGHTS

FRIDAY, JULY 15



Marks

10:30 a.m. – 11:30 a.m. **THE MOBILE MILLENNIAL: TIPS FOR FINDING AND MOTIVATING THEM**

Gene Marks, The Marks Group, P.C.

One of the biggest challenges faced by business owners today is attracting and retaining great people. Millennials make up an enormous part of today's workforce and survey after survey finds that this generation values flexibility as much and sometimes more than compensation. What technologies, devices, policies and best practices are smart businesspeople using to give their employees (and independent contractors) increased flexibility while not compromising security and performance? Find out by joining us at this session!

1:00 p.m. – 2:00 p.m. **BATTLING BURNOUT & BUILDING RESILIENCE: SUPPORTING & RETAINING FUNERAL PROFESSIONALS**

Jason Troyer, Ph.D.

Funeral directors are asked to perform a wide variety of roles and work in conditions that place them at an increased risk for burnout. This presentation will review the challenges that funeral directors face and how burnout can impede funeral directors' effectiveness. The primary focus will be discussing practical strategies for reducing burnout and creating a more positive work environment.



Troyer

SATURDAY, JULY 16



Bridgers

9:30 a.m. – 10:30 a.m. **EMPOWERING AND ENGAGING THE FUNERAL DIRECTOR OF TOMORROW**

*Tim Bridgers S.V.P.,
Head of Funeral & Cemetery Lending,
Live Oak Bank*

In a market of merging generations, business owners must lead their people. The energized employee who believes in their mission and understands how to achieve it is the one that brings their heart to work every day. Cash flow, marketing and financial metrics are crucial in operating a successful business; however, empowering your employees is the fuel that makes your business move.

Tim will provide statistics and directives on how to form a plan that better empowers and engages your employees.

You will be challenged to reflect on your business and implement meaningful changes that improve your workplace during this session.

11:00 a.m. – 12:00 p.m. **THE ATTORNEY IS IN**

*Wendy Wiener,
Managing Member, WRW Legal*

In this session, Wendy will discuss issues on which she is frequently consulted in her Florida deathcare industry practice. As regulatory counsel for the FCCFA, she will field your questions and provide guidance on the matters directly relevant to your regulatory well-being.



Wiener

THURSDAY, JULY 14

8:30 a.m. – 12:30 p.m.	2022 VICKI USELTON MEMORIAL GOLF TOURNAMENT <i>(Raptor Bay at Hyatt Coconut Point – Additional registration and fees apply)</i>
4:00 p.m. – 7:00 p.m.	REGISTRATION DESK OPEN
6:00 p.m. – 7:30 p.m.	FCCFA WELCOME RECEPTION

FRIDAY, JULY 15

7:30 a.m. – 9:00 a.m.	BREAKFAST ON YOUR OWN
7:30 a.m. – 5:30 p.m.	REGISTRATION DESK OPEN
10:15 a.m. – 5:30 p.m.	TRADE SHOW HALL OPEN (1 CEU)
10:15 a.m. – 10:30 a.m.	PRESIDENT'S WELCOME
10:30 a.m. – 11:30 a.m.	GENERAL SESSION: THE MOBILE MILLENNIAL: TIPS FOR FINDING AND MOTIVATING THEM (1 CEU) <i>Gene Marks, The Marks Group, P.C.</i>
11:30 a.m. – 1:00 p.m.	LUNCH WITH EXHIBITORS IN TRADE SHOW HALL Enjoy lunch and networking with your colleagues while viewing the excellent showcase of products and services.
1:00 p.m. – 2:00 p.m.	GENERAL SESSION: BATTLING BURNOUT & BUILDING RESILIENCE: SUPPORTING & RETAINING FUNERAL PROFESSIONALS (1 CEU) <i>Jason Troyer, Ph.D.</i>
2:00 p.m. – 3:00 p.m.	BEVERAGE BREAK IN THE EXHIBIT HALL
3:00 p.m. – 3:30 p.m.	GENERAL SESSION: LEGAL NEWS YOU CAN USE (.5 CEU) <i>C. Glen Ged, Esq. – Ged Lawyers, LLP</i>
3:30 p.m. – 4:15 p.m.	FCCFA BUSINESS MEETING & ELECTIONS
4:30 p.m. – 5:30 p.m.	NETWORKING RECEPTION IN TRADE SHOW HALL Enjoy a beverage as you network and discuss the educational sessions and events of the day. Visit the showcase of vendor products and services to see all the latest and best offerings for all aspects of the death care industry.



