



NYSEFDA 2017 Annual Convention



NYS
FUNERAL
DIRECTORS
ASSOCIATION, INC.

Saratoga Springs | August 20 – 23
Earn up to 11 CEUs, including 2 NYS law credits!



NYSFDA's President-Elect,

Wesley A. "Andy" Powell, CFSP

Welcomes You to Beautiful Saratoga Springs!

NYSFDA Members ... Register Early for a Chance to **Win**

If NYSFDA receives your **2017 Convention registration** by **July 14**, you'll be eligible to win a complimentary room for three nights during the 2017 Convention. The winner will be notified on **July 17**.

Andy and Beverly Powell



Hotel Information

The **Saratoga Hilton** is ideally situated in the heart of downtown – adjacent to the **Saratoga City Center**. Make your hotel reservations directly with the Hilton. Please note a deposit of one night's stay is required. While the last day to make your reservation is July 14, NYSFDA is only guaranteed a certain number of rooms so when they're gone – **THEY'RE REALLY GONE!** Don't waste any time, reserve your room today!

534 Broadway, Saratoga Springs, NY 12866 | t: 518-584-4000 | thesaratogahotel.com

Rates starting at
\$299.00/night



President's Invitation

On behalf of NYSFDA, I invite you to attend the 2017 Annual Convention to be held August 20–23 in beautiful Saratoga Springs.

Saratoga is a great place to explore, downtown and its many shops are always welcoming, the world-class horse racing is second to none and the restaurants are great too.

Did I mention this year's early registration (before 8/14) is **FREE** to NYSFDA members?

This year's 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 **11 hours of continuing education credit**. The presentations and breakout sessions lined up are focused on giving you different perspectives on key topics affecting funeral service.

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.

Also, don't forget to reserve your room at The Saratoga Hilton as soon as possible; they tend to fill up quick. The reservation deadline to receive the special NYSFDA rate is **July 14, 2017** (see opposite page for details).

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

In closing, I would like to recognize every member for their support and encouragement during my service as President of NYSFDA. I would like to express my thanks to all the volunteer members who have served so diligently.

See you in Saratoga Springs!



Walter J. Kent
NYSFDA President



“
Saratoga has always been a favorite destination for NYSFDA members. With the Racetrack, SPAC and many other family-friendly attractions, such as Revolutionary battlefields and museums, Saratoga Springs is the August “place to be!” ”



SUNDAY

AUGUST 20

4:00 p.m.

HOTEL CHECK-IN

The Saratoga Hilton

534 Broadway, Saratoga Springs



Join Us!

Lake George Dinner Cruise

Sunday, August 20 | 6:00 p.m.

Come Help Kick Off the 2017 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 \$100 per adult and \$55 per child (under 12).

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





MONDAY

2

AUGUST 21

8:00 a.m. – 7:00 p.m.

REGISTRATION

Saratoga Hilton Gallery

NYS
**TRIBUTE
FOUNDATION**
charity • knowledge • education

Silent Auction

Place your bids at the **NYS Tribute Foundation Silent Auction**. The Auction runs during tradeshow hours in the **Saratoga City Center** and closes on Tuesday at 3:00 p.m.

Stay tuned for a list of great auction items!



Breakfast at the Track 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.

\$40/person. Includes round-trip transportation to the Saratoga Race Course.

Choices of Education* | 1 CEU Each

9:30 a.m. – 10:30 a.m. OR 10:45 a.m. – 11:45 a.m. | The Saratoga Hilton



Providing Consumers with Payment Options

Ernie Heffner | *Saratoga 1*

Topics include: avoiding credit discrimination; provider responsibilities and consumer responsibilities; compliance with funeral director and other governing law; securing and organizing consumer options and documentation.



Active Shooter and Crisis Management – Planning for the Unexpected

Gerald R. "Jerry" DeLuca | *Saratoga 2*

This course will address what funeral directors should do in an active shooter or emergency situation. Attendees will be asked to participate in a discussion and provide input regarding their real life experiences.



Hospice and the Funeral Director's Role

Rev. Matthew P. Binkewicz, MA, FT | *Saratoga 3*

As the number of Hospice patients grows, funeral directors will play an important role in End of Life Care. We will explore the Hospice program, the unique perspectives that Hospice brings to End of Life Care and the role that funeral directors can play.



A Journey Inside the Brains of Baby Boomers

Dan Katz | *Broadway 1*

In this presentation we will dive into the brain cells of the Baby Boomer to understand the influences that remain potent. We'll explore why Boomers don't react well to traditional funeral marketing, why they're driving the cremation market and how to impact this powerful segment.

National Museum of Dance & Wine Tasting Lunch

10:00 a.m. – 3:00 p.m (meet in the Saratoga Hilton Lobby - 10:00 a.m.)

Enjoy a private tour of the National Museum of Dance & Hall of Fame. The museum houses a vast collection of items that honor all forms of dance. Following the tour, relax with lunch and sample some wine at the Saratoga Winery.

\$85/person, pre-registration is required.

Buffet Lunch 11:45 a.m. – 1:00 p.m. \$38/person

NYSFDA Annual Meeting | 1 CEU

1:00 p.m. – 2:30 p.m. | The Saratoga Hilton, Saratoga Ballroom

Time of Remembrance



3:00 p.m. – 4:45 p.m.

Last Man Down: A Fireman's Story

Richard Picciotto | *The Saratoga Hilton, Saratoga Ballroom*

FDNY Battalion Commander, Richard Picciotto, the highest-ranking firefighter to survive the World Trade Center collapse, and the last fireman to escape the devastation. Hear him tell his harrowing story.

