



VIRGINIA CEMETERY ASSOCIATION

www.VirginiaCemeteryAssociation.com | info@VirginiaCemeteryAssociation.com | 804-215-2665

76th Annual Meeting

Transforming our Cemeteries into Relevant Destinations

Thursday - Saturday, June 6 - 8, 2024



Sheraton Virginia Beach Oceanfront Hotel

3501 Atlantic Ave.

Virginia Beach, VA 23451

(757) 425-9000

PROGRAM SCHEDULE

Thursday, June 6th

9:40 am - 10:10 am	Tee Off Times (TBD) <i>David Pattishall, Davey Tree, Golf Chairman</i>	<i>Course - TBD</i>
3:00 pm - 5:00 pm	Registration and Vendor Set-Up	<i>Ocean Grand Hallway</i>
4:30 pm - 5:30 pm	VCA Board of Directors	<i>Cape Hatteras</i>
6:00 pm - 8:00 pm	President's Reception	<i>Ocean Grand Foyer</i>

Friday, June 7th

8:00 am	Registration and Continental Breakfast	<i>Ocean Grand Hallway</i>
8:30 am	Welcome and Early Bird Drawing	<i>Cape Charles</i>
8:45 am - 9:15 am	VCA Annual Membership Meeting	<i>Cape Charles</i>
9:15 am	Legislative Report, Jimmy Stewart	<i>Cape Charles</i>
9:30 am	VFDA Report	<i>Cape Charles</i>
9:45 am	SCCFA Report	<i>Cape Charles</i>
10:00 am	ICCFA Report	<i>Cape Charles</i>
10:15 am	Coffee/Snack Break with Suppliers	<i>Cape Henry I & II</i>
10:45 am	"Creating a Grief Trail"; <i>Ivy Spicer, Historyland Memorial Park</i>	<i>Cape Charles</i>
11:30 am	"Relevant Cemetery Websites"; <i>Andrew Rountree, Addison Clark Marketing Agency</i>	<i>Cape Charles</i>
12:15 pm	Lunch	<i>Cape Henry I & II</i>
1:00 pm	"Tomb of the Forgotten"; <i>Emily Mitchell, Historyland Memorial Park</i>	<i>Cape Charles</i>
1:45 pm	DPOR Update; Don Wilson, Board Member	<i>Cape Charles</i>
2:00 pm	Veteran's Update; <i>Wally Frankland</i>	<i>Cape Charles</i>
2:15 pm	VCA Directors' Meeting	<i>Cape Hatteras</i>
2:15 pm	Adjourn and Afternoon Activities and Dinner on your own	
8:00 pm	Hospitality Suite <i>Sponsored by Matthews International</i>	

PROGRAM SCHEDULE

———— Saturday, June 8th ————

8:00 am	Registration and Continental Breakfast	<i>Ocean Grand Hallway</i>
8:30 am	Welcome and Early Bird Drawing	<i>Cape Charles</i>
8:35 am - 12:35 pm	Cemetery Training for The Compliance Agent; <i>Mike Doherty</i>	<i>Cape Hatteras</i>
9:00 am	“Making your Cemetery a Tier 1 Arboretum”; <i>Matthew Amato, Horticulturist</i>	<i>Cape Charles</i>
9:45 am - 10:15 am	Coffee/Snack Break with Suppliers	<i>Cape Henry I & II</i>
10:00 am	“Radical Hospitality”, <i>Danny Jefferson, Two Guys and a Question Podcast</i>	<i>Cape Charles</i>
11:00 am	“Innovative Community Programming and Outreach”; <i>Kurt Deion, Historic Congressional Cemetery</i>	<i>Cape Charles</i>
12:00 pm	Lunch with Exhibitors	<i>Cape Henry I & II</i>
1:00 pm	“Creating a Natural Cemetery or Garden”; Speaker <i>TBD</i>	<i>Cape Charles</i>
2:00 pm	Family Time, Enjoy the Beach!	
5:00 pm - 8:30 pm	Presidents Awards Reception and Banquet; <i>Danny Jefferson, guest speaker</i>	<i>Cape Charles</i>
8:30 pm - 10:00 pm	Hospitality Suite	



The Sheraton Virginia Beach Oceanfront creates an intuitive and imaginative experience with spaces to connect, stay productive, and be part of something. The latest design balances a feeling of timelessness with a modern ambiance. It aims to create a space in which guests will feel comfortable and at ease while relaxing or working.

