

*The year to  
reinvent and reimagine...*



131st Annual Convention  
Virginia Funeral Directors Association

June 16-19, 2019  
Virginia Beach, VA



**VIRGINIA  
FUNERAL DIRECTORS  
ASSOCIATION**

Convention Program



Continuing Education Units



Family Fun Outings



Sales Spotlights



Social Events and Gatherings

# Wyndham Virginia Beach Oceanfront

## Hotel and Registration Information



This year, you can register for the 131st VFDA Annual Convention by completing our [online registration form](#). If you are unable to complete the form online, please call the VFDA office for assistance. Please complete the registration form by **June 3, 2019 for early bird pricing**. This ensure that you are included in all the amazing activities we have planned! After June 3, 2019, the pricing increases by \$200.

When you stay at the Wyndham Virginia Beach Oceanfront in Virginia Beach, you'll be on the beach, within a 10-minute drive of First Landing State Park and Cape Henry Lighthouse. This beach hotel is 6 miles from Ocean Breeze Waterpark and 6.9 miles from Virginia Aquarium and Marine Science Center. With a tranquil North Beach location, and the most direct oceanfront rooms in Virginia Beach, the 100% non-smoking hotel is the ideal spot for a relaxing oceanfront vacation. Enjoy refreshing sea breezes from your private balcony or patio overlooking our semi-private beach. Cool off in the outdoor and indoor pools, and wind down in the hot tub. Resort-like perks like free WiFi, in-room refrigerators, the Surf Club Ocean Grille, room service, and a fitness center make going out entirely optional.

Make your room reservations by calling the hotel directly at 1-800-365-3032. Guests must identify themselves as a member of the Virginia Funeral Directors Association in order to receive the special room rate of \$169 per night, plus applicable taxes and fees. Please note: all guest room rates are subject to state and local taxes, currently 14% plus \$1.00 per night lodging tax, a daily resort fee of \$2.00 will apply, rates will be in effect three days prior to the scheduled arrival date and three days after the scheduled departure date, and will be confirmed on a space available basis, and all guests must be at least 21 year of age to check into a hotel room. **Reservations must be received no later than May 15, 2019.**

Don't waste any time, reserve your room today! We look forward to seeing you in Virginia Beach!

# President's Invitation



Dear VFDA/VFSA members and guests,

The Virginia Funeral Directors Association's 131st Annual Convention is coming up in June and we want to see you there! This year's convention is a refresh of our past events and you are sure to enjoy all of the networking events, continuous hospitality suites and dynamic continuing education opportunities. The Wyndham Virginia Beach Oceanfront is located on a semi-private residential area of Virginia Beach, so I hope you will bring your entire family to this year's event!

If you are a funeral service supplier, I welcome you to take advantage of the numerous face time opportunities you will have at this year's convention. I encourage you to join the Virginia Funeral Sales Association (VFSA) prior to convention, so you can take advantage of this year's registration discounts and sponsorship opportunities. Please feel free to contact the VFDA office for more information and opportunities available at this year's convention.

I personally invite you to our hospitality suites on the ground floor of the hotel. These suites will be open when events are not in progress and will be something for everyone, including the kids. Also, make sure you visit the VFSA cornhole competition on the beach lawn of the hotel, to help support Comfort Zone Camp.

Sue and I look forward to seeing you June 16-19, 2019 in Virginia Beach! Don't wait to register, register soon and make sure you reserve your sleeping room before the May 15, 2019 deadline. Bring your entire family, come hungry for food, networking, and learning.

Thank you for your support of this year's event!

*Larry*

Larry Spiaggi, CFSP, CPC, CCO, Certified Celebrant  
VFDA President



Funeral Service Credit Union is a state-chartered credit union, owned by our members, established in 1983 that provides financial services specifically for funeral service professionals, their employees and family members.

Membership is currently available to all members, employees and family members of IFDA (IL), Funeral Ethics Assoc., Funeral Arrangers Assoc., NFDA, TFDA (TX), FFDA, OGR, MFDEA (MO), IFDF (FL), NFDMA, VFDA (VA), IFHV, ICCFA, WFDA (WI), Professional Funeral Alliance, Inc., FDAK (KY), The Independent Funeral Group, KAVOD and FDSA.

