



NYSFDA 2019 ANNUAL CONVENTION

Saratoga Springs City Center | August 18 – 21
Earn up to 12 CEUs, including 2 NYS law credits!

NYS 
FUNERAL
DIRECTORS
ASSOCIATION, INC.

Join Us!



Join Us!

You Can Register for
Convention Online!

my.nysfda.org/convention



Lake George Dinner Cruise

Sunday, August 18 | 5:15 p.m.

Come help kick off the 2019 Annual Convention. Enjoy food, live music and lots of fun while touring one of the most beautiful lakes in New York. Waiting for us on the **Lac du Saint Sacrement** will be an hour-long open bar and hors d'oeuvres followed by a sumptuous dinner buffet - all in our own private dining room. The cost is \$115 per adult and \$80 per child (under 12).

Pre-registration is required. Bus departs from The Saratoga Hilton Lobby at 5:15 p.m., boat departs from Lake George Steamboat Company at 6:30 p.m. Transportation does not accommodate passengers with disabilities.

Yaddo Gardens & Wine Tasting Lunch

Monday, August 19 | 10:30 a.m. – 3:00 p.m. (bus will leave The Saratoga Hilton at 10:30 a.m.)

Enjoy a private walking tour of the beautiful Yaddo Gardens. The garden showcases beautiful statues, fountains and of course, flowers. Following the tour, relax with lunch and sample some wine at the Saratoga Winery.

\$75/person, pre-registration is required.

Exhibit Preview & Cocktail Reception

Monday, August 19 | 4:30 p.m. – 7:30 p.m.

Once again, our traditional grand opening of the exhibits will be Monday evening from 4:30 p.m. – 7:30 p.m. A charming cocktail party will provide the backdrop as you browse the tradeshow floor for new products and services, greet old friends, and meet new ones.

Saratoga Pub Crawl

Monday, August 19 | 8:00 p.m. (meet in the Saratoga Hilton Bar at 8:00 p.m.)

Walk to historic downtown's watering holes, sample local beers and create lasting memories. Registration is FREE. Participants must purchase their own beverages. Must be 21 years of age or older to attend this event.

Strolling Brunch & Ice Cream Break

Tuesday, August 20 | 10:30 a.m. – 1:30 p.m.

Compliments of PrePlan and Directors Choice Credit Union! On Tuesday morning, you'll find a light brunch set on buffet tables for you to enjoy while browsing the exhibits. Grab a bite to eat and walk the tradeshow floor to finalize your deals with our exhibitors. Save room for ice cream!

Annual Awards Banquet & Reception

Tuesday, August 20 | 6:00 p.m. – 10:00 p.m.

Please join us for an evening of dinner, dancing and awards at **Prime at Saratoga National Golf Club**. This semi-formal event includes lavish food stations and open bar, followed by the official program with our **Annual Awards Presentation**. Afterwards, enjoy the sounds of local band, **Funk Evolution**.

Breakfast at the Track

Wednesday, August 21 | 7:00 a.m. – 9:30 a.m.

Take a tram tour of the stables and watch the horses workout on the track while you dine on an extensive breakfast buffet.

\$20/person includes round-trip transportation to the Saratoga Race Course. Tours are free. Breakfast is self-pay.

SCHEDULE OF EVENTS

MONDAY, AUGUST 19

CHOICES OF EDUCATION

9:30 a.m. – 10:30 a.m., or 10:45 a.m. – 11:45 a.m.

The Saratoga Hilton, 1 CEU each:

- **Maintaining a Healthy Balance While Delivering Extraordinary Service in Extraordinary Times**
Bill Gormont
- **The Millennial Solution. Inspiring. Engaging. Retaining.**
Gabrielle and Brian Bosché
- **Accounts Receivable**
Bob Buhrig, CFSP
- **In Case of Emergency: How Your Mobile Device Can Save Your Life**
James Spellos

11:45 a.m. – 1:00 p.m.

Lunch Break

Lunch Buffet Available for Purchase – Pre-Registration Required

1:00 p.m. – 2:45 p.m.

Annual Meeting

Keynote 1 - Funerals Build More Resilient Kids: The Importance of the Youth & Funerals Initiative

Joseph M. Primo, MDiv. | Saratoga Ballroom

3:00 p.m. – 4:30 p.m.

Service of Remembrance

Keynote 2 - The Difference Between What Matters and What Seems to Matter

Rev. Dr. Thomas G. Long | Saratoga Ballroom

4:30 p.m. – 7:30 p.m.

Exhibit Preview & Silent Auction

Cocktail Reception: 5:00 p.m. – 7:00 p.m.

8:00 p.m.

Saratoga Pub Crawl

Meet in the Saratoga Hilton Bar at 8:00 p.m.