CONFERENCE SPEAKERS



Kurt Deion

Kurt Deion is the Education Specialist at Congressional Cemetery in Washington D.C. Since the age of eight, this native Rhode Islander has traversed the USA to visit the final resting places of over 2,000 historical and pop culture figures. He earned a master's degree in history and is the author of the book, *Presidential Grave Hunter: One Kid's Quest to Visit the Tombs of Every President and Vice President*. In 2023 he was admitted as a member of the White House Historical Association's Next-Gen Leaders cohort. Outside of presidents and cemeteries, his passions include Batman, the Boston Red Sox, and the National Film Registry.



Ivy Spicer

Ivy Spicer is a native of Caroline County, Va. At age 16, she began working part time for Storke Funeral Home in Bowling Green as a receptionist. She continued in that capacity until she finished her Bachelor's degree. After graduating from the University of Mary Washington, she moved to Athens, Ga and received a Masters in Historic Preservation from the University of Georgia. After her graduate work was over she remained in Athens working for a funeral home there and eventually managing their cemetery location. She is currently completing the educational requirements and concurrently serving her internship to become a licensed Funeral Director in Virginia. In addition to working on the funeral home side of death care, she also manages the pre-need and marketing effort for Historyland Memorial Park in King George, VA. With over fifteen years of experience in the funeral service industry, Ivy enjoys working with families to provide a respectful and compassionate experience.



Andrew Rountree

Andrew Rountree is the Co-Founder and Managing Partner of the successful online marketing agency, Addison Clark. Experienced leader focused on partnering with organizations to leverage the web to drive business results and extend their brand. Previously held executive level leadership positions with marketing and operational experience in a Fortune 200 organization. Negotiation specialist focused on problem solving to increase shareholder value while balancing customer needs. Experienced online marketing executive focused on growing businesses presence and profits through the use of the web. Specialties: Strategy Development, Online Marketing, Analysis, Search Engine Optimization, Web Development, Business Consulting, Branding, Online Strategy, Project and Process Management

Nick Timpe

Nick Timpe is the CEO of webCemeteries where for the past 15 years he has built exceptional teams and processes for helping cemeteries computerize records and leverage technology. Nick is a board member of the ICCFA, the Dean of the ICCFA University College of Technology, serves on a number of cemetery association committees, and is a frequent industry speaker and article contributor. Nick is a Certified Crematory Operator, has a Bachelor's Degree in Government from Patrick Henry College, and is an elder at his local church.

CONFERENCE SPEAKERS



Danny Jefferson

When it comes to ingenuity & Innovation few can match Danny Jefferson. His depth of experience and sheer determination enabled him to build a 60-call business to more than 300 in an astounding 8 years!

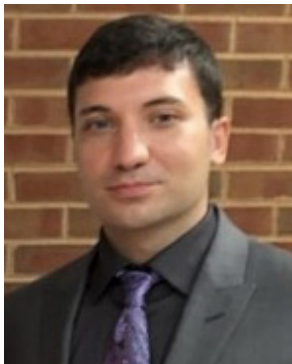
Funeral Director, Cemeterian, Business Owner, Trainer, Standup Comedian, Danny is both an enigma and pathfinder among funeral directors. If a single description were needed it would have to include “challenge master.” Danny has simply never met an obstacle he couldn’t overcome. From profound deafness to bankruptcy, he has walked his talk.

American Funeral Director Magazine’s 2017 Funeral Director of the Year substantiates the impact he has had on funeral service, his associates and local community. What drives him is fire in his belly to grow and help others.

Having started his career in funeral service in the 1970’s as part of a legendary funeral home in North Carolina he has “done it all.” But where he stands out is his ability to engage with customers and staff to help them find the best solutions for THEM.

It is this gift that enabled him to build his firm from 60 to 300 calls in only 8 years...despite heavy competition from some of his market’s most prestigious firms.

Danny is now ready to give back to funeral service. He believes that the solution to the profession’s needs lies in better training and that training must come from a seasoned licensee who has seen it all and done most.



Matthew Amato

Matthew Amato is a research technician for RIVERE™ Ecological Center in Fredericksburg and works as a freelance environmental consultant. Matthew seeks to help establish conservation efforts of local native plants as well promoting the importance of keystone species. Graduating Summa Cum Laude with a 4.0 GPA from Germanna Community College and Virginia Wesleyan University, he is driven to excel in all endeavors. As an environmental professional, Matthew specializes in horticultural practices and has many years of experience in propagation methods, garden design, and arboreal instruction. A longtime resident of Fredericksburg, he has previously worked in local nurseries and retail professions with a varied arrangement of roles ranging from garden center associate to office manager.

