



# NYSFDA 2018 ANNUAL CONVENTION

Turning Stone Resort & Casino | August 12 – 15  
*Earn up to 12 CEUs, including 2 NYS law credits!*



NYS  
FUNERAL  
DIRECTORS  
ASSOCIATION, INC.

*Join Us!*

*Keynote ...*



The “Walk Off” – Overcoming The Odds:  
**Darryl Strawberry**  
Monday, August 13 | 3:00 p.m. - 4:30 p.m.

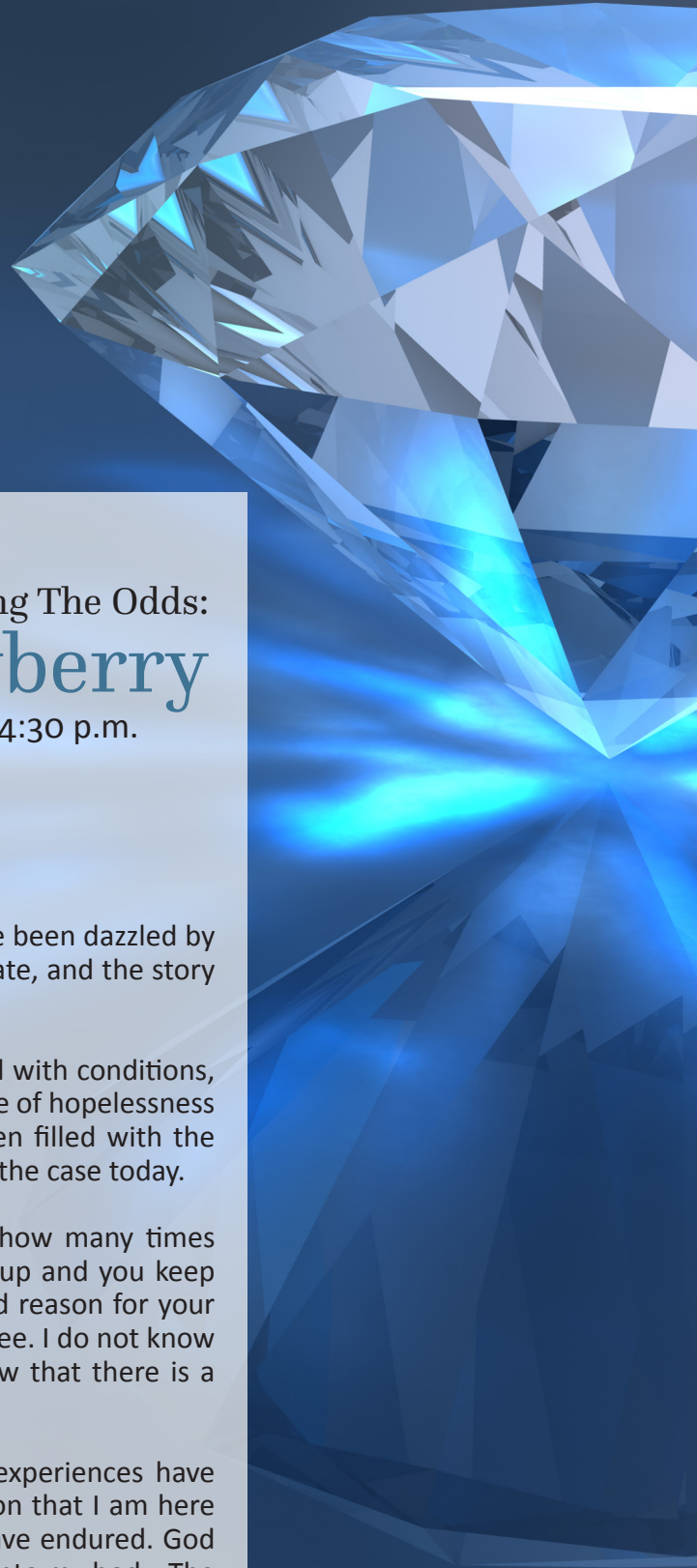
From baseball player to ordained minister,  
Darryl’s story is truly uplifting!