TUESDAY, AUGUST 20

CHOICES OF EDUCATION

8:30 a.m. – 10:30 a.m.

The Saratoga Hilton, 2 CEUs each:

- **Opioid Embalming: The New Difficult Case**
Carolyn Parsons
- **Concierge Level Service at Your Funeral Home**
Bob Buhrig, CFSP

10:30 a.m. – 1:30 p.m.

Exhibits Open

Strolling Brunch/Ice Cream Break | Saratoga City Center

12:00 p.m. – 1:00 p.m.

Past Presidents' Luncheon

CHOICES OF EDUCATION

1:30 p.m. – 3:30 p.m.

The Saratoga Hilton, 2 CEUs each:

- **Documents and Forms Compliance**
Thomas W. Fuller
- **Online Reviews: How to Get Good Ones and Fix the Bad Ones**
Welton Hong

6:00 p.m. – 10:00 p.m.

Annual Awards Banquet and Reception

Prime at Saratoga National Golf Club

WEDNESDAY, AUGUST 21

8:30 a.m. – 9:30 a.m.

Passwords: The American Art of the Eulogy

Cyrus Copeland | Saratoga Ballroom

1 CEU

9:45 a.m. – 11:45 a.m.

Documents and Forms Compliance

Thomas W. Fuller | Saratoga Ballroom

2 NYS Law CEUs

12:00 p.m. – 1:00 p.m.

Tackling the Dreaded 'C' Word in Deathcare

Poul Lemasters | Saratoga Ballroom

1 CEU



See You in Saratoga Springs!

Convention is a great place to network with colleagues – there are so many opportunities to learn from each other at our social events!

I would like to recognize every member for their support and encouragement during my service as 2018/2019 President of NYSFDA and to express my thanks to all the volunteer members who have served so diligently alongside me.



Jeffrey A. Jennings, CFSP
NYSFDA President

Keynote...



Funerals Build More Resilient Kids: The Importance of Youth & Funerals Initiative:

JOSEPH M. PRIMO, MDIV.

Monday, August 19 | 1:45 p.m. – 2:45 p.m. | Saratoga Ballroom

The Youth & Funerals is providing innovative tools for funeral professionals to impact grieving children and teens. How you prepare a child to attend a funeral and how you empower them to participate will directly impact their experience, their future interactions with you and the development of their resilience. Resilience is like a muscle that can be built. Funerals provide grieving children and teens with the opportunity to express their biggest and scariest feelings, while learning how to become more emotionally literate. This presentation will help attendees understand the Youth & Funerals resources available to you and the public, equip you with new perspectives on why funerals matter to children and support you in your everyday work.

The Funeral Service Foundation is the underwriter for this presentation.



The Difference Between What Matters and What Seems to Matter

REV. DR. THOMAS G. LONG

Monday, August 19 | 3:30 p.m. – 4:30 p.m. | Saratoga Ballroom

The founding director of New York's Hastings Center, Daniel Callahan, said, "Every great culture has a characteristic view of death, ordinarily accompanied by public rituals, customary practices and time-honored patterns of communal grief." On this core, our own "great culture" is imperiled as the rituals of death become more private, downsized and less observed. What is time-honored has often been replaced by the merely trendy and what nourishes life and gives meaning has been thinned-out by superficial notions of "celebration." This is not simply a business challenge for funeral homes but a call to all who care for those who grieve and who guide people at the time of death - funeral professionals, clergy, hospice workers, grief counselors and others. We need to remind ourselves about what is at stake in the rituals of death, about what truly matters versus what only seems to matter.



Richard J. Sullivan and his wife JoAnne P. Sullivan

NYSFDA's President-Elect,

RICHARD J. SULLIVAN

Invites YOU to Join Us in Saratoga Springs!

On behalf of NYSFDA, I invite you to attend the 2019 Annual Convention to be held **August 18-21** at **The Saratoga Springs City Center** in Saratoga Springs. Did I mention this year's early registration (before August 12) is **FREE** to NYSFDA members?

Our 2019 Convention is the culmination of many hours of hard work by the Continuing Education & Convention Education Committee, member-volunteers and the dedicated NYSFDA staff. They've selected many great speakers that will provide you with opportunities to obtain up to **12 hours of continuing education credit**.

Visit the trade show, chat with the vendors and be sure to thank them for coming and supporting NYSFDA. They are essential partners in creating this Convention.

Learn more: my.nysfda.org/convention

THE SARATOGA HILTON

534 Broadway, Saratoga Springs, NY 12866 | TEL: 518-584-4000

my.nysfda.org/SaratogaHilton



NIGHTLY ROOM RATES FOR NYSFDA 2019 ATTENDEES:

- Standard Hotel Room **\$319/Night**
- Junior Suite **\$419/Night**
- Luxury Suite **\$620/Night**

Please make your reservations directly with The Saratoga Hilton. The **reservation deadline** is **July 15, 2019** for NYSFDA rates. A deposit of one night's stay is required.