Loans offered to our members include:

Professional Autos	Personal Autos	Share Secured
Unsecured	Visa Credit Cards	Boats/RV's/Motorcycles

Deposit accounts offered to our members include:

Share Savings	Share Draft (Checking)	ATM/Debit card (checking only)
CD's	Christmas Club	Vacation Club










Other services offered include:

FSCU Online	Loan Protection Ins.	Direct Deposit
Payroll Deduction	ACH (electronic funds)	PeeWee Club











Please visit our website [www.fscunet.org](http://www.fscunet.org) for current Savings & Loan Rates

# Schedule of Events

## Sunday, June 16, 2019

-  7:45 - 10:45 a.m.  
Continental Breakfast  
Hospitality Suite - Room TBD
-  8:00 - 9:45 a.m.  
VFDA Board of Directors Meeting  
Room TBD
-  9:00 - 2:00 p.m.  
Registration  
Room TBD
-  9:45 a.m.  
What Vendors Should Expect  
at this Year's Convention  
Room TBD
-  11:00 a.m.  
Service of Remembrance  
Room TBD
-  12:00 - 1:30 p.m.  
Fellowship Luncheon  
Room TBD
-  2:00 - 4:00 p.m.  
Beach/Pool Day
-  6:00 p.m.  
Welcome Party and Mexican Buffet Dinner  
Room TBD
-  8:00 p.m.  
Hospitality Suite Opens  
Room TBD

## Monday, June 17, 2019

-  6:00 a.m.  
Sunrise Yoga  
Room TBD
-  7:30 a.m. - 12:00 p.m.  
Registration  
Room TBD
-  7:30 a.m.  
Continental Breakfast  
Hospitality Suite - Room TBD
-  8:00 - 8:15 a.m.  
Sales Spotlight  
Room TBD
-  8:15 - 9:15 a.m.  
Youth & Funerals  
Vicki Jay, Chief Executive Officer, National  
Alliance for Grieving Children (1.0 CEU)  
Room TBD
-  9:15 - 9:30 a.m.  
Sales Spotlight  
Room TBD
-  9:30 - 10:45 a.m.  
It's a Multigenerational World, Are You  
Ready?  
Sonia Aranza (1.0 CEU)  
Room TBD
-  10:45 - 11:00 a.m.  
Sales Spotlight  
Room TBD
-  11:00 a.m. - 12:00 p.m.  
What is a Life Celebrant?  
Kyrstina Diman, Morrissett Funeral &  
Cremation Service (1.0 CEU)  
Room TBD
-  12:00 - 12:15 p.m.  
Sales Spotlight  
Room TBD



Event schedule for Monday, June 17, 2019 continued on page 6.

# Schedule of Events

## Monday, June 17, 2019

Event schedule for Monday, June 17, 2019 continued from page 5.



12:15 - 1:15 p.m.  
Probate Q&A (1.0 CEU)  
John H. Graham, Clerk of Circuit Court  
Smyth County  
Room TBD



1:30 - 2:30 p.m.  
Beer, Bourbon, and Barbeque Networking  
Lunch  
Room TBD



2:30 - 4:30 p.m.  
Beach Day/Corn Hole Tournament/  
Vendor Contests/Hospitality Suite



Dinner on your own.  
See list of restaurants, contact VFDA office  
for assistance.



9:00 p.m.  
Hospitality Suite Opens  
Room TBD



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Best wishes to the  
Virginia Funeral Directors Association  
for a great convention!

## Tuesday, June 18, 2019



7:30 a.m. - 12:00 p.m.  
Registration  
Room TBD



7:30 a.m.  
Continental Breakfast  
Hospitality Suite - Room TBD



8:00 a.m.  
Kayaking, Surfing, and Paddle Board Lessons  
Meet on beach in front of hotel.



