

# ATTENDEE REGISTRATION BROCHURE



## FCCFA 2026 ANNUAL CONVENTION & TRADE SHOW

*— Navigating New Horizons —*



**July 23 – 25, 2026**  
JW Marriott Miami Turnberry Resort & Spa

# Navigating New Horizons

On behalf of the Florida Cemetery, Cremation and Funeral Association, it is my pleasure to invite you to attend the 2026 FCCFA Annual Convention & Trade Show. The convention will take place July 23-26, 2026 at the JW Marriott Turnberry in Aventura (Miami), Florida.



The theme for this year's Convention is "Navigating New Horizons". We will join in the beautiful coastal setting of Miami and explore new and evolving trends and technologies to advance in our profession. You may notice an underlying theme

"women in leadership" at this year's convention, as we hear from Carriage's Robbie Pape, Dr. Heather Walsh-Haney, who leads Florida Gulf Coast University's anatomical donation program, the attorney we all know and respect, Wendy Wiener, and an inspiring presentation from former fighter pilot Loree Draude. We will also have the privilege of hearing from Foresight CEO Chris Cruger as he presents the latest Consumer Study and our outstanding partners at Ged Lawyers with Legal News You Can Use.

Thursday, July 23, FCCFA will host the 2026 Vicki Uselton Memorial Golf Tournament to benefit Wolfhounds Legacy. Wolfhounds Legacy is a 501 (c) (3) whose mission is to "save two lives at a time, so no hero walks alone". They rescue, rehabilitate, pair and train veterans and first responders with their dogs. The dogs become certified through Wolfhounds Legacy as a service animal for the benefit of the veterans

with PTSD and their individual needs. It will be a fun event and a worthwhile cause. The Convention will get kicked off that evening with a Welcome Reception and will continue with an outstanding lineup of speakers delivering thought-provoking and educational sessions. We will conclude on Saturday evening with our annual reception and 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, John Guelde, and his convention committee for their time and efforts planning this event. We look forward to an outstanding convention and know you will have a fantastic time in Miami!

Sincerely,

*Jason Toale*  
FCCFA President

## THANK YOU TO THE 2026 CONVENTION SPONSORS

(as of 3/15/26)

### **FCCFA BOARD OF DIRECTORS MEETING**

Federated Insurance

### **THURSDAY WELCOME RECEPTION**

Coldspring  
Funeral Services, Inc.  
Ged Lawyers LLP

### **FRIDAY PM BEVERAGE BREAK**

NFDA

### **KEYNOTE SPEAKER**

Batesville Casket Company

### **FRIDAY ALL DAY COFFEE**

Implant Recycling

2 | FCCFA 2026

### **FRIDAY BUSINESS MEETING**

Ged Lawyers LLP

### **FRIDAY NETWORKING RECEPTION**

Federated Insurance  
Matthews International

### **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**

ASD

# 2026 CONVENTION & SPEAKER HIGHLIGHTS

## FRIDAY, JULY 24

**9:45 a.m. – 10:45 a.m.**

### **Redefining the Room – How Women are Reshaping the Funeral Profession from the Inside Out**

**Robbie Pape, Sr. VP  
& Regional Partner,  
Carriage**



Robbie Pape, Vice President of Operations & Regional Partner for Carriage Services, brings more than three decades of experience in the funeral and cemetery profession to this timely and engaging session. A certified public accountant, Past-President of the ICCFA, and accomplished speaker on leadership topics including Executive Presence and The Power of Choice, Robbie is uniquely positioned to explore how women have evolved from support roles to operational leadership, ownership, and cultural influence in funeral service. This session goes beyond policy and promotion – it's about personal agency, presence, and recognizing the choices we all have in how we show up, lead, and shape the future of care and business performance.

