

ATTENDEE REGISTRATION BROCHURE

A Winning Hand with FCCFA!



2019 FCCFA ANNUAL CONVENTION & TRADE SHOW

July 25 - 27, 2019

Tampa Marriott Waterside Hotel & Marina - Tampa, Florida

AN INVITATION TO CONVENTION ATTENDEES



On behalf of the Florida Cemetery, Cremation & Funeral Association, I would like to invite you to attend the 2019 FCCFA Annual Convention & Trade Show! The theme for the 2019 Convention is **"A Winning Hand with FCCFA."** The convention will take place **July 25 – 27** at the Tampa Marriott Waterside Hotel & Marina in Tampa, Florida. You don't want to miss this event!

The convention will begin with a charity golf tournament on Thursday morning and kick off with a Welcome Reception cruise on Thursday evening on the Yacht Starship. The convention will continue on Friday and Saturday with outstanding speakers and educational sessions and conclude on Saturday evening with a reception, the Celebration of Life presentation and banquet dinner. Saturday evening will include the installation of the board of directors and officers, awards recognitions, casino games and a DJ!

Make plans to visit the great showcase of products and services at the convention and support our supplier members. On Friday, lunch and a networking reception will take place in the trade show hall, as well as Saturday breakfast allowing extra time to visit the showcase of exhibits. There will also be games and fund raisers in the trade show hall on Friday and Saturday during exhibit hours.

Thank you to the members of the convention planning committee for their time and efforts in planning this convention. We look forward to an outstanding convention and know you will have a wonderful time in Tampa!

Sincerely,

Dwane Wills
FCCFA President

THANK YOU TO THE 2019 CONVENTION SPONSORS

(as of 4/18/19)

FCCFA BOARD OF DIRECTORS MEETING

Federated Insurance

FCCFA GOLF TOURNAMENT TITLE SPONSOR

Ged Lawyers, LLP

GOLF TEE SIGNS

Davey Tree Expert Co.
Eagle Granite
Ged Lawyers, LLP

THURSDAY WELCOME RECEPTION

Legacy Funeral Group

CONVENTION KEYNOTE SPEAKERS

Ged Lawyers, LLP

FRIDAY PM BEVERAGE BREAK

National Funeral Directors Association

FRIDAY NETWORKING RECEPTION

Federated Insurance
NorthStar Memorial Group, LLC

SATURDAY RECEPTION

Funeral Services, Inc.
Implant Recycling

CELEBRATION OF LIFE

Dignity Memorial
SCI – Funeral Services of Florida, Inc.

SATURDAY BANQUET DINNER

NorthStar Memorial Group, LLC

SATURDAY BANQUET ENTERTAINMENT

Wilbert Funeral Services

HOTEL KEY CARDS

Ged Lawyers, LLP

CONVENTION TOTE BAGS

Roberts Vault Co., Inc.

ATTENDEE LANYARDS

M.E. Wilson

CONVENTION SUPPORTING PARTNER

Elite Professional Education

2019 CONVENTION KEYNOTE SPEAKER HIGHLIGHTS

FRIDAY, JULY 26



Spence

9:45 a.m. – 11:00 a.m. & 11:30 a.m. – 12:45 p.m.

FORMULA FOR EXCELLENCE – PART I & II

Presented by: John Spence – John Spence, LLC

John Spence is recognized as one of the top business thought leaders and leadership development experts in the world and was named by the American Management Association as one of America's Top 50 Leaders to Watch. As a consultant and coach to organizations worldwide, from startups to the Fortune 10, John is dedicated to helping people and businesses be more successful by "Making the Very Complex... Awesomely Simple."

In his Formula for Excellence two-part session John will emphasis on the following:

- Understanding of the importance...and the elusiveness of clear communication throughout your organization
- What it takes to build and sustain a culture that creates highly satisfied, engaged, and

loyal employees who possess an "ownership mentality" and that embraces change and diversity

- An examination of the importance of mastering the organization's "moments of truth"
- The discovery of why it is critical to own the voice of the customer
- How to foster a practice of accountability that has a strong sense of urgency and maintains the habits of disciplined execution that delivers results
- Working effectively in teams is essential to success. Explore what is necessary to build a strong team that works collaboratively to deliver the required results
- The adaptability quotient

SATURDAY, JULY 27



Gober

9:30 a.m. – 10:45 a.m.

THE UNSTEADY MARCH OF TIME: JUST WHEN YOU THINK YOU HAVE ARRIVED... SOMEONE IS MOVING THE DESTINATION

Presented by: Doug Gober - The Foresight Companies, LLC

In this session, Doug will take stock of the current state of funeral service and how funeral professionals can be proactive in planning for the future. As the rate of change continues to escalate, understanding client family needs and building a business to meet those needs will be critical. Successful funeral professionals will find a way to take whatever comes their way – rising cremation rates, changing demographics, shifting consumer preferences – and wisely improve them.

Doug will evaluate four main areas of the funeral profession along the lines of Past, Present, and Future: Merchandising, Content, Facilities, and Competition. He will look at each potential point of customer contact with our business and then delve into how each of these impacts our existing and potential customers. He will also tackle each area from the perspective of how to differentiate yourself in your marketplace.