8:00 - 8:15 a.m.  
Sales Spotlight



8:15 - 9:30 a.m.  
Annual Business Meeting (1.0 CEU)  
Special Guest, T. Scott Gilligan, NFDA General Counsel  
Room TBD



9:30 - 9:45 a.m.  
Sales Spotlight  
Room TBD



9:45 - 10:45 a.m.  
Preneed (1.0 CEU)  
James Ruggerio  
Lakeland Preneed Planning, LLC  
Room TBD



10:45 - 11:00 a.m.  
Sales Spotlight  
Room TBD



11:00 a.m. - 12:00 p.m.  
What You Need to Know About Hospice (1.0 CEU)  
Linsey Reynolds Adkins  
Room TBD



12:00 - 12:15 p.m.  
Sales Spotlight  
Room TBD

Event schedule for Tuesday, June 18, 2019 continued on page 7.

# Schedule of Events

## Tuesday, June 18, 2019

Event schedule for Tuesday, June 18, 2019 continued from page 6.



12:15 - 1:45 p.m.  
Opioid Embalming: The New Difficult Case (1.5 CEU)  
Carrie Parsons, Chief Embalmer  
Wilson St. Pierre Funeral  
Homes and Crematory  
Room TBD



1:45 - 2:45 p.m.  
Networking Lunch  
Room TBD



2:45 - 4:30 p.m.  
Beach/Pool Day



3:00 p.m.  
Virginia Funeral Sales  
Association Meeting  
Room TBD



6:30 - 9:30 p.m.  
Cocktail Hour/Banquet\*  
Room TBD

\*Babysitting available for those under 13.

## Wednesday, June 19, 2019



8:00 a.m.  
Pancake Networking Breakfast  
Room TBD



We help the families you serve take that first step to peace of mind and financial security. Contact us about Pathway,<sup>®</sup> a life insurance prefunding option from Pekin Life Insurance Company.

For more information, contact:

**Bert F. Wasson, FLMI**  
Assistant Vice President - Pre-Need Sales  
Phone: 800-322-0160, Extension 2536



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Learn more about our [Family Fun Outing](#) including kayaking, stand-up paddleboarding, and surfing on page 11.



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# Continuing Education

Monday, June 17, 2019

8:15 - 9:15 a.m. \* Wyndham Virginia Beach Oceanfront \* 1.0 CEU



## Youth & Funerals

Presented by Vicki Jay, Chief Executive Officer, National Alliance for Grieving Children

Vicki will address developmental differences in understanding how children respond to grief; discuss ways to help children through specific types of losses, such as sudden loss; and offer tangible suggestions for rituals and other activities professionals can use when working with grieving children.

9:30 - 10:45 a.m. \* Wyndham Virginia Beach Oceanfront \* 1.0 CEU



## It's A Multigenerational World, Are You Ready?

Presented by Sonia Aranza, Global Diversity & Inclusion Strategist

In this session, Sonia will help demystify generational differences. Attendees will gain critical insights to leverage multigenerational views and enhance personal effectiveness, confront habits of thinking that impact ability to work across differences, and understand the business case for multigenerational intelligence and impact on excellence.

11:00 a.m. - 12:00 p.m. \* Wyndham Virginia Beach Oceanfront \* 1.0 CEU



## What Is A Life Celebrant?

Presented by Krystina Diman, Morrissett Funeral and Cremation Service

Celebrants are well trained, certified professionals able to create and perform high quality personal ceremonies for individuals, families and organizations. Learn who is a celebrant, how a celebrant helps families, their role in the celebration of life and how to personalized and individualized services to reflect the personality and life-style of the deceased.

12:15 - 1:15 p.m. \* Wyndham Virginia Beach Oceanfront \* 1.0 CEU

## Probate Q&A

Presented by John H. Graham, Clerk of Circuit Court, Smyth County

Probate is a legal proceeding supervised by the probate court in which the decedent's probate assets are administrated and distributed to the decedent's heirs. The probate court ensures that the terms of the Will and state law are properly carried out. WHAT ABOUT...Probate? Estate Taxes? Wills? Executor? Bank Accounts? Attorney's Fees? Delays? Income Taxes? Retirement Accounts? Come with questions and concerns you face when serving families.