CEU CREDITS

Friday (2.5 CEU) Saturday (2 CEU)
+ 1 CEU for Trade Show attendance

SATURDAY, JULY 16

8:00 a.m. – 12:00 p.m.	REGISTRATION DESK OPEN
8:30 a.m. – 9:30 a.m.	BREAKFAST WITH EXHIBITORS IN TRADE SHOW HALL Come early before the educational sessions begin to enjoy breakfast with your colleagues and visit the showcase of products and services.
8:30 a.m. – 12:00 p.m.	TRADE SHOW HALL OPEN
9:30 a.m. – 10:30 a.m.	GENERAL SESSION: EMPOWERING AND ENGAGING THE FUNERAL DIRECTOR OF TOMORROW (1 CEU) <i>Tim Bridgers S.V.P., Head of Funeral & Cemetery Lending, Live Oak Bank</i>
10:30 a.m. – 11:00 a.m.	TRADE SHOW BREAK
11:00 a.m. – 12:00 p.m.	GENERAL SESSION: THE ATTORNEY IS IN (1 CEU) <i>Wendy Wiener, Managing Member, WRW Legal</i>
2:00 p.m. – 4:00 p.m.	POOLSIDE PARTY Sponsored by Ged Lawyers
6:30 p.m. – 7:00 p.m.	FCCFA NETWORKING RECEPTION
7:00 p.m. – 10:30 p.m.	CELEBRATION OF LIFE / CLOSING DINNER / INSTALLATION & AWARDS Relax and get ready to close out a great convention by saying bon voyage on the final night! The evening will include the Celebration of Life presentation with great entertainment and activities, the installation of FCCFA officers and board members, and award recognitions.

FIRST TIME ATTENDEE DISCOUNT! 50% OFF FULL & SINGLE DAY REGISTRATION FEES



Never attended an FCCFA Convention? Special first-time attendee registration rates are available.

Contact elane@executiveoffice.org for more information.

ATTIRE

Attire for all meetings during the convention is resort casual.

Proper attire for the golf tournament is required.

(Men: collared shirts / Women: dresses, skirts, slacks, collared shirts or collarless with sleeves)



HYATT REGENCY COCONUT POINT RESORT & SPA

5001 Coconut Road
Bonita Springs, FL 34134
www.coconutpoint.hyatt.com

Located on 26 lush, tropical acres overlooking Estero Bay and the Gulf of Mexico in Bonita Springs, you will find a casual environment that invites limitless recreation and relaxation. With a championship golf course and world class spa on property, the Hyatt Regency Coconut Resort & Spa is the ideal Florida Gulf Coast destination for work or play. Set out for an unforgettable escape to the best of Bonita Springs and Southwest Florida.

Hotel Reservations

- **Reservations #** - 239.444.1234 or visit www.thefccfa.com for online registration link
- **Discount Code** - Please reference the FCCFA 2022 Annual Convention & Trade Show when booking
- **Discounted Room Rate** - \$194 per night plus a \$5.00 resort fee
- **Deadline** - June 21, 2022 or once the room block has sold out, whichever comes first
- **Amenities for Convention Attendees** - Complimentary Self-parking, valet \$25 per night.

The resort fee includes: in-room high speed internet, 2 bottles of water daily, rock climbing wall, resort trolley transportation, complimentary self-parking, resort ferry to private secluded island, beach chairs, towels & umbrellas, resort activities and a 24-hour fitness center and golf bag storage.

Please continue your support of the FCCFA Convention & Trade Show and all convention activities by staying at the Hyatt Regency Coconut Point Resort and Spa.

MAKE YOUR RESERVATIONS TODAY!



HOW TO REGISTER

You can register by visiting the Annual Convention page on our website at www.thefccfa.com/annual-convention. Click the register here button to complete an online application or click [download form](#) for a printable version.

REGISTRATION FEES

	Before 6/24/22	After 6/24/22
Full Registration – FCCFA Member	\$495	\$545
Full Registration – Non-Member	\$570	\$620
Full Registration – Spouse/Guest:	\$395	\$435
Full Registration – Student	\$145	\$170

(Full Registration Includes: All educational sessions & trade show on both Friday & Saturday, Thursday Reception, Friday Lunch, Friday Reception, Saturday Breakfast, beverage breaks, (1) ticket to Saturday Reception & Banquet Dinner)

	Before 6/24/22	After 6/24/22
Friday Single Day Fee (FCCFA Member)	\$250	\$275
Friday Single Day Fee (Non-Member)	\$325	\$350
Friday Single Day Fee (Student)	\$95	\$95
Saturday Single Day Fee (FCCFA Member)	\$125	\$150
Saturday Single Day Fee (Non-Member)	\$200	\$225
Saturday Single Day Fee (Student)	\$75	\$75

(Friday Includes: Friday educational sessions & trade show, lunch, beverage break, Friday Reception. **Saturday Includes:** Saturday educational sessions, trade show & breakfast – This does not include Reception & Banquet.)



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Florida Cemetery, Cremation
& Funeral Association
325 John Knox Rd, Ste L103
Tallahassee, Florida 32303

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CONVENTION ACTIVITIES

2022 VICKI USELTON MEMORIAL GOLF TOURNAMENT

The golf tournament will be held on Thursday, July 14 from 8:30 a.m. – 12:30 p.m. at Raptor Bay Golf Club. Proceeds from the 2022 Golf Tournament will go to Blue Butterfly Program/Tidewell Family Grief Center. Join the FCCFA in supporting this charity through your participation and sponsorships for the golf tournament. Prizes will be given for 1st Place Team, Closest to the Pin, Longest Drive and Longest Putt. (Includes golf, greens fees, cart, and (2) beverage tickets. If golf club rentals are needed, player will need to contact Raptor Bay Golf Club and secure their clubs.)

SATURDAY AFTERNOON POOL PARTY

Join us poolside on Saturday afternoon for an opportunity to network poolside and enjoy the lush tropical grounds of the resort. Great conversations and comradery provided by you, delicious food and libations provided by our sponsor Ged Lawyers.

For more information on the convention as it becomes available, please continue to visit the FCCFA website at www.theFCCFA.com.