11:15 a.m. – 12:15 p.m.

WHAT REGULATORY COMPLIANCE MEANS TO YOUR BUSINESS

Presented by: Wendy Russell Wiener, Esq. – Nelson, Mullins, Broad & Cassel

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



Wiener

SCHEDULE OF EVENTS

(As of 4/18/19)

THURSDAY, JULY 25

11:00 a.m. – 3:30 p.m.	2019 VICKI USELTON MEMORIAL GOLF TOURNAMENT <i>(Carrollwood Country Club – Optional – additional registration and fees apply)</i>
3:00 p.m. – 4:30 p.m.	REGISTRATION DESK OPEN
5:15 p.m. – 6:30 p.m.	FCCFA WELCOME RECEPTION CRUISE Make plans to grab a beverage and kick off the convention on a cruise aboard the Yacht Starship. Attendees will board the boat and enjoy the beautiful views of Tampa by water. Greet your colleagues, welcome new attendees and enjoy the ride! <i>(The boat will leave at 5:15 p.m. sharp! Don't be late or you will miss the boat!)</i>

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. – 9:45 a.m.	PRESIDENT'S WELCOME
9:30 a.m. – 5:30 p.m.	TRADE SHOW HALL OPEN (1 CEU)
9:45 a.m. – 11:00 a.m.	GENERAL SESSION: FORMULA FOR EXCELLENCE – PART I (1 CEU) <i>Speaker: John Spence – John Spence, LLC</i>
11:00 a.m. – 11:30 a.m.	TRADE SHOW BREAK
11:30 a.m. – 12:45 p.m.	GENERAL SESSION: FORMULA FOR EXCELLENCE – PART II (1 CEU) <i>Speaker: John Spence – John Spence, LLC</i>
12:45 p.m. – 2:00 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.
2:00 p.m. – 2:30 p.m.	GENERAL SESSION: LEGAL NEWS YOU CAN USE (.5 CEU) <i>Speaker: C. Glen Ged, Esq. – Ged Lawyers, LLP</i>
2:30 p.m. – 3:00 p.m.	GENERAL SESSION: NEWS FROM THE DIVISION (.5 CEU) <i>Speaker: Mary Schwantes - Florida Division of Funeral, Cemetery & Consumer Services</i>
3:00 p.m. – 3:30 p.m.	TRADE SHOW & BEVERAGE BREAK
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.
6:00 p.m.	DINNER ON YOUR OWN

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 jjackson@executiveoffice.org for more information on this special offer to attend the convention at a discounted rate!

SCHEDULE OF EVENTS

SATURDAY, JULY 27

8:00 a.m. – 12:30 p.m.	REGISTRATION DESK OPEN
8:30 a.m. – 10:00 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. – 12:15 p.m.	TRADE SHOW HALL OPEN
9:30 a.m. – 10:45 a.m.	GENERAL SESSION: THE UNSTEADY MARCH OF TIME: JUST WHEN YOU THINK YOU HAVE ARRIVED... SOMEONE IS MOVING THE DESTINATION (1 CEU) <i>Speaker: Doug Gober – The Foresight Companies, LLC</i>
10:45 a.m. – 11:15 a.m.	TRADE SHOW BREAK
11:15 a.m. – 12:15 p.m.	GENERAL SESSION: REGULATORY UPDATES – WHAT REGULATORY COMPLIANCE MEANS TO YOUR COMPANY (1 CEU) <i>Speaker: Wendy Russell Wiener, Esq. – Nelson, Mullins, Broad & Cassel</i>
12:15 p.m. – 6:00 p.m.	AFTERNOON ON YOUR OWN
6:30 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

CEU CREDITS: (Friday (3 CEU) / Saturday (2 CEU))

ATTIRE: Attire for all meetings during the convention is resort casual. Attire for the Saturday Banquet Dinner is Roaring 20's theme. Come dressed to impress! Proper attire for the golf tournament is required.

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



**CELEBRATION OF LIFE PRESENTATION
CLOSING DINNER, INSTALLATION & AWARDS**

Relax and get ready to close out a great convention. The evening will include the Celebration of Life presentation with great entertainment and activities, the installation of FCCFA officers and board members, award recognitions and end with a DJ and casino games after the dinner. Make plans to relive days from the past as you try your luck and dance the night away!

**COME DRESSED IN YOUR BEST
ROARING 20'S ATTIRE!**

HOTEL INFORMATION

TAMPA MARRIOTT WATERSIDE HOTEL & MARINA

700 South Florida Avenue
Tampa, FL 33602
www.marriott.com/tpamc

Experience Tampa's dynamic downtown with a stay at Tampa Marriott Waterside Hotel & Marina. The beautifully transformed, waterfront hotel sits adjacent to the Tampa Convention Center and is steps from the Tampa Riverwalk, Florida Aquarium, the evolving Sparkman Wharf (formerly Channelside) and Amalie Arena. Take the plunge in the gorgeous rooftop pool, work out in our state-of-the-art fitness center, take part in marina activities or indulge in the onsite restaurants.

