



## ***Soaking It Up in St. Simons***

***Join us at 2026 GFDA Summer Convention to be a part of great programs, enjoy great food, and connect with great friends. All are welcome to grow together with us in the Golden Isles.***

# **Summer Convention**

**MAY 31 - JUNE 2, 2026**

**King and Prince Beach & Golf Resort  
St. Simons Island, GA**

# Summer Convention Presentations

**Jake Johnson**

**President and Chief Executive Officer, Johnson Consulting Group**

## ***How to Enhance the Customer Experience & the Value it Brings to Your Organization***

Employee development and retention is key to the success of our business, ultimately maintaining or increasing the value of the business. In this presentation Jake covers customer experience (CX) culture and training, how to implement it, and how the impacts of improved customer service affect the value of business.

## ***Strategic Debt: Turning Leverage into Growth***

This presentation will explore how business owners and entrepreneurs can effectively leverage debt to drive growth and achieve long-term success. Whether through acquisitions, business expansion, or other strategic initiatives, proper use of debt can be a powerful tool to unlock potential. We will provide actionable insights and case studies to demonstrate the positive impact of well-structured debt strategies. Attendees will leave with a clear understanding of how to align debt usage with their business goals and maximize their return on investment.



**Garrett Wardell**

**Account Executive, Federated Insurance**

## ***Loss Exposures and Risk Management for Funeral Services***

There are many procedures in the funeral industry that are large sources of risk exposure and liability. Join us as we discuss common policy exclusions, cremation risks, mistakes, claims examples, general training guidance, as well as other loss exposures and risk management practices.

## ***Fire Safety Prevention***

Separate from wildfires, property fires are on the rise across the insurance industry worldwide. In addition, building material costs are on the rise as well. This course examines the serious consequences of a total fire loss and why every business is at risk. You'll learn practical strategies to reduce fire hazards and prevent losses. We'll cover how to identify and differentiate between the four common hazards and two emerging special hazards. Additionally, you'll receive a checklist to help you audit your own business and avoid becoming a statistic.



**Christopher L. Farmer**

**General Counsel, National Funeral Directors Association**

## ***NFDA Funeral Rule and Legal Update***

Chris will discuss possible updates the Funeral Rule, best practices for compliance, and a host of other legal issues effecting funeral service across the country.



**This event offers 7 Hours of Continuing Education. Hours submitted to the AL, GA, NC, SC & TN Funeral Service Boards. Bring your license information to the Convention and sign-in for your Continuing Education Hours.**

# 2026 SUMMER CONVENTION AGENDA

## The King and Prince Beach & Golf Resort in St Simons Island, GA

201 Arnold Rd, St Simons Island, GA 31522

### SUNDAY, MAY 31, 2026

*GFDA check-in/onsite registration opens 4:00 pm at Lanier Ballroom*

**5:30 pm – 7:00 pm**

#### **Welcome Reception in the Delegal Room/Oceanfront Lawn**

Cornhole Tournament (sign-up 5:30 pm / games 6:00 pm)

*Sponsored by Doric / CMV*

**9:00 pm – 11:00 pm**

#### **After-hours hospitality at the Hampton House**

This is a great way to make new friends and re-connect with old friends!

*A special thank you to Piedmont Precast for hosting the hospitality house*

### MONDAY, JUNE 1, 2026

*GFDA check-in/onsite registration opens at 7:45 am at Lanier Ballroom*

**8:00 am**

1 CE Hour

#### **Past Presidents Breakfast in the Delegal Ballroom**

GFDA Nominating Committee Report, GFDA Officer Election, GFDA Legislative Report, and NFDA Report

**9:00 am**

1 CE Hour

#### **“How to Enhance the Customer Experience and the Value it Brings to Your Organization”**

**Jake Johnson, President and Chief Executive Officer, Johnson Consulting Group**

*Sponsored by Johnson Consulting Group*

**10:10 am**

1 CE Hour

#### **“Strategic Debt: Turning Leverage into Growth”**

**Jake Johnson, President and Chief Executive Officer, Johnson Consulting Group**

*Sponsored by Johnson Consulting Group*

**1:00 pm**

**Golf Tournament at the Jekyll Island Golf Club *Separate Registration and Fee Required***

*Afternoon and evening on your own to enjoy all this beautiful city has to offer!*

**9:00 pm – 11:00 pm**

#### **After-hours hospitality at the Hampton House**

This is a great way to make new friends and re-connect with old friends!