Tuesday, June 18, 2019

8:15 - 9:15 a.m. \* Wyndham Virginia Beach Oceanfront \* 1.0 CEU

## Virginia Funeral Directors Association Annual Meeting

This session will provide attendees with important Virginia Funeral Directors Association news and updates. Get the latest update from state officials, Association staff, and VFDA lobbyist. Special guest, T. Scott Gilligan, who serves as NFDA general counsel and represents NFDA in matters dealing with the FTC Funeral Rule and other legal issues.



9:30 - 10:30 a.m. \* Wyndham Virginia Beach Oceanfront \* 1.0 CEU

## Preneed

Presented by James Ruggiero, Lakeland Preneed Planning, LLC

During this session, attendees will learn about preneed regulations. Topics will include preneed sales, reporting, contract, items required to be provided and when, funding, services and merchandise, contract content and overview, disclosure statements defined, and sales disclosure form.



10:45 - 11:45 a.m. \* Wyndham Virginia Beach Oceanfront \* 1.0 CEU

## What You Need To Know About Hospice

Presented by Linsey Reynolds Adkins

What is hospice and its benefits? Who pays? How can we work together?



12:00 - p.m. \* Wyndham Virginia Beach Oceanfront \* 1.5 CEU

## Opioid Embalming: The New Difficult Case

Presented by Carrie Parsons, Chief Embalmer, Wilson St. Pierre Funeral Homes and Crematory

This program is presented in a manner which reminds us to continually review our levels of technical knowledge and compassion when caring for the deceased. As professional embalmers we can facilitate one of the strongest components to grief, viewing the body. In doing so, we can either provide the family with a sense of relief or an intensified sense of anxiety and discomfort through the presentation of their loved one.



# Social Events and Gatherings

Sunday, June 16, 2019

## Continental Breakfast in Hospitality Suite

7:45 - 10:45 a.m. \* Wyndham Virginia Beach Oceanfront

Feeling hungry and need a light fare breakfast and coffee? We have what you need in the VFDA Hospitality Suite. A continental breakfast and beverages will be served for you to come by and grab a quick bite to eat.

## Service of Remembrance, Families and Guests

11:00 a.m. - 12:00 p.m. \* Wyndham Virginia Beach Oceanfront

The Virginia Funeral Directors Association Service of Remembrance is a special time to recognize those friends and family of the Association and the funeral service profession who we have lost over the past year. Dress is business attire.

## Fellowship Luncheon

12:00 - 1:30 p.m. \* Wyndham Virginia Beach Oceanfront

Kick-off the Virginia Funeral Directors Association's 131st Annual Convention with a buffet lunch while networking with fellow funeral directors, suppliers, and friends. Hear an overview of this year's convention and the new structure we have planned. You may even have a chance to win a door prize or two!

## Welcome Party and Mexican Buffet Dinner

6:00 p.m. \* Wyndham Virginia Beach Oceanfront

Hold onto your sombreros! We're throwing a fiesta to celebrate VFDA President, Larry Spiaggi! Plenty of Mexican munchies, sizzling fajitas with all the fixings and frozen margaritas! Come in your best fiesta attire!

Monday, June 17, 2019

## Continental Breakfast in Hospitality Suite

7:30 a.m. \* Wyndham Virginia Beach Oceanfront

Feeling hungry and need a light fare breakfast and coffee? We have what you need in the VFDA Hospitality Suite. A continental breakfast and beverages will be served for you to come by and grab a quick bite to eat.

## Beer, Bourbon and Barbeque Networking Lunch

1:30 - 2:30 p.m. \* Wyndham Virginia Beach Oceanfront

Enjoy all the pleasures true Southerners live by — beer, bourbon, barbeque! It's a great day of beer sippin', bourbon tastin', and barbeque eatin'. You will enjoy All-You-Care-To-Taste sampling of beer and bourbon. Enjoy BBQ Galore and all the fixins'.

## Beach Day/Cornhole Competition/Vendor Contest

2:30 - 4:30 p.m. \* Wyndham Virginia Beach Oceanfront

Enjoy a relaxing afternoon on the beach or visit the vendors Cornhole Competition on the green between the hospitality suite and the beach. Join in the fun!