In his free time, he enjoys outdoor activities, tending to his garden, grafting rare varieties of fruit trees, and sharing plants with friends and neighbors. Additionally, Matthew enjoys volunteering for local organizations, being an active member of his community, and most of all being dedicated to his family.



Emily Mitchell

Emily Mitchell, a lifelong resident of Caroline County, VA, joined Historyland Memorial Park, as a Family Service Counselor, after nearly ten years in the corporate area of the death care profession. Emily, who joined the Historyland Memorial Park team in July 2021, does not consider her position merely a job, instead she believes that her role is one of service. Her role at HMP is to re-invent the public’s perception of permanent placement and memorialization. Emily also knows from personal experience, the burden that preplanning removes, when a death occurs and uses this experience to help others. When Emily is not at Historyland serving families, she enjoys spending time with friends and family and of course, the most cherished way to spend her free time is with her grandson and granddaughter.

VIRGINIA CEMETERY ASSOCIATION ANNUAL CONFERENCE
JUNE 6-8, 2024
SHERATON VIRGINIA BEACH, VA

Registration Form

Each attendee must complete a separate registration form. Please copy this page if you need additional forms.

Registrant

First Name _____

Last Name _____

Nickname (Mike, Bob, etc.) _____

Spouse/Guest

First Name _____

Last Name _____

Nickname (Mike, Bob, etc.) _____

Mailing Address

Company Name _____

Company Job Title _____

Address _____

City _____ State/Province _____ VA _____

Zip/Postal Code _____

E-mail Address _____

Form of Payment

Check enclosed (payable to VCA) _____

MasterCard Visa American Express Discover Card _____

Card No. _____

Exp. Date _____ Security Code _____

Signature _____

Cardholder Name (Please Print) _____

Cardholder Billing Address _____

City _____ State _____ Zip _____

Cancellation Policy: Registrants canceling on or before April 30, 2024 are entitled to a refund, less a \$50 processing fee. Registrants canceling after April 30, 2024 are NON-REFUNDABLE. Substitutions are allowed and encouraged. All cancellations must be directed in writing to VCA office.

The VCA room rate is \$179-\$199/ night.
Last Day to Book: Wednesday, May 15, 2024.
RESERVATIONS MUST BE MADE ONLINE AT THE LINK PROVIDED WITH YOUR CONFERENCE REGISTRATION CONFIRMATION EMAIL IN ORDER TO ACCESS THE VCA ROOM RATE.

Registration Fees

Fee includes President's Reception, Continental Breakfast, Breaks, Lunches, Awards Banquet. Lunch is also included for Compliance Training.

Cemeterian and Supplier/Sponsors

	Early Bird	After 4/30	Total
Cemeterian	\$350	\$400	\$ _____
Supplier (includes display table) and Cemeterian Non-Member	\$450	\$500	\$ _____

Second Member/ Spouse Registration

	Early Bird	After 4/30	Total
Second Member/Spouse	\$300	\$350	\$ _____

Compliance Agent Training (In addition to Registration Fee Above)

	Early Bird	After 4/30	Total
Member	\$225	\$275	\$ _____
Additional Member	\$150	\$200	\$ _____
Non-Member	\$475	\$525	\$ _____
Additional Non-Member	\$250	\$300	\$ _____

Event Information

(Use this section to register for conference activities.)

Golf - Please reserve my tee time. Yes No Time: _____
 (Payment for golf will be made at the course)

I will attend the VCA Awards Banquet - Saturday, June 8
 Please Circle - Yes No

Dietary Restrictions (circle if applicable):

Vegetarian Other (diabetic, kosher, vegan, etc.)

Separate Event Fees for Guest that have NOT registered.

(Purchase tickets for the following events only - if you have NOT registered above)

President's Reception

Cost: \$50 Number Requested: _____ Total: \$ _____

Breakfast Friday Saturday

Cost: \$25 Number Requested: _____ Total: \$ _____

Lunch Friday Saturday

Cost: \$35 Number Requested: _____ Total: \$ _____

Awards Banquet Ticket

Cost: \$100 Number Requested: _____ Total: \$ _____

REGISTRATION FEES TOTAL _____ **Total: \$** _____

Return completed form and payment:

By Mail:

Virginia Cemetery Association

By Phone: 804-215-2665

