



Don't Miss out on **THE PREMIER**  
Convention  
for

**California's Funeral Industry**

The 111th Annual CFDA Convention

June 26-28, 2015

San Francisco, CA

**Bridging Our Future**

This year's event will be held at the Hyatt Regency San Francisco, situated right along the Embarcadero. The hotel is easy walking distance to AT&T park (Home of the World Champion Giants!), near Fisherman's Wharf, across from the Historic Ferry Building, and much much more! Don't miss out on this opportunity to gain valuable knowledge on today's trends in the funeral industry, and of course, spend some time in San Francisco!

**VISIT THE PREMIER TRADE SHOW ON THE WEST COAST!**

Host hotel:

Hyatt Regency San Francisco

Call: 1-800-223-1234 and mention the CFDA convention

Rate: \$219 plus taxes

Room cut off: June 5, 2015 or once block fills up

Visit [www.cafda.org](http://www.cafda.org) for more information

See the reverse side of this document for the full schedule



# Bridging Our Future

## CFDA'S CONVENTION

### Hyatt Regency San Francisco

### June 26-28, 2015

## Full Schedule

### Friday June 26 (Optional Activities)

9:00 AM- 4:30 P.M.- Law Review and Arrangement Counselor Training Seminar, with James Draper

2:00-5:00 P.M.- Early Registration opens

**6:00 P.M. 6:00 P.M. CFDA takes over the Bay! Join us for an evening sunset yacht cruise around the San Francisco Bay!**

*(Transportation to/from dock, along with hors d'ouvres and complimentary boarding glass of champagne included)*



### Day 1- Saturday June 27

8:00 A.M. – Continental Breakfast in the exhibit hall



9:00 A.M.- Welcome and Keynote Address

**Beer, Barbecue and The Beatles  
A Creative Approach to Overcoming  
Cremation Challenges**

*Lacy Robinson sponsored by Aurora Caskets*



11:00A.M.- 1:00 P.M. – Lunch in Exhibit Hall

1:15 P.M.- Panel Discussion:  
**“The Funeral Director’s Role in an Emergency”**

*Featuring San Francisco’s Finest:  
Anne Kronenberg Executive Director, Office of Emergency Services  
Greg Suhr, Chief, SF Police Department  
Joanne Hayes White, Chief, SF Fire Department*

2:00 P.M. – **How Funeral Directors help with Cold Cases**  
*Darrell Harris, Coroner Investigator, Marin Coroner’s Office*

3:00 P.M. – Mark Matthews, Cremation Marketing

4:00 P.M. – Early reception with Exhibitors

### Day 2- Sunday June 28

8:00 A.M. – **Second Annual CFDA Basketball Tournament**  
Can Anyone unseat last year’s Champion Kathleen McLaughlin?



9:00 A.M. – Continental breakfast with Exhibitors

10:00 A.M. – Membership meeting

10:30 A.M. – Service of Remembrance

11:00 A.M.- Morning Break

11:15 A.M.



**Hospice & Funeral Service -  
A Partnership of Care,  
Compassion and  
Cooperation**

*Doug Wagemann, Cochrane &  
Wagemann Funeral Directors*

12:15- 2:00 P.M.- Lunch in the exhibit hall/last chance for raffle items/silent auction closes

6:00 P.M.- Banquet Reception

7:00 P.M.- Banquet

**You won’t want to miss this year’s event! Sign up today!**



Hyatt Regency San Francisco | 5 Embarcadero Center | San Francisco, CA 94111

415-788-1234

# 2015 CFDA Convention Registration Form

June 26-28, 2015- Hyatt Regency San Francisco



Company Name \_\_\_\_\_ FD # \_\_\_\_\_ CFDA Member? Y \_\_\_ N \_\_\_  
 Your Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Registration: See Convention Options for details**

DEADLINE: 6/16/14 - after the 16th Onsite Only

**Part A Convention Packages** (Circle your choices below)

	<b>Early: by May 30</b>		<b>Late: after May 30</b>	
	Member	NonMember	Member	NonMember
<input type="radio"/> Full Convention Attendee (all events, not including optional items) .....	\$450	\$625	\$550	\$725
<input type="radio"/> Partial Convention Attendee (no banquet).....	\$375	\$475	\$475	\$575
<input type="radio"/> Spouse/ Significant Other/Additional Attendee from same business Package (must accompany one of the choices above) (Sat and Sun events including banquet).....	\$240	\$290	\$290	\$340
<input type="radio"/> Spouse/Significant Other/Add'l Attendee from same Business (no banquet).....	\$200	\$250	\$250	\$300
Part A Total.....	\$ _____	\$ _____	\$ _____	\$ _____