Tuesday, June 18, 2019

## Continental Breakfast in Hospitality Suite

7:30 a.m. \* Wyndham Virginia Beach Oceanfront

Feeling hungry and need a light fare breakfast and coffee? We have what you need in the VFDA Hospitality Suite. A continental breakfast and beverages will be served for you to come by and grab a quick bite to eat.

## Networking Lunch

1:45 - 2:45 p.m. \* Wyndham Virginia Beach Oceanfront

Meet your peers and make new contacts while enjoying a delicious lunch. This is your time to develop, share ideas, and challenges in the funeral industry with your fellow funeral professionals and vendors. Make sure you bring your business cards and share your information. Play vendor trivia and win amazing prizes!

Wednesday, June 19, 2019

## Pancake Networking Breakfast

8:00 a.m. \* Wyndham Virginia Beach Oceanfront

Stack'em high before you say goodbye! Stop by before you head home and fill your plate with something tasty and great!



Learn more about [A Helping Hand](#), our Babysitting Service during the Awards Banquet.

# Special Meetings

Sunday, June 16, 2019

Tuesday, June 18, 2019

## **VFDA Board of Directors Meeting**

8:00 - 9:45 a.m. \* Wyndham Virginia Beach Oceanfront

The VFDA Board of Directors and Committee Chairs will meet for their quarterly in-person association meeting. VFDA members in good standing and invited guests are only permitted to attend.

## **What Vendors Should Expect at this Year's Convention**

9:45 - 10:15 a.m. \* Wyndham Virginia Beach Oceanfront

Vendors should attend this meeting to get an overview of the NEW convention schedule, networking events, and hear about how to be involved in making this year's convention a success!

## **Virginia Funeral Sales Association Membership Meeting**

3:00 p.m. \* Wyndham Virginia Beach Oceanfront

If you are a member of the Virginia Funeral Sales Association (VFSA) or you would like to learn more about joining, attend our quarterly meeting to learn the purpose of the association, what we are planning and upcoming events.

# Family Fun Outings

Sunday, June 16, 2019

Tuesday, June 18, 2019

## **Beach and Pool Time!**

2:00 - 3:00 p.m. \* Wyndham Virginia Beach Oceanfront

Free time on the beach or join us by the hotel pool for a sponsored light snack while soaking in the sun and enjoying a little pool time.

Monday, June 17, 2019

## **Sunrise Yoga with Judy Finch**

6:00 a.m. \* Wyndham Virginia Beach Oceanfront

The morning is considered as a "divine time" and when an individual's spiritual energy is at its peak. Clarity, creativity, and peace of mind and body are benefits of a sunrise yoga practice because of fewer distractions prior to starting your day. Sunrise yoga brings your body more energy and nourishes you with a positive attitude to fully prepare for the challenges of the day ahead.

Bring your yoga mat and start your day off at the beach relaxed and refreshed.

Meet between the hotel and the beach.

## **Kayaking, Surfing, and Paddle Boarding Experience**

8:00 a.m. \* Wyndham Virginia Beach Oceanfront

A customized Chesapeake Outdoors experience just for you! Choose from the ultimate Dolphin Kayak Eco-Tour, Stand-Up Paddleboard Eco-Tour of First Landing State Park, or take Surfing Lessons and experience the beautiful waters of the ocean that only Chesapeake Outdoors offers.

This two-hour guided kayak tour in the ocean to see wild dolphins is an awesome experience and best of all you can start and finish the tour right in front of the hotel. No experience necessary as we use sit-on-top kayaks which are very user friendly. We don't guarantee our dolphin sightings but we almost always see them. All equipment, instruction, and guides for the tour are provided. \$50 per person.

Stand Up Paddleboard Eco-Tour of First Landing State Park - This tour is conducted five minutes away via shuttle from the Wyndham Hotel from the Historic First Landing State Park and last about two hours. All equipment, instruction, and guides for the tour are provided. This paddleboard tour is done on the calm interior waterways of Linkhorn and Broad Bays and allows everyone to see a unique area of Virginia Beach and the state park. \$40 per person.