Darryl Strawberry is described as a legend by many who have been dazzled by the dynamics of his game, the power he possessed at the plate, and the story of redemption that continues to bring hope to so many lives.

Darryl has a heart for people, especially those who are faced with conditions, situations or battles in their lives that often bring a deep sense of hopelessness to the soul. As many people know, much of his life has been filled with the battles that have left him without hope. However, that is not the case today.

“Today I have hope! No matter what comes your way, or how many times you may fall, you do not QUIT! You never give up! You get up and you keep moving. If there is breath in your body, there is purpose and reason for your life. Sometimes that is difficult, if not impossible at times to see. I do not know why we have to go through certain things in life, but I know that there is a purpose and a reason for everything.”

“I do know that in my life, all my successes, failures and experiences have brought me to where I am today. My strength and the reason that I am here today is proven through the experiences and conditions I have endured. God continues to bring me through, to carry me and breathe life into my body. The bat is retired and the spikes are in a box, but the true passion and purpose for my life is just beginning. That passion is being able to make a difference in the lives of others. Today I have hope, a hope I want to instill in others.”







Jeff and Robin Jennings

## NYSFDA's President-Elect, **Jeffrey A. Jennings, CFSP** Invites YOU to Join Us in Verona!

On behalf of NYSFDA, I invite you to attend the 2018 Annual Convention to be held **August 12-15** at **Turning Stone Resort & Casino** in Verona. Did I mention this year's early registration (before Monday, August 6) is **FREE** to NYSFDA members?

Our 2018 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](http://my.nysfda.org/convention)

## Turning Stone Resort & Casino

5218 Patrick Road, Verona, NY 13478 | TEL: 800-771-7711  
[www.turningstone.com/hotels](http://www.turningstone.com/hotels)



### NIGHTLY ROOM RATES FOR NYSFDA 2018 ATTENDEES:

• Tower Rooms	\$172
• Tower Junior Suites	\$242
• Lodge One-Bedroom Suites	\$269
• Lodge VIP Suites	\$329

Please make your reservations directly with Turning Stone. The **reservation deadline** is **Thursday, July 12, 2018** for NYSFDA rates. A deposit of one night's stay is required.

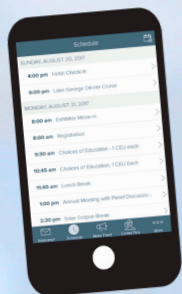
**PLEASE NOTE:** While the last day to make your reservations is July 12, NYSFDA is only guaranteed a certain number of rooms so when they're gone – they're really gone!

Rates starting at  
**\$172.00/night**



## NYSFDA Members ... Register Early for a Chance to

# Win



If NYSFDA receives your **2018 Convention registration** by **July 12**, you'll be eligible to win a complimentary room for three nights during the 2018 Convention. The winner will be notified on **July 16**.

Download the **NYSFDA APP** for the latest Convention news:  
[my.nysfda.org/APP](http://my.nysfda.org/APP)



# Join Us!



## Opening Night Texas-Style BBQ

Sunday, August 12 | 6:30 p.m.

Join us for a casual Texas-style BBQ at the **TIN ROOSTER** in the Exit 33 wing, the premiere dining and entertainment complex at the Turning Stone Resort. Dress for the evening is casual. The cost is \$95 per person – includes drink tickets and entertainment.



## A Day in Skaneateles

Monday, August 13 | 9:30 a.m. – 4:00 p.m.

Hop aboard an air-conditioned motorcoach for an hour and 15 minute ride to Skaneateles, a historic village, great for shopping, dining or just walking around to see the beautiful homes on Skaneateles Lake. There will be two drop off and pick up points of this trip – **MIRBEAU INN & SPA** and the **SHERWOOD INN**. Spa appointments at Mirbeau Spa (844-285-0226) should be made between 11:00 a.m. and 2:30 p.m. Tickets are \$40 each and pre-registration is required. Transportation does not accommodate passengers with disabilities.

