

## MID-WINTER AGENDA

### Sunday, February 24, 2019

5:30 pm Event Check-in & Onsite Registration

6:00 pm Reception / 7:00 pm Dinner

Legislative News from Charlie Watts, GFDA Lobbyist  
Hospitality Cottage will open immediately following dinner

### Monday, February 25, 2019

7:30 am Breakfast / Event Check-in

8:00 – 10:00 am 2 Hours of CE

“Be Audacious: Adapting to Win”

with Mary Andres Russell, Professional Development  
Manager, Matthews Aurora Funeral Solutions

10:00 – 10:30 am Break

10:30 am – 12:30 pm 2 Hours of CE

“The Distinction Advantage: What You Need to Know  
to Not Only Survive But Thrive” with Chuck Gallagher

**NOTE: This is NOT an exhibit event; however, we encourage  
vendors to attend as we offer numerous opportunities to  
network with funeral directors.**

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### REMINDER FROM GFDA

**GFDA 2019 Renewals were due January 1, 2019**

If you need a renewal form, contact [staff@gfda.org](mailto:staff@gfda.org)  
or for a printable form visit [JOIN GFDA](#) under the Membership tab  
on our website, [www.GFDA.org](http://www.GFDA.org), and choose your type of  
membership from the drop down windows.



## 2019 Mid-Winter February 24 & 25, 2019

### Ritz-Carlton Reynolds Lake Oconee Greensboro, GA



*Join us at this beautiful venue for a time of fellowship  
while earning your continuing education hours!  
Full event details can be found inside and by visiting  
[www.GFDA.org](http://www.GFDA.org)*

## ***SPONSORSHIP OPPORTUNITIES ARE AVAILABLE!***

Our event sponsorships include pre/post event marketing, event signage, and your pre-printed flyer included in attendee packages. In addition, this event also offers two unique opportunities:

- Sunday evening's hospitality cottage includes all of the above, individual signage, and an opportunity for you to address attendees during dinner.
- Chuck Gallagher includes all of the above, individual signage, and an opportunity to introduce his program.

**Help us start marketing your company,  
become a Mid-Winter Sponsor!**

## **THANK YOU TO OUR SPONSORS**

(at the time of print)

*DIAMOND PLATINUM*



## ***GFDA's Mid-Winter will be filled with programs to help you and your business succeed!***

Join us February 24 and 25, 2019, at the Ritz-Carlton Reynolds, Lake Oconee in Greensboro, GA. Our event will open with our Welcome Reception, followed by dinner with our Lobbyist, Charlie Watts. You will learn the latest legislative news and how GFDA advocates for your industry. After dinner, visit the Hospitality Cottage, where you can spend a relaxing evening with your fellow funeral service professionals. Monday morning we will offer timely programs from first class speakers focusing on helping your business not only survive the changes in funeral service but thrive!  
(Our agenda is on page 4)

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## ***Remember to Make Your Room Reservation Early***

Online reservations may be made by visiting  
[https://book.passkey.com/event/49696728/  
owner/50318/home](https://book.passkey.com/event/49696728/owner/50318/home)

**If you prefer to reserve by phone, call 800-944-5884  
and reference the group name  
Georgia Funeral Directors Association.**

**The block will remain open until February 4 or until it is  
sold out, whichever comes first.**

Our room block rate of \$185 is subject to state & local taxes (12%)  
as well as State Hotel/Motel fee (\$5) per room/per night.

If you have difficulty making room reservations contact  
staff@gfda.org for assistance.