Surfing Lesson - Even though Virginia Beach is not known for its surf, it does get waves and they are perfect in the summer for teaching lessons. Experienced surf instructors will be ready in front of the hotel to provide you with an amazing experience. After brief instruction on the beach, your instructors will head out into the surf to assist you with catching and riding waves. \$60 per person.

The VFDA will contact participants in event of cancellations due to inclement weather.

We recommend bringing a bottle of water, sunscreen, and towel. Put personal items such as: phones, keys, and wallets in a dry bag. If you are bringing a camera, we highly recommend it be of the waterproof variety.

All participants MUST fill out a [Waiver Form](#). You MUST register in advance to participate.

# Annual Awards Banquet

## and Cocktail Reception

Tuesday, June 18, 2019 \* 6:30 -9:30 p.m. \* Wyndham Virginia Beach Oceanfront

Join us for a memorable evening of dining and awards in the grand ballroom at the Wyndham Virginia Beach Oceanfront. This semi-formal event begins with cocktails at 6:30 p.m. Following cocktails, dinner will be served at 7:00 p.m. Promptly following dinner, the official program begins which includes the annual VFDA awards presentation.

Babysitting services are available for those children under 13. You must register for babysitting services on your convention registration form and fill out the necessary paperwork. More instructions can be found on the [VFDA Convention website](#).

## 2019 Virginia Funeral Directors Association Awards Program

The purpose of the VFDA Awards Program is to recognize those who perform above and beyond the call of professional duty. The VFDA wants to identify these individuals, honor them publicly, and to express appreciation and gratitude for their exemplary efforts. Please read each nomination form to determine if you, someone in your firm or district may qualify for an award.

**Funeral Director of the Year** - A special award bestowed upon a VFDA member, the Funeral Director of the Year is recognized for his or her professional skills and talents displayed through involvement at the local, state, and national level. This award is an honor, above all others, and is presented to the funeral licensee by his and her peers, citing expert leadership and professional integrity displayed within the funeral service profession. The award recipient should be a funeral licensee who has served within the VFDA in various capacities and represents the funeral service profession in expert leadership and professional integrity.



Larry Spiaggi, 2018 Funeral Director of the Year

**Golden Licensee Award** - The VFDA will honor those individuals who have contributed 50, 55, 60, 65, 70 or more years of service to the funeral service profession. These individuals have actively participated in charting the course for the VFDA's future, and have contributed greatly to its history and tradition. These individuals are association members in good standing.

**Intern of the Year**  
- New to the VFDA Awards Program, the "Intern of the Year" award is open to all interns working in a VFDA member firm in good standing. Member firms should nominate those outstanding interns who go above and beyond in their firm and community.



Tyler Bailey, 2018 Rookie of the Year

**Rookie of the Year**  
- The "Rookie of the Year" award is open to all district members who have five (5) years or less experience as a licensed funeral director currently in the funeral service profession. Your district is responsible for nominating your district "Rookie of the Year" and submitting that information to the VFDA office.

Nomination forms for all awards can be found on the [VFDA Convention page](#) or by contacting the VFDA office (804.264.0505, info@vfdanet). Deadline for awards nominations is **May 1, 2019**.



# JOIN US TODAY

Your \$300 Membership Fee will be donated to the



VIRGINIA  
FUNERAL DIRECTORS  
ASSOCIATION

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# Cornhole Competition

presented by the Virginia Funeral Sales Association



The Cornhole Competition will take place on the Beachside Lawn and go throughout the convention during pool/beach time and while the Hospitality suites are open.

Supports Comfort Zone Camp

Dear Virginia Funeral Sales Association Members:

The Virginia Funeral Sales Association (VFSA) is invited to this year's 131st Annual VFDA Convention, being held at the Wyndham Virginia Beach Oceanfront. Although we will not have an exhibits hall, this year's convention will have a new schedule of events, numerous networking opportunities and [sponsorship opportunities](#). I encourage you to take advantage of all the events the VFDA has to offer at this year's convention. This is a great opportunity for you to have 30 hours of face time with current and potential customers at this convention.

Lacy Whittaker, Executive Director of the VFDA, will be happy to help setup "pop-up" shops in your suites, make reservations at local restaurants, and create dynamic experiences for you and your clients.