*A special thank you to Piedmont Precast for hosting the hospitality house*

### TUESDAY, JUNE 2, 2026

*GFDA check-in/onsite registration opens at 7:45 am at Lanier Ballroom*

**8:00 am**

#### **Breakfast in the Delegal Room**

**8:30 am**

1 CE Hour

#### **“Loss Exposures and Risk Management for Funeral Services and Fire Safety Prevention”**

**Garrett Wardell, Account Executive, Federated Insurance**

*Sponsored by Federated Insurance*

**9:40 am**

2 CE Hours

#### **“NFDA Funeral Rule and Legal Update”**

**Christopher L. Farmer, General Counsel, National Funeral Directors Association**

**11:50 am**

1 CE Hour

#### **Business Meeting**

GFDA Officer Reports, GFDA Officer Installation, 10, 25, 40, 50 & 60 Years of Service Recognition

GFDA Scholarship Awards, Charles W. Wynn Memorial Scholarship Award

*The afternoon is on your own; relax and get ready for our evening festivities!*

**5:30 pm**

#### **Join us for our annual Banquet and Party**

Hospitality begins at 5:30 pm / Dinner will be served at 6:00 pm in the Delegal Room

Casino night in the Lanier Ballroom opens at 7:00 pm

*Casino Night Sponsored by Federated Insurance*

*Included with Attendee Registration / Individual tickets may be purchased*

**9:00 pm – 11:00 pm**

#### **After-hours hospitality at the Hampton House**

Final night to enjoy time with your friends and colleagues!

*A special thank you to Piedmont Precast for hosting the hospitality house*

**Adjourn**

*Seven (7) Continuing Education Hours applied for with the AL, GA, NC, SC and TN Funeral Service Boards*

**2026 GFDA SUMMER CONVENTION**

**May 31 – June 2, 2026 ~ The King and Prince Beach & Golf Resort in St Simons Island, GA**

**SPONSORSHIP REGISTRATION FORM**

**This form must be fully completed and returned to the GFDA office for your registration to be accepted.**

Contact Person \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

*Sponsor benefits: listing and ad on the GFDA website; inclusion on convention signage; introduction during convention; pre-printed flyer or item in convention goodie bag. Flyer/item due to GFDA office by May 15, 2026.*

**À La Carte Sponsorships**

\_\_\_\_\_ \$1,500 Gold

\_\_\_\_\_ \$1,000 Silver

\_\_\_\_\_ \$500 Bronze

\_\_\_\_\_ \$250 Supporter (For Funeral Homes Only)

**Host Sponsorships**

*These sponsorships include all benefits detailed above plus individual signage with logo near hosted portion of convention.*

\_\_\_\_\_ \$2,000 Photography

\_\_\_\_\_ \$2,500 Audio Visual (circle Monday or Tuesday)

\_\_\_\_\_ \$2,500 Break (circle Monday or Tuesday)

\_\_\_\_\_ \$3,500 Golf Tournament + two (2) Golf Players

\_\_\_\_\_ \$100 Golf Tournament Hole (14 available)

*Claimed Golf Tournament Longest Drive*

*Claimed Golf Tournament Closest to the Pin*

*These sponsorships include all benefits detailed above plus individual signage with logo near hosted portion of convention, and two (2) Attendee Registrations. Contact the GFDA office for co-sponsorship.*

\_\_\_\_\_ \$4,500 Sunday Welcome Reception

\_\_\_\_\_ \$6,000 Monday Past Presidents Breakfast

\_\_\_\_\_ \$6,000 Tuesday Breakfast

\_\_\_\_\_ \$4,500 Tuesday Social

\_\_\_\_\_ \$12,000 Tuesday Banquet

\_\_\_\_\_ **TOTAL DUE**    **Deadline to be included in print materials: May 15, 2026**

For refund, cancellations must be received in writing by 5-15-26. No refunds after this date due to print deadlines.

