

2025 FCCFA ANNUAL CONVENTION & TRADE SHOW

July 24 – 26, 2025

Sunseeker Resort – Charlotte Harbor, Florida



**Honoring the
Past, Embracing
the Future**

130

ATTENDEE REGISTRATION BROCHURE

Join us for a Historic Celebration



130 Years of Celebrating Life

2025 FCCFA ANNUAL CONVENTION & TRADE SHOW

July 24 – 26, 2025

Sunseeker Resort – Charlotte Harbor, Florida

130



It is my privilege to invite you to the 2025 FCCFA Annual Convention & Trade Show at the magnificent Sunseeker Resort in Charlotte Harbor, Florida, July 24-26. This year marks an extraordinary milestone as we celebrate the 130th anniversary of our esteemed association.

130 YEARS CELEBRATING LIFE - HONORING THE PAST, EMBRACING THE FUTURE

For 130 years, the FCCFA has been the cornerstone of professional development, advocacy, and community for those dedicated to serving families during life's most meaningful transitions. This remarkable milestone deserves a truly special celebration—and we want you to be part of it.

What awaits you at this year's convention:

- **Exceptional Education:** Gain valuable insights from industry leaders and innovative thinkers who are shaping the future of our profession
- **Expansive Trade Show:** Discover cutting-edge products, services, and technologies to enhance your business

- **Meaningful Connections:** Network with colleagues who understand your challenges and celebrate your successes
- **Anniversary Celebrations:** Participate in special events honoring our rich 130-year legacy

The stunning Sunseeker Resort offers the perfect setting for both professional growth and personal rejuvenation. Its premier accommodations, outstanding amenities, and breathtaking waterfront views create an ideal backdrop for this landmark occasion. I personally invite you to register early to secure your place at what promises to be our most memorable convention yet. This is more than just a professional development opportunity—it's a chance to be part of history as we honor our past achievements and set the course for our collective future.

On behalf of the Board of Directors, I look forward to seeing you in Charlotte Harbor as we celebrate 130 years of excellence together.

With warm regards,

Mike

Mike Ondina, President

THANK YOU TO THE 2025 CONVENTION SPONSORS

(as of 5/1/25)

FCCFA BOARD OF DIRECTORS MEETING
Federated Insurance

FCCFA BOARD OF DIRECTORS DINNER
ASD – Answering Service for Directors

THURSDAY WELCOME RECEPTION
Funeral Services, Inc.
Ged Lawyers

FRIDAY ALL DAY COFFEE
Legacy Funeral Group

FRIDAY PM BEVERAGE BREAK
Matthews International

FRIDAY BUSINESS MEETING
Ged Lawyers

FRIDAY NETWORKING RECEPTION
Federated Insurance

SATURDAY COFFEE SPONSOR
Implant Recycling

SATURDAY DINNER
Coldspring

CELEBRATION OF LIFE
Dignity Memorial
SCI – Funeral Services of Florida, Inc.

HOTEL KEY CARDS
Ged Lawyers, LLP

CONVENTION TOTE BAGS
Roberts Vault Co., Inc.

CONVENTION LANYARDS
Foundation Partners

FRIDAY, JULY 25



9:45 a.m. – 10:45 a.m. | Friday July 25

TEAMWORK, COMMUNICATION, AND CULTURE: INSIGHTS FROM MERRILL LYNCH AND DUNDER MIFFLIN

Andy Buckley

With over a decade of experience as a financial advisor managing more than \$500 million in assets at Merrill Lynch, Andy Buckley brings authentic business insight to every keynote. His unique journey from the boardroom to the set of NBC's *The Office*, where he played CFO David Wallace—demonstrates how leveraging diverse skills can open doors to unexpected opportunities. Audiences will gain actionable leadership lessons and career inspiration from someone who has thrived at the intersection of corporate America and Hollywood.

11:30 a.m. – 12:30 p.m.

