

ILLUMINATE AN UNDISCOVERED WORLD



ATTENDEE
REGISTRATION
BROCHURE

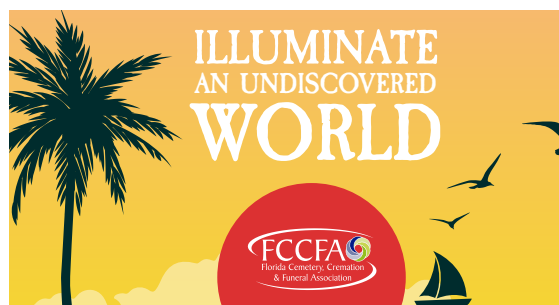
2024 FCCFA CONVENTION & TRADE SHOW

July 25-27, 2024

Hyatt Regency Coconut Point
Bonita Springs



AN INVITATION TO CONVENTION ATTENDEES



2024 FCCFA CONVENTION & TRADE SHOW

July 25-27, 2024

Hyatt Regency Coconut Point, Bonita Springs



On behalf of the Florida Cemetery, Cremation & Funeral Association, it is my pleasure to invite you to attend the 2024 FCCFA Annual Convention & Trade Show. The convention will take place July 25 – 27, 2024 at the Hyatt Regency Coconut Point Resort & Spa in Bonita Springs, Florida.

The theme for the 2024 Convention is “**Illuminate An Undiscovered World.**” We

will focus on the importance of actively exploring the unknown with sessions on artificial intelligence, addressing change and adversity and more. The convention will begin with a Charity Golf Tournament on Thursday morning and kick off with a Welcome Reception on Thursday evening. The convention will continue with outstanding standing speakers and educational sessions on Friday and Saturday. We will conclude on Saturday evening with a laid back “Margaritaville inspired” reception, Celebration of Remembrance and banquet dinner including recognition awards and installation of our board of directors and officers.

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.

Thank you to the Annual Convention Committee Chair, Mike Ondina and his 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!

Also, don’t forget to pre-order autographed copies of Joe Theismann’s book, “*How to be a Champion Every Day*” when you register.

Sincerely,

Janis

Janis Diamond
FCCFA President

THANK YOU TO THE 2024 CONVENTION SPONSORS

FCCFA BOARD OF DIRECTORS MEETING
Federated Insurance

FCCFA BOARD OF DIRECTORS DINNER
Funeral Services, Inc.

THURSDAY WELCOME RECEPTION
Federated Insurance
Ged Lawyers
Implant Recycling

FRIDAY ALL DAY COFFEE
Cardinal Caskets

FRIDAY PM BEVERAGE BREAK
National Funeral Directors Association

FRIDAY BUSINESS MEETING
Ged Lawyers

SATURDAY DINNER
Coldspring
Genesis Whole-Body Donor Program

CELEBRATION OF LIFE
Dignity Memorial
SCI – Funeral Services of Florida, Inc.

HOTEL KEY CARDS
Ged Lawyers, LLP

CONVENTION TOTE BAGS
Roberts Vault Co., Inc.

CONVENTION LANYARDS
Foundation Partners

CONVENTION SUPPORTING PARTNER
Ensure-A-Seal

KEYNOTE SPONSOR
Batesville



FRIDAY, JULY 26

9:45 a.m. – 10:45 a.m.

RISE OF THE MACHINES: A.I. IN FUNERAL SERVICE

Kevin McNulty



Artificial Intelligence is exploding in the tech world, and it's being added to tools for everything from business intelligence to marketing to customer service in every industry. While A.I. can't yet replace professionals, professionals who use A.I. will replace those who don't. In this session you will learn the

different types of A.I., how it works, see some of its capabilities practically demonstrated, and gain understanding of the practical limits of generative A.I.

Kevin McNulty is a leading expert in leveraging generative AI and social media. He has spearheaded digital campaigns integrating AI tools for major clients, earning accolades from industry associations.

1:00 p.m. – 2:15 p.m.

ROUNDTABLE: IMPLEMENTING THE FUNERAL RULE

Presentation & panel discussion led by Wendy Wiener, Esq.



In November 2022, the Federal Trade Commission (FTC) began its effort to update the Funeral Rule, which has now been in place for 40 years. During this session, FCCFA Regulatory Counsel Wendy Wiener will provide an overview of the new changes enacted by the FTC and will moderate a panel discussion among funeral providers on their plans for implementing the new regulations.

2:45 p.m. – 3:45 p.m.

LEGAL NEWS YOU CAN USE

Ged Lawyers



Hear the latest industry and business legal news from FCCFA General Counsel, Glen Ged and Marty Ged, to make sure your business and the families you serve are best protected.