**\*\*\*\*\*FOLLOW THE PAYMENT INSTRUCTIONS BELOW\*\*\*\*\***

➤ \_\_\_\_\_ **CHECK PAYABLE TO GFDA & MAIL TO PO BOX 1865, ROSWELL, GA 30077**

➤ \_\_\_\_\_ **CREDIT CARD *Do NOT send card details. An invoice will be sent by email for payment.***

**SEND TO GFDA BY FAX 770-592-3686 OR EMAIL [STAFF@GFDA.ORG](mailto:STAFF@GFDA.ORG)**

Alternate email for invoice \_\_\_\_\_

***REGISTRATIONS AND PAYMENTS ARE NOT ACCEPTED OVER THE PHONE OR BY TEXT.***

For assistance contact the GFDA office: Phone 770-592-8002 / Email [staff@gfda.org](mailto:staff@gfda.org)

**2026 GFDA SUMMER CONVENTION**

**May 31 – June 2, 2026 ~ The King and Prince Beach & Golf Resort in St Simons Island, GA**

**ATTENDEE REGISTRATION FORM**

**This form must be fully completed and returned to the GFDA office for your registration to be accepted.**

Contact Person \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

**Badge Information** *Make copies of this form for more than 6 attendees.*

**\* Print clearly or type, the following information is required & will be used for badges.\***

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Registration** *These include all classes/meals/reception/banquet/party. Golf requires separate fee/registration.*

**\*To participate in meals or classes ALL attendees must be registered. Convention badges will be required for entry.\***

Include # of Attendees Below

\_\_\_\_\_ \$425 per person: GFDA Member **2026 GFDA Members Only**

\_\_\_\_\_ \$425 per person: Guest Registration **with paid GFDA Member Registration**

\_\_\_\_\_ \$575 per person: Non-Member

\_\_\_\_\_ \$200 per person: **ONLY Tuesday Night Banquet & Party Only**

\_\_\_\_\_ \$200 per person: Children **to age 17**

\_\_\_\_\_ Free: Children **under 2**

\_\_\_\_\_ TOTAL DUE

**Pre-registration will close May 15, 2026**

**After this date, prices will increase/on-site registration will be required.**

**For refund, cancellations must be received in writing by 5-15-26. No refunds after this date due to guaranteed commitment to the venue.**

\_\_\_\_\_ Special Dietary Needs \_\_\_\_\_ Child Meal Request (check so GFDA may make arrangements prior to our event)

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**2026 GFDA SUMMER CONVENTION GOLF TOURNAMENT**  
**June 1, 2026 ~ Jekyll Island Golf Club in Jekyll Island, GA**

**GOLF TOURNAMENT REGISTRATION FORM**

322 Captain Wylly Rd, Jekyll Island, GA 31527

1:00 pm Tee Time

Lunch Included with Registration

**This form must be fully completed and returned to the GFDA office for your registration to be accepted.**

Contact Person \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Player Name(s) & Handicaps **Register for the Golf Tournament as a team or individual.**

**\* Include dietary restrictions below.\***

\_\_\_\_\_  
\_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_

Teammate Requests: \_\_\_\_\_

Shuttle Transportation: \_\_\_\_\_ Yes \_\_\_\_\_ No

# of Players \_\_\_\_\_ \$ 130 per person

\_\_\_\_\_ TOTAL DUE **Pre-registration will close May 15, 2026**

**After this date, prices will increase/on-site registration will be required.**

**For refund, cancellations must be received in writing by 5-15-26. No refunds after this date due to guaranteed commitment to the course.**

**\*\*\*\*\*FOLLOW THE PAYMENT INSTRUCTIONS BELOW\*\*\*\*\***

➤ \_\_\_\_\_ CHECK PAYABLE TO GFDA & MAIL TO PO BOX 1865, ROSWELL, GA 30077

➤ \_\_\_\_\_ CREDIT CARD **Do NOT send card details. An invoice will be sent by email for payment.**

SEND TO GFDA BY FAX 770-592-3686 OR EMAIL [STAFF@GFDA.ORG](mailto:STAFF@GFDA.ORG)