Hotel Reservations:

Make your reservations directly with the Tampa Marriott Waterside by calling **813.221.4900**. Please state you are with the FCCFA to receive the reduced rate of \$169 per room per night. The Tampa Waterside Marriott will only be able to offer this rate for rooms to the FCCFA until **Wednesday, July 3, 2019**. *Note: The Association can only reserve a certain number 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!***



2019 FCCFA CONVENTION ATTENDEE REGISTRATION FORM

July 25 – 27, 2019 • Tampa Marriott Waterside Hotel & Marina • Tampa, FL

Name _____ Suffix / Credentials _____
(as you want it to appear on name badge)

Company / Firm Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ License # _____

(Note: All meeting information including confirmation / receipt will be sent to this email.)

STEP 1: REGISTRATION FEES

(Please mark all that apply):

	Before 7/3/19	After 7/3/19	
<input type="checkbox"/> Full Registration – FCCFA Member	\$495	\$545	\$ _____
<input type="checkbox"/> Full Registration – Non-Member	\$570	\$620	\$ _____
<input type="checkbox"/> Full Registration – Spouse / Guest	\$395	\$435	Name(s): _____ \$ _____
<input type="checkbox"/> Full Registration – Student	\$145	\$170	\$ _____

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

	Before 7/3/19	After 7/3/19	
<input type="checkbox"/> Friday Single Day Fee (FCCFA Member)	\$250	\$275	\$ _____
<input type="checkbox"/> Friday Single Day Fee (Non-Member)	\$325	\$350	\$ _____
<input type="checkbox"/> Friday Single Day Fee (Student)	\$95	\$95	\$ _____
<input type="checkbox"/> Saturday Single Day Fee (FCCFA Member)	\$125	\$150	\$ _____
<input type="checkbox"/> Saturday Single Day Fee (Non-Member)	\$200	\$225	\$ _____
<input type="checkbox"/> 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.)

STEP 2: ADDITIONAL EVENT TICKET OPTIONS (Note: Please write name(s) of those to receive extra event ticket.)

Golf Tournament (Thursday, July 25 – Includes golf & greens fees, boxed lunch & (2) beverage tickets. Note: All golfers will be contacted prior to the convention for foursome assignments.)

Name(s): _____ # _____ X \$150 \$ _____

Thursday Welcome Reception Cruise Name(s): _____ # _____ X \$50 \$ _____

Friday Reception in Trade Show Hall Name(s): _____ # _____ X \$50 \$ _____

Saturday Reception & Banquet Dinner Name(s): _____ # _____ X \$150 \$ _____

Registration Amount \$ _____ + Event Tickets Amount \$ _____ = Grand Total Amount Due \$ _____

STEP 3: PAYMENT INFORMATION

Check enclosed (payable to FCCFA) Check # _____ Amount \$ _____

Credit Card: Visa MC AMEX Charge Amount \$ _____

Card # _____ Expiration Date _____ Sec. Code:* _____

*This is the 3 digit number found next to the signature panel on the back of the card. AMEX ONLY – This is the 4 digit number found on the front of your card.

Credit Card Billing Address (only if different than above): _____

Name on Card _____ Signature _____

CANCELLATIONS: Written notification is required for all refunds. Refund requests received by **July 3, 2019** will receive a refund less a \$50 administrative fee. **No refunds will be paid after July 3, 2019.** **ADA:** Any special accommodation requests must be received in writing by the FCCFA Office no later than **July 3, 2019.**

STEP 4: OPTIONS TO REGISTER FOR THE CONVENTION

ONLINE: <https://www.thefccfa.com/annual-convention-trade-show/>

MAIL: FCCFA Convention, 325 John Knox Road, Suite L103, Tallahassee, FL 32303



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



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& Marina, Tampa, Florida

CONVENTION ACTIVITIES



2019 VICKI USELTON MEMORIAL GOLF TOURNAMENT

A golf tournament will be held on **Thursday, July 25 from 11:00 a.m. – 3:30 p.m.** at Carrollwood Country Club. Proceeds from the tournament will go to Sunshine State Angel Gowns, a non-profit that donates gowns, wraps and blankets made from donated wedding dresses to families who have lost a child due to early pregnancy loss, stillbirth and SIDS. These unique one of a kind clothing items are given to families free of charge for their child to wear for final pictures and/or burial. Join the FCCFA in supporting this charity through your participation in the golf tournament. Prizes will be given for 1st Place Team, Closest to the Pin, Longest Drive and Longest Putt. *(Includes golf & greens fees, boxed lunch and (2) beverage tickets. Rentals will need to be secured by each player.)*



YACHT STARSHIP WELCOME RECEPTION CRUISE

Make plans to attend the Welcome Reception cruise aboard Yacht Starship on **Thursday, July 25 from 5:15 p.m. – 6:30 p.m.** Kick off the convention, grab a drink and enjoy the beautiful views of downtown Tampa by water. *(IMPORTANT: You must have a ticket to attend this event. The boat will leave at 5:15 p.m. sharp! Don't be late or you will miss the boat!)*

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.