**11:30 a.m. – 12:30 p.m.**

### **Partnership In Practice: Anatomical Donation And Forensic Anthropology In Florida Death Investigations**

**Heather Walsh-Haney,  
Ph.D., D-ABFA, F-AAFS**

**Professor, Department of Justice Studies Florida  
Gulf Coast University**



Dr. Heather Walsh-Haney, Professor and Department Chair of Justice Studies at Florida Gulf Coast University, brings over two decades of forensic anthropology expertise to this session. Drawing on her work consulting on more than 2,000 cases and her disaster response experience following 9/11, Hurricane Katrina, and the Surfside building collapse, Dr. Walsh-Haney will explore the FGCU Human Identity and Trauma Analysis (HITA) Anatomical Gift Donation Program and its collaborative

partnerships with funeral directors, cremation professionals, and medical examiners across Florida. This session examines how anatomical donation supports education and professional training, and how interdisciplinary partnerships strengthen service to families and communities.

### **1:30 p.m. – 2:30 p.m. Insights in Action: How Consumer Attitudes and Behaviors Are Reshaping the Funeral & Cemetery Business Model**

**Chris Cruger, CEO, Foresight**

Chris Cruger, Chief Executive Officer of Foresight, brings over 25 years of experience in the funeral and cemetery profession, with a career spanning five continents and 25 countries and deep expertise in finance, sales, and operational management. As the leader of a premier consulting firm dedicated to the profession, Chris has spent seven years conducting in-depth research into consumer attitudes and behaviors – expanding that work over the past four years to include the perspective of funeral and cemetery professionals. This session draws on those findings to explore the growing disconnect between consumer expectations and how many businesses operate today, equipping attendees with practical strategies to bridge the perception gap, adapt their business models, and position their organizations for long-term success in an evolving marketplace.



**3:15 p.m. – 4:15 p.m.**

### **Legal News You Can Use**

**Ged Lawyers LLP**

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.



# 2026 CONVENTION & SPEAKER HIGHLIGHTS

## SATURDAY, JULY 25

9:00 a.m. – 10:00 a.m.

### SOAR: Overcome Fear and Reach New Heights

#### Loree Draude

From earning 300 carrier landings as one of the first women in combat aviation – including 99 at night – to leading global teams at Google and Meta, Loree brings hard-won wisdom from the cockpit and the boardroom. Now a Harvard Advanced Leadership Initiative Fellow and executive coach, she draws on decades of experience navigating high-stakes challenges to help audiences find clarity, embrace failure, and rise stronger.

In this session, Loree shares a simple aviation framework for managing life's challenges and demonstrates why normalizing setbacks builds stronger leaders and teams. She'll guide you



through identifying what matters most and how to optimize both your personal and professional life. Whether you're navigating uncertainty, leading through change, or simply ready to stop playing it safe – Loree will show you how to embrace fear rather than fight it, and soar.

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.



## Celebration of Remembrance / Closing Dinner / Installation & Awards

### We're bringing the Wild West to Miami!

With boots in the sand and hearts full of memories, we gather for the 2026 FCCFA Celebration of Life. A time to honor, remember, and celebrate the lives and legacies that continue to inspire us. Enjoy an evening of meaningful tributes, connection, and Western flair under the Miami sky.

Dust off your best Western attire—think cowboy hats, boots, denim, plaid, fringe, and leather accents. Whether you go classic country or add a coastal twist, come dressed to capture the spirit of the Wild West with your own personal style.

# Schedule Of Events

(As of 3/16/26)

## THURSDAY, JULY 23

**8:30 a.m. – 12:30 p.m.**

### **2026 Vicki Useton Memorial Golf Tournament**

#### *Benefitting Wolfhounds Legacy*

To rescue, rehabilitate, pair and train veterans and first responders with their dogs. The dogs become certified through Wolfhounds Legacy as a service animal for the benefit of the veterans with PTSD and their individual needs.

**10:00 a.m.**

### **Division of Funeral, Cemetery and Consumer Services Meeting**

**1:00 p.m. – 6:00 p.m.**

### **Exhibitor Move-in**

**6:30 p.m. – 7:30 p.m.**

### **FCCFA Welcome Reception (Trade Show Hall)**

## FRIDAY, JULY 24

**8:45 a.m. – 9:30 a.m.**

### **Coffee with Exhibitors**

**9:30 a.m. – 9:45 a.m.**

### **President's Welcome**

**9:45 a.m. – 10:45 a.m.**

### **SESSION I: Redefining the Room - How Women are Reshaping the Funeral Profession from the Inside Out**

*Presenter: Robbie Pape, Sr. VP & Regional Partner, Carriage*

**10:45 a.m. – 11:30 a.m.**

### **Refreshments with Exhibitors**

**11:30 a.m. – 12:30 p.m.**

### **SESSION II: Partnership in Practice: Anatomical Donation and Forensic Anthropology in Florida Death Investigations**

