



**Virginia Funeral Directors Association  
Winter Conference  
The Quirk Hotel**

You do not want to miss this continuing education and networking event. The conference will open with a full day of continuing education followed by a networking cocktail reception and dinner. Monday will begin with a VFDA Board of Directors meeting, breakfast and a day at the Virginia General Assembly where we will meet with legislators and observe committee meetings. The 2020 conference is open to all funeral service professionals, suppliers, students and guests. **Make your sleeping room reservations at 844-757-8475, VFDA room block \$159 plus tax before January 6, 2020.**

**Sunday, January 26, 2020**

- 10:00 -10:45 a.m.                Virginia Funeral Sales Association Meeting
- 11:00-11:30 a.m.                Registration, Love & Happiness Pre-Function
- 11:30 a.m.-12:30 p.m.        Including People with Autism and Intellectual Disabilities in the Funeral and Grieving Process, Theodore A. Hoch, Ed.D., B.C.B.A.-D., L.B.A, Northern Virginia Applied Behavior Analysis, LLC, Virginia Autism Project (1.0 CEU)
- 12:30-1:15 p.m.                Lunch
- 1:15- 3:15 p.m.                 Townhall Meeting with Dr. William Gormley and Janet Rainey (2.0 CEU)
- 3:30-5:30 p.m.                 Decoding the Generations, Mary Andres Russell Professional Development Director – East, Matthews Aurora Funeral Solutions (2.0 CEU)
- 6:00-7:00 p.m.                 Cocktail Reception, Mezzanine/Gray Owl
- 7:00-9:00 p.m.                 Dinner, Mezzanine/Gray Owl

**Monday, January 27, 2020**

- 7:15-8:30 a.m.                 Board Meeting
- 8:45-9:45 a.m.                 Breakfast (ALL) with Guest Speaker, Dr. Robert Holsworth (1.0 CEU)
- 9:45 a.m.                         Head to General Assembly
- 10:00 a.m.-1:30 p.m.         Virginia General Assembly Legislator Visits and Session Meetings (1.5 CEU)

Receive 1 hour of online Preneed continuing education (expires April 1, 2020)

**Virginia Funeral Directors Association**

**Winter Conference**

**January 26-27, 2020**

**VFDA Members \$185**

**Non-Members \$265**

**Reception/Dinner Only \$75**

**REGISTRATION FORM**

Name: \_\_\_\_\_

Guest(s) Name (Reception/Dinner): \_\_\_\_\_

Funeral Home/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Food Allergies: \_\_\_\_\_

**METHOD OF PAYMENT**

Amount Enclosed: \$ \_\_\_\_\_

Check Enclosed (Payable to VFDA)  VISA  MasterCard  AMEX  Discover

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Sec. code \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Please return this form to the Virginia Funeral Directors Association at:

P.O. Box 395, Hanover, VA 23069

Phone: (804) 264-0505 Fax: (804) 264-3260

E-mail: [info@vfda.net](mailto:info@vfda.net)

Register ONLINE at <https://www.vfda.net/category/continuing-education/>

# Virginia Funeral Directors Association

## Winter Conference

January 26-27, 2020

### SPONSORSHIP OPPORTUNITIES

#### Levels of Sponsorship

##### Lunch Sponsor \$3,000

Listing on website/Bulletin/conference materials/ spotlight during conference and designated time to address attendees. Two dinner tickets and 2 free conference registration

##### **SOLD!!** Cocktail Reception Sponsor \$2,500

Listing on website/Bulletin/conference materials/ spotlight during conference and designated time to address attendees  
Two dinner tickets and 1 free conference registration

##### Breakfast Sponsor \$2,000

Listing on website/Bulletin/conference materials/ spotlight during conference and designated time to address attendees. Two dinner tickets

##### Continuing Education Sponsor \$750

Listing on website/Bulletin/conference materials/ spotlight during conference and designated time to address attendees.

\*\* Please submit your electronic company logo to [info@vfda.net](mailto:info@vfda.net)

Yes, I will sponsor \_\_\_\_\_ for \$ \_\_\_\_\_

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Virginia Funeral Directors Association P.O. Box 395, Hanover, Virginia 23069

Phone: (804) 264-0505 Fax: (804) 264-3260 E-mail: [info@vfda.net](mailto:info@vfda.net)

# Thank You to Our Presenters and Supporters!



**James Ruggerio**, Lakeland Preneed Planning LLC

Waynesboro, VA 22980, 540-470-0611, [jruggiero@lakelandpreneedplanning.com](mailto:jruggiero@lakelandpreneedplanning.com)