IGNITE THE POWERHOUSE IN YOU

Cate Collins



Discover how to maintain creativity and critical thinking while managing professional demands. Cate Collins will share her “4

rooms” leadership formula to enhance your clarity, confidence, courage, and resilience, with practical tools for navigating disruption.

As president of Powerful Journey Consulting and author of “The Powerhouse in You,” Cate brings relevant experience working with funeral organizations worldwide, including ICCFA, NFDA, and OGR. Her proven approaches have helped prevent burnout, reduce sick time, and increase productivity across the profession.

1:30 p.m. – 2:30 p.m.

COMPETING ON SERVICE IN PRICE SENSITIVE MARKETS

Danielle Burmeister



Danielle will show you how to shift client conversations from cost to value while maintaining healthy margins. Learn practical

strategies to differentiate your firm from low-cost competitors without compromising service excellence.

As VP of Marketing at Homesteaders Life Company and someone who grew up in her family's funeral home, Danielle brings unique industry insight enriched by her diverse background in event marketing, higher education, and communications expertise.

3:15 p.m. – 4:15 p.m.

LEGAL NEWS YOU CAN USE

Glen Ged

Marty Ged



Hear the latest industry and business legal news from FCCFA General Counsel, Glen Ged and Marty Ged, to make sure your business and the families you serve are best protected.

2025 Convention & Keynote Speaker Highlights

SATURDAY, JULY 26

9:00 a.m. – 10:00 a.m.

BUILD A HIGHLY ENGAGED WORKFORCE

Cate Collins



Learn from leadership expert Cate Collins how to build consistent employee engagement through her proven “4 C’s” framework (Credibility, Communication, Collaboration, Consistency) and “3 A’s” methodology (Acknowledge strengths, Assess gaps, Action plans).

Leave with an immediate action plan to create a workplace where employees thrive, giving your firm a competitive advantage in today’s market.

11:00 a.m. – 12:00 p.m.

THE ATTORNEY IS IN

Wendy Wiener



In this session, Wendy will discuss issues on which she is frequently consulted in her Florida deathcare industry practice. As regulatory counsel for the FCCFA, she will field your questions and provide guidance on the matters directly relevant to your regulatory well-being.

ADMIT ONE

TICKET
Nº 0001320

Celebration of Remembrance / Closing Dinner / Installation & Awards

Step right up for an unforgettable experience at this year’s FCCFA convention, where for over 130 years, funeral professionals have gathered to learn, grow, and celebrate their commitment to serving families with compassion and creativity.

Embracing the vibrant spirit of “*The Greatest Show*” this year’s event will spotlight how our profession delivers truly unique and personalized services-recognizing the individuality of every life we honor. Don your red and black attire, and prepare to be dazzled under the Big Top with show-stopping entertainment, interactive activities, and inspiring educational sessions that will leave you energized and amazed.

**COME ONE,
COME ALL!**

Schedule of Events

(As of 4/10/25)

130

THURSDAY, JULY 24

8:30 a.m. – 12:30 p.m.

2025 VICKI USELTON MEMORIAL GOLF TOURNAMENT

(Aileron Golf Club – additional registration and fees apply)

3:00 p.m. – 6:30 p.m.

REGISTRATION DESK OPEN

6:30 p.m. – 7:30 p.m.

FCCFA WELCOME RECEPTION

FRIDAY, JULY 25

7:30 a.m. – 5:30 p.m.

REGISTRATION DESK OPEN

8:45 a.m. – 5:30 p.m.

TRADE SHOW HALL OPEN (1 CEU)

8:45 a.m. – 9:30 a.m.

COFFEE WITH EXHIBITORS

9:30 a.m. – 9:45 a.m.

PRESIDENT'S WELCOME

9:45 a.m. – 10:45 a.m.

KEYNOTE PRESENTATION

SUCCESS IN BUSINESS...IN ANY PROFESSION

(1 CEU)

Presenter: Andy Buckley

10:45 a.m. – 11:30 a.m.

REFRESHMENT BREAK WITH EXHIBITORS

11:30 a.m. – 12:30 p.m.