Exhibit Preview & Cocktail Reception



4:30 p.m. – 7:30 p.m. | Saratoga City Center

Come celebrate the grand opening of exhibits on Monday evening at the **Saratoga City Center**. Beginning at 5:00 p.m., sample a selection of wine and hors d'oeuvres while you browse the tradeshow floor for new products, services and ideas.

Greet old friends and meet new ones!

* Pending approval from the Bureau of Funeral Directing.



TUESDAY

AUGUST 22

7:30 a.m. – 4:00 p.m.

REGISTRATION

Saratoga Hilton Gallery



Choices of Education* | 2 CEUs Each

8:30 a.m. – 10:30 a.m. OR 10:45 a.m. – 12:45 p.m. | The Saratoga Hilton



The 4 P's in Avoiding Cremation Litigation

Mike Nicodemus | *Broadway 1*

This presentation will discuss real life lawsuits to show how the smallest mistake can end up costing you, whether you were involved or not. Practicing due diligence will help minimize, or eliminate costly litigation.



Cremation, Celebrant Ceremonies and Pew Research

Ernie Heffner | *Saratoga 1*

Explore how funeral homes that employ or partner with celebrants can dramatically transform the memorial experience for cremation families. You'll discover how incorporating celebrants into ceremonies can make your funeral home stand out, leading to even more business.



Motivational Ethics: Positive Choices for Business Success

Chuck Gallagher | *Saratoga 2*

During this session, you will discover how to create conversations that build trust with families, find ethical ways to help solve problems and gain awareness of the power of positive choices.



The Art of Personal Leadership: Unleashing Your Inner Superhero

Anne Grady | *Saratoga 3*

This fun, interactive and practical session will provide an opportunity to learn how to motivate, engage and inspire others; leverage individual and team strengths; create a culture of accountability and influence others to action.

* Pending approval from the Bureau of Funeral Directing.



Explore Lake George

9:00 a.m. – 1:00 p.m. (meet in the Saratoga Hilton Lobby -9:00 a.m.)

Spend a fun filled morning in the Village of Lake George, where you can enjoy: shopping along Canada Street, cruising around the lake on a steamboat or learning about historic Fort William Henry. Or, if you're looking to just kick back and relax, Shepard's Park offers plenty of shade and Adirondack Chairs for your enjoyment.

\$45/person. Includes transportation to/from the village only, activities not included.

Strolling Lunch/ Ice Cream Break



Tuesday, August 22 | 1:00 p.m. – 4:00 p.m.

Enjoy a light lunch while browsing the exhibits at the **Saratoga City Center**. Grab some food, walk the tradeshow floor and finalize business with the exhibitors.

Compliments of **PrePlan** and **Directors Choice Credit Union**.



Annual Awards BANQUET

Tuesday, August 22
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 begins with a cocktail party that includes hors d'oeuvres and open bar. 7:00 p.m. marks the start of the official program with our **Annual Awards Presentation**, immediately followed by an elegant dinner. Afterwards, enjoy the sounds of local band, **Grand Central Station**.

\$105/person, pre-registration is required.



WEDNESDAY

AUGUST 23

7:30 a.m. – 11:00 a.m.

REGISTRATION

Saratoga Hilton Gallery

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Choices of Education* | 2 CEUs Each

9:00 a.m. to 11:00 a.m. | The Saratoga Hilton



Topics in Funeral Service Law

Thomas W. Fuller | *Saratoga Ballroom*

This session will cover various aspects of New York State laws and regulations that govern the practice of funeral directing.

11:15 a.m. – 1:15 p.m. | The Saratoga Hilton



Embalming 2.0: The Art of Clinical Care

Jeffrey Chancellor, CFSP | *Saratoga Ballroom*

This session will explore the process of embalming management with special emphasis on exploring strategies to empower embalmers to safely and effectively treat today's most difficult cases and develop clinical care offerings in line with today's consumer.

Two-Part Program

Vincent Corso, M.Div., MSW, LSW, LCSW-R | *Broadway 1*



How Long Does Grief Last (and How to Live Along the Way)

Learn how to coach others through grief by discovering methods of self-care across social, emotional, spiritual and physical domains.

The Funeral Director as Wounded Healer; Developing a Compassion Identity

Learn the skills needed to shift and redefine one's current identification of compassion fatigue and burnout to the concept of "Wounded Healer."

* Pending approval from the Bureau of Funeral Directing.

Registration Information

To register, please complete the **Convention registration form**, indicate your method of payment and send it to:

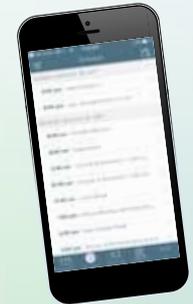
NYSFDA
1 South Family Drive
Albany, NY 12205

To pre-register online, please visit:

my.nysfda.org/ConfReg

If you have any questions, please call **Kelly Deitz** or **Michelle Mora** at 800-291-2629.

Refund Policy: Full refunds for the Sunday night event, banquet tickets, race 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.



Stay on top of the action with
the 2017 Convention App.

Download the app. today:

my.nysfda.org/2017conventionAPP

A Day at the Races

Enjoy the world-renowned Saratoga Race Course from the Easy Goer, formerly known as The Upper Carousel. This storied space is set inside the historic Victorian Grandstand. Includes transportation, admission, buffet, tax, gratuity and race-day program. Dress code is neat casual. Please note, the space is not air conditioned.

\$80/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.



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1 South Family Drive | Albany, NY 12205
800-291-2629