## Monday Night Meet-Up

Monday, August 13 | 8:00 p.m. – 11:00 p.m.

Meet us for a gathering in the **ATRIUM BAR** in the Exit 33 wing of Turning Stone Resort for a fun night of meeting new friends and catching up with old ones. Entertainment provided by the very talented **STEVE LAURETI**. Pop in for a drink or stay the whole time. **PLEASE NOTE:** Pre-registration is not required for this FREE event. You must be 21 years of age to attend. Attendees must purchase their own beverages.



## Exhibit Preview & Cocktail Reception

Monday, August 13 | 4:30 p.m. – 7:00 p.m.

Once again, our traditional grand opening of the exhibits will be Monday evening from 4:30 p.m. – 7:30 p.m. at **THE EVENT CENTER**. A charming wine and cheese party, beginning at 5:00 p.m., will provide the backdrop as you browse the tradeshow floor for new products and services, greet old friends, and meet new ones.



## Strolling Lunch & Ice Cream Break

Tuesday, August 14 | 1:00 p.m. – 4:00 p.m.

Help us celebrate the 30<sup>th</sup> Anniversary of PrePlan! On Tuesday afternoon, you'll find a light lunch set on buffet tables for you to enjoy while browsing the exhibits at **THE EVENT CENTER**. Grab a bite to eat and walk the tradeshow floor to finalize your deals with our exhibitors.

## Annual Awards Banquet & Reception

Tuesday, August 14 | 6:00 p.m. – 11:00 p.m.

Join us for what's sure to be a memorable evening of dining, awards, and dancing at the **SHENENDOAH GOLF CLUB**. This semi-formal event begins at 6:00 p.m. with a cocktail party where you'll find delicious hors d'oeuvres and an open bar awaiting you. At 7:15 p.m., the official program begins with our **ANNUAL AWARDS PRESENTATION** immediately followed by a scrumptious dinner. Afterwards, sit back, listen and/or dance to the sounds of **CLASSIFIED**, a local favorite. Transportation will be provided from The Tower Hotel and The Lodge, or it is a short walk from The Lodge. Tickets are \$105 each and pre-registration is required. Black tie optional. Bring your dancing shoes!



# Schedule of Events

## SUNDAY, AUGUST 12

- 11:30 a.m. **NYS Tribute Foundation Golf Outing**  
*Shenendoah Golf Club, Turning Stone -  
See Registration Form*
- 4:00 p.m. **Hotel Check-in**
- 6:30 p.m. **Opening Night Texas-Style BBQ**  
*Tin Rooster, Turning Stone -  
See Registration Form*



## MONDAY, AUGUST 13

- 8:00 a.m. – 4:00 p.m. **Exhibitor Move-In**  
*The Event Center*
- 7:00 a.m. – 7:00 p.m. **Registration**  
*The Event Center Atrium*
- 8:00 a.m. – 9:00 a.m. • **Sexual Harassment**  
John Bagyi, 1 CEU

### CHOICES OF EDUCATION

9:15 a.m. - 10:15 a.m., or 10:30 a.m. - 11:30 a.m.  
*Event & Conference Centers, 1 CEU each:*

- **Alzheimer's and the Families You Serve**  
Dr. Jason Cohen | Earl A. Zimmerman, MD
- **High Performance Habits for Funeral Directors**  
Marianne Reid Schrom, CAE
- **What They Don't Teach You about Marketing in Mortuary College**  
Dan Katz
- **Cremation Phone Shoppers . . .  
How Do You Respond?**  
Julie Burn

- 9:30 a.m. – 4:00 p.m. **Shopping in Skaneateles**  
*See Registration Form*

- 11:30 a.m. – 12:45 p.m. **Lunch Break**  
*Lunches Available -  
See Registration Form*

- 12:45 p.m. – 2:45 p.m. **Annual Meeting |**  
• **Trends in Funeral Service**  
*Convention Center,  
Oneida Room, 1 CEU*

- 3:00 p.m. – 4:30 p.m. **Service of Remembrance**  
**KEYNOTE: Darryl Strawberry**  
*Convention Center,  
Oneida Room*

- 4:30 p.m. – 7:30 p.m. **Exhibit Preview  
& Cocktail Reception**  
*The Event Center*

- 8:00 p.m. – 11:00 p.m. **Monday Night  
Meet-Up**  
*Atrium Bar*



## TUESDAY, AUGUST 14

7:30 a.m. – 7:00 p.m.