Larry Spiaggi, VFDA President, is working hard to put on a memorable convention, with numerous networking opportunities, dynamic continuing education classes, fun hospitality suites for the entire family and vendor trivia games where you can win great door prizes. Make sure you support the VFDA convention through sponsorship opportunities being offered and get your name in front of this year's attendees.

The VFSA will host a Cornhole Competition to support Comfort Zone Camp throughout the duration of the convention during the pool/beach time and while the Hospitality suites are open. It will be held on the beachside lawn. Please come out and support Comfort Zone Camp and enjoy time with customers.

Please consider joining the VFSA before the 131st Annual VFDA Convention so you can take advantage of discount registration fees and [sponsorship opportunities](#).

I look forward to seeing each of you at the 131st Annual VFDA Convention in Virginia Beach! I appreciate your support of this event!

*Todd*

Todd Dean  
VFSA President

# Sponsorship Opportunities

## **Platinum Sponsors (\$7,001 and up)**

Listing on the VFDA website, VFDA Bulletin, advertisement in Convention Program, digital recognition during all convention meetings and events, and 5-minute PowerPoint opportunity between continuing education session.

### **Sunday, June 16, 2019**

Welcome Party & Mexican Buffet Dinner SOLD  
Bring your "thinking caps," you do not want to miss VFDA Vendor Trivia.

### **Monday, June 17, 2019**

**Beer, Bourbon, and Barbeque** SOLD  
Includes a vendor BINGO and don't forget your business cards!

### **Tuesday, June 18, 2019**

Inaugural Banquet \$15,000  
Includes reserved seating and eight (8) banquet tickets.

## **Gold Sponsors (\$4,001 - \$7,000)**

Listing on the VFDA website, digital recognition during all convention meetings and events, and 5-minute PowerPoint opportunity between continuing education session.

### **Sunday, June 16, 2019**

Fellowship Luncheon \$7,000  
This is the first networking event to kick-off the 131st Annual VFDA Convention. Bring your business cards!

### **Tuesday, June 18, 2019**

Networking Lunch \$7,000  
Afternoon Cocktail Bar \$6,000  
(during the Networking Lunch)

Includes Round 2 of VFDA Vendor Trivia

Inaugural Banquet Cocktail Hour \$6,000

## **Silver Sponsors (\$1,001 - \$4,000)**

Listing on the VFDA website, VFDA Bulletin, digital recognition during all convention meetings and events.

### **Wednesday, June 18, 2019**

Pancake Breakfast \$3,500  
Keycards SOLD

## **Bronze Sponsors (\$1,000 and under)**

Listing on the VFDA website and VFDA Bulletin

### **Sunday, June 16, 2019**

Service of Remembrance SOLD

Beach/Pool Day Snacks & Water Bottles SOLD  
Logos and business labels on water bottles. This opportunity is available for Sunday, Monday, and Tuesday, choose all or one day only).

Sponsorship opportunities are limited on a first-come, first-served basis. Interested parties must act quickly to ensure sponsorship participation in the 131st VFDA Annual Convention.

Visit the [VFDA website](#) to complete a Sponsorship form.

# Registration Information

To pre-register, just complete the [event registration form](#), indicate your method of payment. If you have any questions, please contact the VFDA office at 804.264.0505.

**Cancellation Policy:** Full registration refunds will be given provided cancellation is received in writing via email or mail by June 3, 2019. After that date, a refund of 50% registration refunds will be given providing cancellation is received in writing via email or mail before June 10, 2019. No refunds will be given after June 15, 2019.

**PLEASE NOTE:** Due to the types of events and outings being offered this year, you **MUST** pre-register for events and outings prior to June 7, 2019. A limited amount of tickets will be available at registration and we cannot guarantee space for excursions and events.