GENERAL SESSION

IGNITE THE POWERHOUSE IN YOU (1 CEU)

Presenter: Cate Collins

12:30 p.m. – 1:30 p.m.

LUNCH WITH EXHIBITORS IN TRADE SHOW HALL

Enjoy lunch and networking with your colleagues while viewing the excellent showcase of products and services.

1:30 p.m. – 2:30 p.m.

GENERAL SESSION

COMPETING ON SERVICE IN PRICE SENSITIVE MARKETS (1 CEU)

Presenter: Danielle Burmeister

2:30 p.m. – 3:15 p.m.

REFRESHMENT BREAK WITH EXHIBITORS

3:15 p.m. – 4:15 p.m.

GENERAL SESSION

LEGAL NEWS YOU CAN USE (1 CEU)

Presenter(s): Ged Lawyers

4:15 p.m. – 4:45 p.m.

FCCFA BUSINESS MEETING & ELECTIONS

4:45 p.m. – 5:45 p.m.

COCKTAILS WITH EXHIBITORS NETWORKING RECEPTION IN TRADE SHOW HALL

Enjoy a beverage as you network and discuss the educational sessions and events of the day. Visit the showcase of vendor products and services to see all the latest and best offerings for all aspects of the death care industry.

8:30 p.m. – 11:00 p.m.

AFTER HOURS RECEPTION

Sponsored by Ged Lawyers

ATTIRE

Attire for all meetings during the convention is resort casual. Proper attire for the golf tournament is required. (Men: collared shirts / Women: dresses, skirts, slacks, collared shirts or collarless with sleeves).



CEU CREDITS

CEU CREDITS: (Friday (4 CEU) / Saturday (2 CEU) plus 1 CEU for Trade Show attendance)

Schedule of Events

SATURDAY, JULY 26

8:00 a.m. – 12:30 p.m.
REGISTRATION DESK OPEN

8:00 a.m. – 12:30 p.m.
TRADE SHOW HALL OPEN (1 CEU)

8:00 a.m. – 9:00 a.m.
BREAKFAST WITH EXHIBITORS IN TRADE SHOW HALL

Come early before the educational sessions begin to enjoy breakfast with your colleagues and visit the showcase of products and services.

9:00 a.m. – 10:00 a.m.
GENERAL SESSION
BUILD A HIGHLY ENGAGED WORKFORCE
(1 CEU)
Presenter: Cate Collins

10:00 a.m. – 11:00 a.m.
TRADE SHOW BREAK

11:00 a.m. – 12:00 p.m.
GENERAL SESSION
THE ATTORNEY IS IN (1 CEU)
Speaker: Wendy Wiener, Managing Member, WRW Legal

6:00 p.m. – 7:00 p.m.
FCCFA NETWORKING RECEPTION

7:00 p.m. – 10:30 p.m.
CELEBRATION OF LIFE PRESENTATION / CLOSING DINNER / INSTALLATION & AWARDS
Don your red and black, and prepare to be dazzled under the Big Top with show-stopping entertainment, interactive activities, and inspiring educational sessions that will leave you energized and amazed

Hotel Information

Sunseeker Resort

5500 Sunseeker Way, Charlotte Harbor, FL 33980
<https://www.sunseekerresorts.com/>

Nestled between Sarasota and Ft. Myers, along the stunning Gulf Coast, Sunseeker Resort on Charlotte Harbor is the new paradise oasis you have been searching for. Embrace the serene beauty of their waterfront location, perfect for travelers seeking relaxation and adventure alike. Indulge in world-class amenities, starting with Premium Rooms and signature Sunsuites™, to gourmet dining experiences at a diverse selection of restaurants and bars. Relax with two pool experiences overlooking the harbor. For golf enthusiasts, enjoy a premier golf course designed to challenge and delight players of all skill levels. Rejuvenate your mind and body at the signature spa. Explore the local charm & culture of SW Florida. Sunseeker Resort Charlotte Harbor promises an unforgettable stay.