**Registration**  
*The Event Center Atrium*

### CHOICES OF EDUCATION

8:30 a.m. - 10:30 a.m., or 10:45 a.m. - 12:45 p.m.  
*Event & Conference Centers, 2 CEUs each:*

- **Why it Matters**  
Shane Ritchie
- **People Reading Through Understanding Nonverbal Communication and Personality Differences**  
Jan Hargrave
- **Cosmetics and Airbrushing Techniques**  
Dean Jones
- **Funeral Service 2.0 – Rethinking the Way We Work**  
2018 Leadership Academy  
*\*CEUs pending DOH approval on this session*

1:00 p.m. – 2:00 p.m.

**Past Presidents' Luncheon**  
*By Invitation Only*

1:00 p.m. – 4:00 p.m.

**Exhibits Open -  
Silent Auction,  
Strolling Lunch &  
Ice Cream**  
*The Event Center*

6:00 p.m. – 10:00 p.m.

**Annual Awards  
Banquet & Reception**  
*The Shenandoah Golf Club -  
See Registration Form*

## WEDNESDAY, AUGUST 15

8:00 a.m. – 11:00 a.m.

**Registration**  
*The Event Center Atrium*

9:00 a.m. – 11:00 a.m.

- **Topics in Funeral Service Law**  
Thomas W. Fuller  
*Convention Center,  
Oneida Room,  
2 NYS Law CEUs*

### CHOICE OF EDUCATION

11:15 a.m. - 1:15 p.m.  
*Event & Conference Centers, 2 CEUs each:*

- **Embalming Best Practices and Reconstruction of Massive Head Trauma**  
Shane Ritchie
- **Tech 2018: The Latest Technologies, Trends, Services and Tools Every Business Needs to Know**  
Gene Marks



**You Can Register for  
Convention Online!**

**[my.nysfda.org/convention](http://my.nysfda.org/convention)**







## See You at Turning Stone!

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 2017/2018 President of NYSFDA and to express my thanks to all the volunteer members who have served so diligently alongside me.

**Wesley "Andy" Powell**  
*NYSFDA President*

## Golf Outing “Fore” A Good Cause!

Sunday, August 12 | 11:30 a.m.

Together with the **Tri-County Funeral Directors Association**, the **New York State Tribute Foundation’s Golf Outing** will once again be held at the spectacular **Shenendoah Golf Club** at Turning Stone in conjunction with the NYSFDA Annual Convention.

The proceeds from the Outing will help the Foundation fulfill its mission to act as a resource to further awareness of issues related to death using the cornerstones of education, philanthropy, research, and consumer outreach.

**COST:** \$210 per golfer including lunch and Texas-style BBQ event, or \$95 per person for BBQ-only. **LUNCH:** 11:30 a.m. – 12:15 p.m. **SHOTGUN START:** 1:00 p.m.

Pre-registration is required. To register, visit: [my.nysfda.org/tributegolf](http://my.nysfda.org/tributegolf)



## Silent Auction to Benefit the NYS Tribute Foundation

Stay Tuned for the List of Great Auction Items!

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 3:00 p.m. in the **The Event 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](http://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 **\$172** per night! Please mention the **NYSFDA Convention** when making your reservation. The reservation deadline is July 12. Hotel information: **Turning Stone Resort & Casino**, 5218 Patrick Road, Verona, NY 13478, [turningstone.com](http://turningstone.com), phone: **800-771-7711**.

**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 cancelled 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.