*Presenter: Heather Walsh-Haney, Ph.D., D-ABFA, F-AAFS*

*Professor, Department of Justice Studies, Florida Gulf Coast University*

**12:30 p.m. – 1:30 p.m.**

### **Lunch With Exhibitors In Trade Show Hall**

**1:30 p.m. – 2:30 p.m.**

### **SESSION III: Insights in Action: How Consumer Attitudes and Behaviors Are Reshaping the Funeral & Cemetery Business Model**

*Presenter: Chris Cruger, CEO, Foresight*

**2:30 p.m. – 3:15 p.m.**

### **Refreshments with Exhibitors**

**3:15 p.m. – 4:15 p.m.**

### **Session IV: Legal News You Can Use**

*Presenter(s): Ged Lawyers LLP*

**4:15 p.m. – 4:45 p.m.**

### **FCCFA Business Meeting & Elections**

**4:45 p.m. – 5:45 p.m.**

### **Cocktails with Exhibitors (Trade Show Hall)**

**8:30 p.m. – 11:00 p.m.**

### **FCCFA "After Hours" – Dessert Reception**

*Sponsor: Ged Lawyers LLP*



# Schedule Of Events

## SATURDAY, JULY 25

**8:00 a.m. – 9:00 a.m.**

**Breakfast With Exhibitors In Trade Show Hall**

**9:00 a.m. – 10:00 a.m.**

**SESSION V: SOAR: Overcome Fear and Reach New Heights**

*Presenter: Loree Draude, former combat pilot*

**10:00 a.m. – 11:00 a.m.**

**Trade Show Break**

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

**11:00 a.m. – 12:00 p.m.**

**SESSION VI: The Attorney is In!**

*Presenter: Wendy Wiener*

**6:00 p.m. – 7:00 p.m.**

**Networking Reception**

**7:00 p.m. – 10:30 p.m.**

**Celebration Of Remembrance / Dinner & Awards**

## HOTEL INFORMATION

**JW Marriott Miami Turnberry Resort & Spa**

19999 West Country Club Drive, Aventura, FL 33180

[www.jwturnberry.com](http://www.jwturnberry.com)

Discover your Miami escape at the iconic JW Marriott Turnberry Isle, a luxurious resort sanctuary set on 300 waterfront acres in Aventura. This Forbes Four-Star resort perfectly blends tropical elegance with world-class amenities, just minutes from Miami's vibrant energy. Unwind in sophisticated guest rooms and suites with stunning views, savor exceptional cuisine at multiple on-site restaurants, and refresh at the expansive resort-style pool complex or the legendary Soffer Golf Course, a Raymond Floyd signature design.

Indulge in pure relaxation at the renowned spa, offering rejuvenating treatments in a tranquil setting. With direct access to pristine beaches, upscale shopping at Aventura Mall, and South Florida's cultural attractions, JW Marriott Turnberry Isle offers the perfect balance of resort tranquility and cosmopolitan convenience. Experience Miami's finest destination resort this summer.

### Hotel Reservation:

<https://book.passkey.com/go/FCCFA2026>

**305-932-6200**

The best and secure way to make reservations is through the link. Attendees will be able to guarantee reservations with a credit card and obtain confirmation numbers. Reservations can also be made by calling **1-800-999-0493** and mentioning FCCFA Passkey reservations. The agent will be able to process reservations through the link as well.