Alternate email for invoice \_\_\_\_\_

**REGISTRATIONS AND PAYMENTS ARE NOT ACCEPTED OVER THE PHONE OR BY TEXT.**

For assistance contact the GFDA office: Phone 770-592-8002 / Email [staff@gfda.org](mailto:staff@gfda.org)

## **Help Us Thank Those Who Served Our Membership Before**

**Past Presidents Breakfast will be held Monday, June 1.**

We will be celebrating those who have served as GFDA President in the past. Attendees will hear the GFDA Nominating Committee Report, hold the GFDA 2026-2027 Officer Election, and learn the latest legislative and NFDA news.

## **Join Us for Golf at the Beautiful Jekyll Island Golf Club**

**Golf Tournament will be held Monday, June 1 at the Jekyll Island Golf Club.**

Join your friends and colleagues to play through some of Jekyll Island's most pristine lakes, marshes and forests. There are very few man-made obstructions here.

**Register a team or individually by Friday, May 15.**



## **We Want to Recognize Your Years of Funeral Service**

**During our Business Meeting on Tuesday, June 2, GFDA will recognize licensed funeral directors with 10, 25, 40, 50 & 60 years of service.**

If you are celebrating one of these year marks in funeral service, we ask that you notify GFDA staff by sending an email ([staff@gfda.org](mailto:staff@gfda.org)) or fax (770-592-3686).

Your details must include your name, years licensed, and your contact information.

**We respectfully request notification by Friday, May 15.**



## **Service of Remembrance**

**Our Service of Remembrance will be held Tuesday, June 2.**

During our 2026 Summer Convention, our annual Service of Remembrance will honor funeral service professionals & loved ones who passed from May 1, 2025 to April 30, 2026.

Those being remembered may be viewed by visiting [HERE](#)

**We respectfully ask to be notified of additions or changes by Friday, May 15.**



## **GFDA Scholarship Award**

GFDA offers a \$1000.00 scholarship to be awarded to one student at Gupton-Jones and one funeral service student at Ogeechee Tech during our Summer Convention. All applications must be completed in full and sent to the GFDA office for consideration. Further, the award of scholarships is at the discretion of the GFDA Executive Board; if minimum award criteria are met, the scholarship will be awarded. If minimum criteria are not met by any applicant, the Board reserves the right to not award scholarship(s) in any given year. Students must have served or be serving their apprenticeship at, or currently be employed by, a GFDA member funeral home in order to qualify.

**Contact the GFDA office for a scholarship form (email [staff@gfda.org](mailto:staff@gfda.org) or phone 770-592-8002)**

**Fully completed scholarship submissions are due to the GFDA office by Friday, May 8.**



**Don't Sleep on the GFDA Room Block**  
**The King and Prince Beach & Golf Resort**  
**Make your reservation early**  
**and directly with the resort**

**We are offering two ways to make your room reservation**

Use the GFDA online room block link [HERE](#)

**Call the King and Prince Reservations Department 1-800-342-0212**

**Remember to ask for the Ga Funeral Directors Association Room Block**

*Our room block is for convention attendees.*

*Room reservations are the responsibility of attendees. Convention registration is separate.*

*Our block will close when it is sold out or May 7; whichever, comes first.*

*Dates outside of this block/when our block is sold out are based on the King and Prince availability and pricing.*

**Address: 201 Arnold Rd, St Simons Island, GA 31522**

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**Make Your Plans to Join Us for Our Special Events**

**Sunday, May 31**

*Evening Welcome Reception*

*Cornhole Tournament Sponsored by Doric/CMV*

**Monday, June 1**

*Morning Past Presidents Breakfast*

*Afternoon Golf Tournament at the Jekyll Island Golf Club*

**Tuesday, June 2**

*Morning GFDA Business Meeting*

*Service of Remembrance Sponsored by Funeral Home Gifts, Messenger, Tukios*

*Evening Banquet*

*Casino Night Sponsored by Federated Insurance*

**Sunday, Monday and Tuesday**

*Nightly Hospitality at the Hampton House Sponsored by Piedmont Precast*