## **General Registration Pricing:**

VFDA Member Registration Fee - \$395  
\*VFDA/VFSA Member Spouse/Guest 1 Registration Fee - FREE  
VFDA/VFSA Member Guests 2-4 Registration Fee - \$200  
VFSA Member Registration Fee (non-sponsorship) - \$1,348  
VFDA Non-Member Registration Fee - \$1,348  
VFDA Non-Member Spouse/Guest 1 Registration Fee - \$558  
VFSA Non-Member Registration Fee (non-sponsorship) - \$2,696  
Student

\*The first VFDA/VFSA Spouse/Guest is FREE. Any additional guests need to register and pay \$200 (before June 3, 2019). Please select the appropriate registration for your guests. Charges will be incurred even if you select the No Charge option for any additional guests after the first.



## **Sponsors Registration Pricing:**

Bronze Level Sponsor - \$848  
Silver Level Sponsor - \$848 per person (up to two people)  
Gold Level Sponsor - \$848 per person (up to four people)  
Platinum Level Sponsor - \$848 per person (up to eight people)

# Virginia Beach



**Beach, Boardwalk, and Beyond**  
Virginia Beach offers sun and fun for all ages, with miles of outdoor recreation. Take a stroll on the Boardwalk, or experience the Chesapeake Bay's natural beauty at First Landing State Park. Visit the Virginia Aquarium, or catch your favorite band at Veterans United Home Loans Amphitheater. And what summer destination is complete without go-carts, laser tag, mini-golf, amusement parks, and other family-friendly attractions? We've put together a list of [Virginia Beach Attractions](#) with more information on things to do in the area.



*Congratulations, Larry!*



## 2018-2019 VFDA President

Your entire staff at Morrissett Funeral & Cremation Service would like to congratulate you on a successful year as the 2018-2019 Virginia Funeral Directors Association President.

We would also like to give a heartfelt thank you for your leadership, wisdom, and guidance both at the office and within the association.

Your dedication to the funeral service profession is inspiring.





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[markhamvault@comcast.net](mailto:markhamvault@comcast.net)

Welcome from the Executive Director...

*Lacy Whittaker*

We look forward to having you join us for the 131st Annual Virginia Funeral Directors Association Convention in sunny, warm Virginia Beach. This years convention consists of a new schedule of events, numerous networking opportunities, endless food opportunities, and excellent continuing education programs.

The Wyndham Virginia Beach Oceanfront is located on a semi-private beach with all the amenities of home. You will have access to the hotel shuttle to travel to and from the Virginia Beach boardwalk. We have a list of area restaurants available on the VFDA website and the VFDA office will be happy to assist you in making large party reservations.

This is a new format of our convention, so please make sure you review the program information on our website and download the VFDA app to stay up-to-date on all the happenings of this years convention. This is a great opportunity for suppliers to take advantage of the large amounts of face time you have available to you this year. Please take advantage of these opportunities!

We cannot offer this type of convention without the help of our sponsors. Thank you to those who have committed to supporting our convention this year. If you haven't committed to sponsoring this year, please see our sponsorship opportunities available in this program.

It is not too early to reserve your sleeping room. Sleeping room reservations should be made directly with the hotel and information can be found in this brochure and on our website under the "Convention" tab.

We look forward to seeing you and your family in Virginia Beach in June! Come and make it a family vacation.

*Lacy*

Lacy S. Whittaker  
VFDA Executive Director



*Convention!*  
Virginia Beach \* June 16-19, 2019



*Wyndham Virginia Beach Oceanfront*

REGISTER TODAY!

[www.vfda.net](http://www.vfda.net)

### VFDA 131st Annual Convention App Information:

The VFDA is going green! Convention registrants will stay up-to-date on convention continuing education and activities through our new event app. Registrants will be emailed a link to access the convention app.

You will need to download the app to your mobile device to stay connected. Make sure you also bring your laptop to this year's convention. There will be NO handouts given at registration. Instead, you will receive a USB drive with convention continuing education programs, sponsors information and more!

Get charged up and join us for a dynamic  
131st Annual VFDA Convention!



**VIRGINIA  
FUNERAL DIRECTORS  
ASSOCIATION**

Virginia Funeral Directors Association \* P.O. Box 395 \* Hanover \* VA \* 23069  
804.264.0505 \* [www.vfda.net](http://www.vfda.net) \* [info@vfda.net](mailto:info@vfda.net)