Please state you are with the FCCFA to receive the reduced rate of **\$159** per room per night plus a \$30.00 resort fee which includes:

- Enhanced high-speed internet access in the guestroom
- Day pass for 2 people to the Spa, Fitness Center, and Wellness Circuit including access to the Aromatherapy/Chroma-therapy Steam Room and Himalayan Salt Therapy Suite (does not include spa treatments), reservations required
- Daily access for 2 people to Cascata Pool (Adults Only)
- Admission to Tidal Cove Water Park (based on legal occupancy of room type)
- Daily access for 2 people to driving range with unlimited use of range golf balls, reservations required
- Use of resort bikes for up to 2 people; unlimited time limit, reservations required
- Children 3 years of age and under eat complimentary at CORSAIR (children's menu)

The JW Marriott Turnberry Resort & Spa will only be able to offer this rate for rooms to the FCCFA until Wednesday July 1, 2026. Note: The association can only reserve a certain number of rooms at the discounted rate. Once the room block is sold out, even if that day is prior to the cutoff- date, a higher prevailing room rate will apply. Make your reservations today!

**Please continue your support of the FCCFA Convention & Trade Show and all convention activities by staying at the JW Marriott Miami Turnberry Resort and Spa. Make your reservations today!**

# 2026 FCCFA CONVENTION ATTENDEE REGISTRATION

July 23 – 25, 2026 • JW Marriott Miami Turnberry Resort & Spa • Aventura, FL

## How To Register

You can register by visiting the Annual Convention page on our website at <https://fccfa.memberclicks.net/2026fccfaannualconvention>

### REGISTRATION FEES

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

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.

	Before 6/23/26	Before 6/23/26
Full Registration – FCCFA Member	\$495	\$595
Full Registration – Non-Member	\$595	\$695
Full Registration – Spouse / Guest	\$395	\$495
Full Registration – Student	\$169	\$199
Golf Tournament	\$199	\$199

	Before 6/23/26	Before 6/23/26
Friday Single Day Fee (FCCFA Member)	\$250	\$300
Friday Single Day Fee (Non-Member)	\$325	\$370
Friday Single Day Fee (Student)	\$79	\$99
Saturday Single Day Fee (FCCFA Member)	\$150	\$175
Saturday Single Day Fee (Non-Member)	\$215	\$250
Saturday Single Day Fee (Student)	\$79	\$99

## 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](mailto:elane@executiveoffice.org) for more information on this special offer to attend the convention at a discounted rate!

### 50% OFF FULL & SINGLE DAY REGISTRATION FEES

# Convention Activities

## ANNUAL VICKI USELTON MEMORIAL GOLF TOURNAMENT

**Thursday, 8:30 a.m. – 12:30 p.m.**

A golf tournament will take place on Thursday, July 23 from 8:30 a.m. – 12:30 p.m. at the JW Marriott Turnberry Soffer Course. Proceeds from the 2026 Golf Tournament will go to the Wolfhounds Legacy. Wolfhound Legacy's mission is to rescue, rehabilitate, pair and train veterans and first responders with their dogs. They aim for the dogs to become certified through Wolfhounds Legacy as a service animal for the benefit of the veterans with PTSD and their individual needs. Join the FCCFA in supporting this charity through your participation and sponsorships for the golf tournament.



## FCCFA AFTER HOURS

**Friday 8:30 p.m. – 11:00 p.m.**

It's back by popular demand! Last year's Desserts & Nightcaps was such a hit that we had to bring it back. Come wind down your evening with sweet treats and drinks while catching up with fellow attendees. It's the perfect way to wrap up a great day!



## CLOSING BANQUET

**Saturday 7:00 p.m. – 10:30 p.m.**

With boots in the sand and hearts full of memories, we gather for the 2026 FCCFA Celebration of Life—a time to honor, remember, and celebrate the lives and legacies that continue to inspire us. Enjoy an evening of meaningful tributes, connection, and Western flair under the Miami sky. Dust off your best Western attire—think cowboy hats, boots, denim, plaid, fringe, and leather accents. Whether you go classic country or add a coastal twist, come dressed to capture the spirit of the Wild West with your own personal style.

For more information on the convention as it becomes available, please continue to visit the FCCFA website at [www.theFCCFA.com](http://www.theFCCFA.com) or contact the FCCFA office at 800.226.3332.

**REGISTER ONLINE AT <https://fccfa.memberclicks.net/2026fccfaannualconvention>**



Florida Cemetery, Cremation & Funeral Association  
325 John Knox Rd., Bldg. L, Ste. 103  
Tallahassee, Florida 32303  
[www.theFCCFA.com](http://www.theFCCFA.com)