James earned his degree in Funeral Service from John Tyler Community College and joined an independent funeral home in Virginia as a Licensed Funeral Director in 1998. His motivation to serve families honestly and ethically, while keeping their financial well-being in mind led him to pursue a specialization in advance planning in 2002 when the funeral home joined the Keystone Group. Following several years as a counselor, James was promoted to Area Sales Manager and then Regional Sales Director. When the Keystone Group joined Service Corporation International, James spent 18 months as a Sales Manager in the Virginia and Pennsylvania Main Street Market, then in 2012 joined Forethought Life Insurance Co. as Director of Business Development focusing on VA, NC, SC, TN, FL, GA & AL. In August of 2016 and following 4 years with Forethought (GAFG), James launched Lakeland Preneed Planning LLC, an Independent Marketing Organization and marketing partner with Homesteaders Life Co. offering preneed services designed to support the funeral homes preneed programs.



**Dr. Theodore Hoch** is a doctoral level board certified behavior analyst (BCBA-D), licensed behavior analyst (Virginia), licensed professional counselor (Virginia), and licensed applied psychologist (Virginia). He has held faculty positions in a number of universities and medical schools, and has trained behavior analysts for more than three decades. Dr. Hoch has provided behavior analysis, psychological, and counseling services in inpatient hospital, outpatient hospital and clinic, residential, and home-based settings, working with people ranging in age from infancy through the elderly years, with psychiatric diagnoses, intellectual disabilities, autism, and struggles with everyday life.

In addition to his clinical work, Dr. Hoch has provided training and consultation around the United States, and in China, Russia, Pakistan, Jordan, and Nevis. Dr. Hoch greatly enjoys teaching psychologists, teachers, social workers, nurses, and others to help people with and without disabilities be more successful in everyday life. He has fielded the same types of questions and requests for assistance around the world – “Why does my child behave this way?” “What can I do to help my child learn better?” “How can I help my child learn to speak?” “How can I get my students to behave?” “How can I get my students to keep working?” “Where do I begin?” Despite differences in languages and cultures, children (with and without disabilities), parents, teachers, and others have a tremendous amount in common – all over the world. Dr. Hoch enjoys helping all of them.



**Mary Andres Russell** Professional Development Director – East, Matthews Aurora Funeral Solutions

“Our goal for each seminar is simple – to delight, inspire and transform. We challenge funeral directors to adapt to the changing marketplace; we share best practices rooted in professional excellence and high standards; and it absolutely has to be fun!”

Mary is a highly regarded professional with 30+ years of experience in training and marketing in funeral service and non-profit organizations. As Professional Development Director for Matthews Aurora, she leads funeral directors through innovative seminars and creates learning through engaging discussion.

Mary joined Matthews Aurora in 2016 after a decade-long dedication to character-building in the Cincinnati area. She also helped establish a charitable foundation to support hospice care for children. Her first exposure to funeral service began early in her career where she produced grief support resources, helped roll out cremation products and became a sought-after speaker, delivering hundreds of presentations in the U.S., Canada, and Australia.

Mary is a graduate of the Kelley School of Business at Indiana University and serves on the Board of the Character Council of Greater Cincinnati. She resides in Cleves, Ohio with her husband Mike.



**Dr. Bob Holsworth**, Managing Partner, DecideSmart and long-time Virginia political analyst

Dr. Bob Holsworth is one of the leading political analysts in Virginia. His comments on Virginia and national politics have appeared in local and national newspapers as well and he has made appearances on major American television networks and on the BBC. The author of five books and numerous articles on public policy and American politics, he was the Founding Director of both the Center for Public Policy and the Wilder School of Government and Public Affairs at VCU.



**Dr. William T. Gormley**, Chief Medical Examiner, has worked for the VDH as an Assistant Chief Medical Examiner since 2000 and has had numerous leadership roles within the Office of the Chief Medical Examiner. Dr. Gormley came to the VDH after a career in the Air Force where he served as a flight surgeon and forensic pathologist. In that capacity, he participated in and supervised the medical investigation of many aircraft mishaps and a few mass fatality incidents. As the Assistant Armed Forces Medical Examiner, Dr. Gormley supervised the world-wide military system for medicolegal death investigations.



**Janet Rainey**, is the Director and State Registrar for the Division of Vital Records at the Virginia Department of Health. She is a graduate of Smithdeal-Massey Business College. Ms. Rainey has over 40 years of experience in the administration of the system of vital records. As custodian she is responsible for all operational, technical and administrative duties associated with the Division of Vital Records.

Ms. Rainey is a member of the National Association for Public Health Statistics Information Systems (NAPHSIS), State Child Fatality Review Team and the Advisory Committee National Violent Death Reporting System.