11:00 a.m. – 12:00 p.m.

THINK. ANALYZE. REINVENT. LEADING THROUGH ADVERSITY & CHANGE

Joe Theismann

The Challenge of Change

Joe Theismann is a true legend in football and business leadership. As a College Football Hall of Fame inductee, Emmy award-winning analyst, two-time Pro Bowl selection, two-time Pro Bowl MVP, NFL MVP, and Super Bowl Champion, Joe Theismann's achievements are widely known.

In his captivating keynote address, he delves into the art of handling trying circumstances and dealing with unforeseen change. He will share his personal journey, including the pivotal moment in 1985, while at the top of his game, he faced a career-ending injury that shattered his boyhood dream.

Despite this setback, Joe's resilience, positive mindset, and commitment to a vision propelled him forward, teaching invaluable lessons in overcoming adversity.

Don't miss this opportunity to learn from a true champion and gain actionable strategies for tackling change, leading through change, maintaining a positive mental outlook, and achieving your goals. Whether you're an aspiring leader, a seasoned professional, or part of a dynamic team, Joe's insights will inspire and empower you to reach new heights of success.

2024 CONVENTION KEYNOTE SPEAKER HIGHLIGHTS

SATURDAY, JULY 27

9:30 a.m. – 10:30 a.m.

CRACKING COLD CASES: IN PURSUIT OF RESOLUTION

Louis Eliopoulos



Journey into the world of investigative mastery with Lou Eliopoulos, Naval Criminal Investigative Service (NCIS) Cold Case Analyst (Ret.) and author of the *“Death Investigator’s Handbook: A Field Guide to Crime Scene Processing, Forensic Evaluations, and Investigative Techniques.”*

As a death and cold case investigator with an extensive career in homicide and forensics, Lou will share some of his many experiences in the field and how some correlate to the funeral profession. From early in his career as an investigator in the Jacksonville Medical Examiner’s Office to his 20+ years at NCIS Headquarters in Quantico, Virginia, Lou’s collective experience has led to his lecturing, authoring and editing books, and providing expert testimony on the topics of forensic investigations and complex cases across the United States.

11:30 a.m. – 12:30 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.

Don’t forget to pre-order autographed copies of Joe Theismann’s book, *“How to be a Champion Every Day”* when you register online.

CELEBRATION OF REMEMBRANCE / CLOSING DINNER / INSTALLATION & AWARDS

Slip into your flip flops and throw on your favorite Hawaiian shirt because we’re wrapping up the convention in style! Join us for our Closing Event and Celebration of Remembrance, where Margaritaville vibes await.

While there may be no changes in latitude, get ready for some serious shifts in attitude as we bask in our tropical paradise. We’ll raise a glass to another successful event and honor the memories of our beloved colleagues lost over the past year.

Get your hips swaying to the beats of one of Florida’s finest Jimmy Buffett tribute bands and indulge in delectable island-inspired treats. It’s sure to be an evening filled with laughter, camaraderie, and unforgettable moments. Don’t miss out on the fun!



THURSDAY, JULY 25

8:30 a.m. – 12:30 p.m.

2024 VICKI USELTON MEMORIAL GOLF TOURNAMENT

(Salt Leaf Golf Course – Optional – additional registration and fees apply)

3:00 p.m. – 6:30 p.m.

REGISTRATION DESK OPEN

6:30 p.m. – 7:30 p.m.

FCCFA WELCOME RECEPTION

FRIDAY, JULY 26

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 (1 CEU)

9:30 a.m. – 9:45 a.m.

PRESIDENT'S WELCOME

9:45 a.m. – 10:45 a.m.

GENERAL SESSION: RISE OF THE MACHINES: A.I. IN FUNERAL SERVICE (1 CEU)

Presenter: Kevin McNulty

10:45 a.m. – 11:00 a.m.

BRIEF BREAK

11:00 a.m. – 12:00 p.m.

GENERAL SESSION: THINK. ANALYZE. REINVENT. FACING ADVERSITY & CHANGE (1 CEU)

Presenter: Joe Theismann

12:00 p.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. Try your luck at the games and other fun activities in the hall.

1:00 p.m. – 2:15 p.m.

GENERAL SESSION: ROUNDTABLE - IMPLEMENTING THE FUNERAL RULE (1 CEU)

Presenter/Moderator: Wendy Wiener, Esq.

Panelists: Ruth Anne Yeats, Baldwin Brothers Funeral and Cremation Services. and Tom Hanneken, Osceola Memory Gardens

2:15 p.m. – 2:45 p.m.

