



**AGENDA**  
**2010 Annual Convention, June 6 - 9, 2010**  
**Sea Palms Resort, St. Simons, GA**

**BUSINESS CASUAL ATTIRE FOR ALL FUNCTIONS**

**Sunday, June 6**

**3-5 pm** Convention check-in at main convention center; hotel check-in at reservation center across the street

**6:00 pm** "The Pierce Welcome Party!"  
Sponsored by Pierce Chemical/Royal Bond, Gupton-Jones College and Ms. Nancy Barber

**Monday, June 7**

**7-8 am** On-going Registration in main convention center

**7:30 am** Breakfast buffet opens for early risers

**8-9:30 am** Past Presidents Pancake Breakfast,  
Open to all registrants. We will recognize ALL GFDA past presidents in attendance.

**1 hour CEU** "Enhance Your Funeral Home Customer Service Using Lessons from Sports"  
**Loran Smith, Nationally Known Author and Georgia Personality, 8:30 to 9:30 am**  
Smith will bring his unique style of speaking, focusing on the many lessons that funeral directors can take from the world of sports to enhance their funeral home operations. From communication skills to teamwork building, to understanding and motivating employees in time of stress, Smith will share insights from both the business and on-the-field aspects of the sports world. An award-winning athlete, Smith is also a leukemia survivor and knows professionally and personally how important it is to work with others around you to accomplish goals.

**9:45-11:45 am** Opening Ceremony, Welcome, 2 Hours Continuing Education

**2 Hours CEU** "How to Educate, Connect, and Serve your Families Like Never Before. Discover the Breakthrough Solutions That Will Change Everything"  
**Joe Joachim, Founder and President, funeralOne**  
In today's tough economic times, funeral homes must evolve. Joachim says it's time to focus on giving client families what they actually desire, rather than what many funeral directors think or guess their families want. Here's the opportunity to explore some of the latest breakthrough solutions available to the funeral profession. The presentation will address the profession's biggest challenge, educating today's families on the true meaning and value of a funeral service. This is a presentation anyone in the funeral service will not want to miss.

**12:15 pm;** Leave by shuttle from Sea Palms Conference Center for Aurora Golf Tournament  
**1 pm Shotgun** Separate registration. Box lunch on cart. Held at the beautiful BRAND NEW Hampton Club!

**12:00 pm** Lunch for Non-Golfers

**Rest of the day is free; dinner on your own.**

**Agenda continued on reverse side.**

## Tuesday, June 8

**7:30-9 am** Continental Breakfast.

**9-10am** Continuing Education

**1 Hour CEU** **The Evolution for a Green(er) Cremation**  
**Ed Romero, Matthews Cremation**

As cremation continues to expand at steady and predictable pace, its impact on the environment is being revisited worldwide. Cremation in North America has long been considered generally environmentally friendly but is there more we should consider in mandated regulations and voluntary actions? During this 1 hour session, we'll study the evolution of environmental practices pertaining to cremation and offer ideas to improve emissions destruction, emissions capture and lastly, emissions prevention through an exciting new "flameless" process called Bio Cremation™. Together, we'll review the Bio Cremation™ cycle, its effect on the environment and how this has become commercially adopted within the death care industry. We'll listen to video taken during a recent Independent study on the subject and outline an exciting alternative for marketing enhanced "cremation green" services that resonate with today's cremation consumer.

**10-11 am** **Separate session: Georgia Funeral Supply Salesmen's Association.**

**10-11 am** **All other registrants except Sales Association**

**1 Hour CEU** **Cremation Litigation--Avoid the Courtroom; Learn Today...So You Won't Be Sued Tomorrow**

**Mike Nicodemus, First VP, CANA (Cremation Association of North America)**

Are you doing everything you need to protect your funeral home and crematory from cremation liability? Find out by attending this program which will cover proper policies and procedures that should be put into place when performing cremation or using a 3<sup>rd</sup> Party crematory to avoid potential litigation to better serve consumers who chose cremation.

**11:30 am** **Lunch, All Registrants.**

**5:00 pm** **Funeral Directors Under 40** We're forming the group in Georgia!

**6:00 pm** **Southland Casino Night for Adults & "Kids Night Out" for Children, All Registrants.**  
Dinner, DJ, Casino Night (7 pm), and special separate activities for the children. Ends 11 pm.

## Wednesday, June 9

**7:30-9 am** Continental Breakfast, all registrants.

**9 am** **Memorial Service: In Loving Memory of Those We Have Lost this Past Year**

**CE Session Begins Immediately Following Service** (start time for session estimated 9:30 am)

**9:30 to 10:30**

**1 Hour CEU** **NFDA Update, Priorities and Services**

**William C. Wappner, CFSP - 2009-2010 NFDA President**

As the national president, Mr. Wappner will share detailed information from the National Funeral Directors Association (NFDA), including the national priorities, recent updates and how they impact funeral directors in our state.

**10:30 to 11:30**

**1 Hour CEU** **GFDA Annual Business Meeting, Officer Reports, Recognition of Scholarship Winners, 40 and 50-Year Service Recognition, Installation of Officers, followed by Convention Close**