Hotel Reservations:

Make your reservations directly with the Sunseeker Resort by calling **941/787-5700**. Please state you are with the FCCFA to receive the reduced rate of \$219 per room per night plus a \$39.00 resort fee which includes, in-room high speed internet, complimentary VERO filtered water, complimentary fitness center access with complimentary yoga and spin classes, complimentary bicycle rental, priority spa appointments, access to Reflections pool. The Sunseeker will only be able to offer this rate for rooms to the FCCFA until **Tuesday, July 2, 2025**. *Note: The association can only reserve a certain number rooms at the discounted rate. Once the room block is sold out, even if that day is prior to the cutoff date, a higher prevailing room rate will apply. Make your reservations today!*



HOW TO REGISTER

You can register by visiting the Annual Convention page on our website at www.thefccfa.com/annual-convention

REGISTRATION FEES

	Before 6/23/25	After 6/23/25
Full Registration (FCCFA Member)	\$495	\$595
Full Registration (Non-Member)	\$570	\$670
Full Registration (Spouse)	\$395	\$495
Full Registration (Student)	\$145	\$170
Golf Tournament	\$199	\$199

(Full Registration Includes: All educational sessions & trade show on Friday & Saturday, Thursday Reception, Friday Lunch, Friday Reception, Friday After Hours Reception, Saturday Breakfast, beverage breaks, (1) ticket to Saturday Reception & Dinner)

	Before 6/23/25	After 6/23/25
Friday Single Day Fee (FCCFA Member)	\$250	\$300
Friday Single Day Fee (Non-Member)	\$325	\$350
Friday Single Day Fee (Student)	\$95	\$95
Saturday Single Day Fee (FCCFA Member)	\$125	\$175
Saturday Single Day Fee (Non-Member)	\$200	\$250
Saturday Single Day Fee (Student)	\$75	\$75

(Friday Includes: Friday educational sessions & trade show, lunch, beverage break, Friday Networking Reception, Friday After Hours Reception. Saturday Includes: Saturday educational sessions, trade show & breakfast – This does not include Reception & Dinner.)

FIRST TIME ATTENDEE DISCOUNT! 50% OFF FULL & SINGLE DAY REGISTRATION FEES

Never attended an FCCFA Convention? Special first-time attendee registration rates are available! Contact elane@executiveoffice.org for more information on this special offer to attend the convention at a discounted rate!

Convention Activities

2025 ANNUAL VICKI USELTON MEMORIAL GOLF TOURNAMENT

Thursday, 8:30 a.m. – 12:30 p.m.

Join us at Aileron Golf Club for this annual event. Since inception, this tournament has raised over \$100,000 for a variety of state and national charities. 2025 proceeds will go to Angels for Allison. Angels for Allison provides financial assistance to families in Northeast Florida grieving the loss of a child, helping to cover funeral expenses and ease their burden. Inspired by the memory of Allison Haramis. The organization has supported over 1,200 families, offering hope and compassion during their darkest times. Join the FCCFA in supporting this charity through your participation and sponsorship of the golf tournament. Prizes will be given for 1st Place Team, Closest to the Pin, Longest Drive and Longest Putt.



FCCFA AFTER HOURS

Friday, 8:30 p.m. – 11:00 p.m.

Join us for the exciting new addition to the convention! Close out your evening in style with a delectable desserts and a delightful nightcaps as we celebrate the culmination of a day filled with insightful discussions, networking opportunities, and engaging activities. Don't miss this chance to unwind, connect with fellow attendees, and create lasting memories!



CLOSING BANQUET

Saturday, 7:00 p.m. – 10:30 p.m.

Join us for an extraordinary evening with dinner and live music. This year's "The Greatest Show" theme highlights the FCCFA member's commitment to creating truly unique and meaningful experiences for every family they serve. Wear your red and black, enjoy a memorable meal, and be part of a night filled with inspiration and amazement under the Big Top.



For more information on the convention as it becomes available, please continue to visit the FCCFA website at www.theFCCFA.com or contact the FCCFA office at 800.226.3332.