BEVERAGE BREAK IN THE EXHIBIT HALL

2:45 p.m. – 3:45 p.m.

GENERAL SESSION: LEGAL NEWS YOU CAN USE (1 CEU)

Presenter(s): Ged Lawyers

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

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.

8:30 p.m. – 11:00 p.m.

AFTER HOURS RECEPTION

Sponsored by Ged Lawyers

SATURDAY, JULY 27

8:00 a.m. – 12:30 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. – 12:30 p.m.

TRADE SHOW HALL OPEN

9:30 a.m. – 10:30 a.m.

GENERAL SESSION: CRACKING COLD CASES: IN PURSUIT OF RESOLUTION (1 CEU)

Presenter: Lou Eliopolous

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)

Speaker: Wendy Wiener, Managing Member, WRW Legal



SCHEDULE OF EVENTS

6:00 p.m. – 7:00 p.m.

FCCFA NETWORKING RECEPTION

7:00 p.m. – 10:30 p.m.

CELEBRATION OF LIFE PRESENTATION / CLOSING DINNER / INSTALLATION & AWARDS

Relax and get ready to close out a great convention. Come dressed in your best “Margaritville-casual” attire! The evening will include the Celebration of Remembrance, the installation of FCCFA officers and board members, award recognitions and the laid-back sounds of the Caribbean Chillers a Jimmy Buffett Tribute Band.

ATTIRE

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).



CEU CREDITS

CEU CREDITS: (Friday (4 CEU) / Saturday (2 CEU) plus 1 CEU for Trade Show attendance)

HOTEL INFORMATION

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.org, or register now by [clicking here](#)
- 📞 Discount Code - Reference “FCCFA 2024 Annual Convention & Trade Show”
- 📞 Discounted Room Rate - \$204 per night plus a \$5.00 resort fee
- 📞 Deadline – July 2, 2024 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 was reduced from \$35 to \$5 and 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 Boca Raton Resort & Club 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

REGISTRATION FEES

	Before 6/25/24	After 6/25/24
Full Registration (FCCFA Member)	\$495	\$595
Full Registration (Non-Member)	\$570	\$670
Full Registration (Spouse)	\$395	\$495
Full Registration (Student)	\$145	\$170
Golf Tournament	\$175	\$175

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

	Before 6/25/24	After 6/25/24
Friday Single Day Fee (FCCFA Member)	\$250	\$300
Friday Single Day Fee (Non-Member)	\$325	\$350
Friday Single Day Fee (Student)	\$95	\$95
Saturday Single Day Fee (FCCFA Member)	\$125	\$175
Saturday Single Day Fee (Non-Member)	\$200	\$250
Saturday Single Day Fee (Student)	\$75	\$75

(Friday Includes: Friday educational sessions & trade show, lunch, beverage break, Friday Networking Reception, Friday After Hours Reception. Saturday Includes: Saturday educational sessions, trade show & breakfast – This does not include Reception & Dinner.)

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 on this special offer to attend the convention at a discounted rate!



2024 VICKI USELTON MEMORIAL GOLF TOURNAMENT

Thursday, 8:30 a.m. – 12:30 p.m.

Join us at Salt Leaf Golf Club (adjacent to the Hyatt) for this annual event. Since inception, this tournament has raised over \$100,000 for a variety of state and national charities. 2024 proceeds will go to the V Foundation, a leading advocate for cutting-edge cancer research founded by renowned basketball coach Jim Valvano in 1993. Since inception, the V Foundation has allocated over \$353 million in grants for cancer research across the nation. Join the FCCFA in supporting this charity through your participation and sponsorship of the golf tournament. Prizes will be given for 1st Place Team, Closest to the Pin, Longest Drive and Longest Putt.



FCCFA AFTER HOURS

Friday 8:30 p.m. – 11:00 p.m.

Join us for the exciting new addition to the convention! Close out your evening in style with a delectable desserts and a delightful nightcaps as we celebrate the culmination of a day filled with insightful discussions, networking opportunities, and engaging activities. Don't miss this chance to unwind, connect with fellow attendees, and create some lasting memories!

Sponsored by Ged Lawyers



CLOSING BANQUET

Relax and get ready to close out a great convention. Come dressed in your best "Margaritville-casual" attire! The evening will include the Celebration of Remembrance, the installation of FCCFA officers and board members, award recognitions and the laid-back sounds of the Caribbean Chillers a Jimmy Buffett Tribute Band.

For more information on the convention as it becomes available, please continue to visit the FCCFA website at www.theFCCFA.com or contact the FCCFA office at 800.226.3332.