PLEASE NOTE: While the last day to make your reservations is July 15, NYSFDA is only guaranteed a certain number of rooms so when they're gone – they're really gone!

Rates starting at
\$319.00/night



NYSFDA MEMBERS . . .

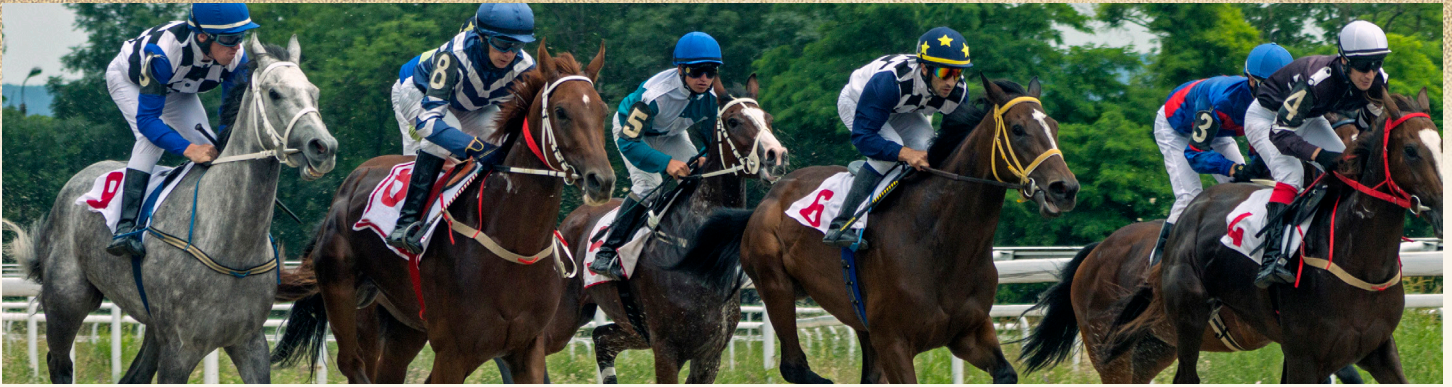
REGISTER EARLY FOR A CHANCE TO

WIN



If NYSFDA receives your **2019 Convention registration** by **July 15**, you'll be eligible to win a complimentary room for three nights during the 2019 Convention. The winner will be notified on **July 16**.

Download the NYSFDA APP for the latest Convention news:
my.nysfda.org/APP



A DAY AT THE RACES

Wednesday, August 21 | 12:00 p.m.

Enjoy the world-renowned Saratoga Race Course from The Rail at the 1863 Club. Brand new for 2019, the Club offers track-side views and air conditioning. Package includes transportation, admission, buffet, tax, gratuity and race-day program. Dress code is neat casual.

\$160/person. Round-trip transportation to the track runs continuously starting at 12:00 p.m. from the Saratoga Hilton Lobby. Transportation does not accommodate passengers with disabilities.

For detailed information on everything the Saratoga Region has to offer, visit www.discoversaratoga.org



SILENT AUCTION TO BENEFIT THE NYS TRIBUTE FOUNDATION

Stay Tuned for the List of Great Auction Items!

NYS
TRIBUTE
FOUNDATION
charity • knowledge • education

Get ready to place your bids at the NYS Tribute Foundation **Silent Auction**. The Auction will be set up during tradeshow hours and will close on Tuesday at 1:00 p.m. in the **Saratoga Springs City Center**.

REGISTRATION INFORMATION

To pre-register, just complete the **Convention registration form**, indicate your method of payment and send it to: NYSFDA, 1 South Family Drive, Albany, NY 12205, or register at my.nysfda.org/convention. If you have any questions, please call NYSFDA at 800-291-2629 and ask for **Kelly Deitz** or **Michelle Mora**.

Room rates starting at only **\$319** per night! Please mention the **NYSFDA Convention** when making your reservation. The reservation deadline is July 15. Hotel information: **The Saratoga Hilton**, 534 Broadway, Saratoga Springs, NY 12866, my.nysfda.org/SaratogaHilton, phone: **518-584-4000**.

REFUND POLICY: Full refunds for Sunday night event, banquet tickets and non-member registration fees will be provided 3 days prior to the event. A 50% refund applies to cancellations up to 24 hours before an event. Individual hotel room reservations may be canceled 48 hours prior to arrival with no cancellation penalty. Cancellations within the 48 hour period will cause forfeiture of the deposit if the room cannot be resold.