



# 2023 Annual Convention - Schedule of Events

(As of 6/30/23)

## **WEDNESDAY, JULY 12**

1:30 p.m. – 4:30 p.m. Board of Directors Meeting

## **THURSDAY, JULY 13**

8:30 a.m. – 12:30 p.m. 2023 VICKI USELTON MEMORIAL GOLF TOURNAMENT  
BAY PALMS GOLF COURSE (MACDILL AIR FORCE BASE)

9:00 a.m. – 1:00 p.m. FISHING TOURNAMENT

1:00 p.m. BOARD OF FUNERAL CEMETERY AND CONSUMER SERVICES

4:00 p.m. – 6:30 p.m. REGISTRATION DESK OPEN

6:30 p.m. – 7:30 p.m. FCCFA WELCOME RECEPTION

## **FRIDAY, JULY 14**

7:30 a.m. – 9:00 a.m. BREAKFAST ON YOUR OWN

7:30 a.m. – 5:30 p.m. REGISTRATION DESK OPEN

9:30 a.m. – 5:30 p.m. TRADE SHOW HALL OPEN

9:30 a.m. – 9:45 a.m. PRESIDENT'S WELCOME

9:45 a.m. – 10:45 a.m. MAKING THE PHONE RING WITH INTERNET MARKETING  
*Welton Hong, Ring Ring Marketing*

10:45 a.m. – 11:00 a.m. BRIEF BREAK

11:00 a.m. – 12:00 p.m. THE INVISIBLE FORCE – HOW ORGANIZATIONAL CULTURE  
IMPACTS PEOPLE AND PROFITS - *Gary O'Sullivan*

12:00 p.m. – 1:00 p.m. LUNCH WITH EXHIBITORS IN TRADE SHOW HALL

1:00 p.m. – 2:15 p.m. THE FUTURE OF FUNERAL SERVICE - PANEL DISCUSSION

2:15 p.m. – 2:45 p.m. BEVERAGE BREAK IN THE EXHIBIT HALL

2:45 p.m. – 3:45 p.m. THE NUMBER ONE LEAD SOURCE THAT IS RARELY USED –  
*Gary O'Sullivan*

3:45 p.m. – 4:00 p.m. BRIEF BREAK  
4:00 p.m. – 4:45 p.m. FCCFA BUSINESS MEETING & ELECTIONS  
4:45 p.m. – 5:45 p.m. NETWORKING RECEPTION IN TRADE SHOW HALL

**SATURDAY, JULY 15**

8:00 a.m. – 12:30 p.m. REGISTRATION DESK OPEN  
8:00 a.m. – 12:30 p.m. TRADE SHOW HALL OPEN  
8:00 a.m. – 9:00 a.m. BREAKFAST WITH EXHIBITORS IN TRADE SHOW HALL  
9:00 a.m. – 10:00 a.m. VIEW FROM A HEARSE - *Bruce Goddard*  
10:00 a.m. – 11:00 am. LEGAL NEWS YOU CAN USE – Ged Lawyers  
11:00 a.m. – 11:30 a.m. TRADE SHOW BREAK  
11:30 a.m. – 12:30 p.m. THE ATTORNEY IS IN - *Wendy Wiener, Managing Member, WRW Legal*  
6:00 p.m. – 7:00 p.m. FCCFA NETWORKING RECEPTION  
7:00 p.m. – 10:30 p.m. CELEBRATION OF LIFE / CLOSING DINNER / INSTALLATION & AWARDS