**ATTENDEES** Please check your options below:

**OPTIONAL ITEMS NOT COVERED BY THE ABOVE REGISTRATION**

	<b>Early: by May 25</b>		<b>Late: after May 25</b>	
	Member	NonMember	Member	NonMember
<b>FRIDAY</b>				
<input type="radio"/> 2015 Funeral Law Review.....	\$250	\$350	\$350	\$450
<input type="radio"/> Friday Fun Event (Sunset Cruise around SF Bay, transportation and appetizers included)	\$80	\$95	\$95	\$110
Total OPTIONAL Items.....	\$ _____	\$ _____	\$ _____	\$ _____

**Part B A la Carte items (for those not registering for the whole conference with a package above)**

<b>SATURDAY</b>				
<input type="radio"/> All Saturday Events.....	\$200	\$250	\$300	\$400
<input type="radio"/> Saturday Welcome Reception only .....	\$50	\$60	\$65	\$75
<b>SUNDAY</b>				
<input type="radio"/> Sunday only (Includes Banquet).....	\$300	\$400	\$400	\$500
<input type="radio"/> Sunday day events (No Banquet).....	\$200	\$300	\$250	\$400
<input type="radio"/> Banquet Only .....	\$130	\$150	\$150	\$170
<b>ADDITIONAL GUEST OPTIONS (must accompany a full paying registrant)</b>				
<b>**Additional guest may be a Guest, Spouse, or another employee at your Business</b>				
<input type="radio"/> Saturday Add'l Guest (Includes Expo with lunch).....	\$70	\$75	\$80	\$85
<input type="radio"/> Sunday Add'l Guest (Includes Expo with lunch and Banquet).....	\$185	\$195	\$185	\$195
<input type="radio"/> Sunday Exhibits with Lunch Only(No banquet).....	\$70	\$75	\$80	\$85
<input type="radio"/> Banquet Only .....	\$130	\$150	\$150	\$170
Part B Total.....	\$ _____	\$ _____	\$ _____	\$ _____

<b>STUDENTS</b> (Must send Cypress or ARC Student ID with photo)	<b>Early</b>	<b>Late</b>	
<input type="radio"/> Students Friday Law Review .....	\$100	\$150	
<input type="radio"/> Students Saturday evening Reception Only.....	\$25	\$25	(Cocktail tickets not included in student price)
<input type="radio"/> Students Sunday (no banquet) .....	\$25	\$25	(Banquet not included in student price)

**Registrant Information**

First and Last Name exactly as you wish it to appear on your badge

1) Your Name: \_\_\_\_\_ Any Dietary Restrictions (if attending banquet) \_\_\_\_\_  
 2.) Subtotal of sections: Part A \$ \_\_\_\_\_ Part B \$ \_\_\_\_\_ Optional Items \$ \_\_\_\_\_ Students \$ \_\_\_\_\_  
 3.) Additional Spouse/Significant Other/Company Employee Options \$ \_\_\_\_\_ **NEW 10% Discount for 5 or more people from the same business! \$ \_\_\_\_\_**

Additional Names: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Any Dietary restrictions for those above? \_\_\_\_\_

Overall Registration Subtotal \$ \_\_\_\_\_

**PAYMENT INFORMATION:**

Registration Total (From Subtotal above): \$ \_\_\_\_\_

Check enclosed, payable to CFDA     Master Card     Visa     Am Ex     Discover

Credit Card # \_\_\_\_\_ Name on card \_\_\_\_\_

Exp. Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_    Signature \_\_\_\_\_    Security Code 3 or 4 -digit Number \_\_\_\_\_

CC Billing Address if different than Company Address listed: \_\_\_\_\_



Please photocopy form for multiple registrations,  
visit [www.cafda.org](http://www.cafda.org)  
or call CFDA Headquarters at 800-255-2332  
to request a faxed form.



### General Information

#### MAIL REGISTRATION TO:

CFDA Convention  
One Capitol Mall, Suite 800  
Sacramento, CA 95814

#### ADDITIONAL INFORMATION

Visit [www.cafda.org](http://www.cafda.org)  
Or call CFDA at (800) 255-2332

#### REGISTRATION CAN BE

FAXED TO: CFDA (916) 444-7462  
or E-MAILED TO: [mcorreia@amgroup.us](mailto:mcorreia@amgroup.us)

#### DEADLINE and CONFIRMATIONS

We will accept registrations through  
June 16th. After June 16th please register on site  
only. Confirmations will be sent by E-mail through  
June 16, 2015. After June 16th we will do our best  
to get confirmations out but there is no guarantee.

**Please register early.**



#### CANCELLATIONS:

No charge for refunds if request is submitted in  
writing by May 5, 2015.  
A \$50 processing fee will be charged if cancellation  
request is received after May 5th but before June 2nd.  
No refunds will be given after June 2, 2015.

#### Special Needs

Special Needs: CFDA events comply with the Americans with Disabilities Act. Please indicate below if you have a disability and require any special assistance \_\_\_\_\_

President's Banquet: If you will be attending the banquet June 28th, please list any food restrictions you may have:  
\_\_\_\_\_  
\_\_\_\_\_

