



VFDA WINTER CONFERENCE

JANUARY 21-22, 2024

MARRIOTT RICHMOND SHORT PUMP HOTEL

VFDA.NET

THE HOTEL

The Richmond Marriott Short Pump is conveniently located within the Innsbrook business park in Glen Allen. Minutes away from great shopping at Short Pump Town Center and easy access to I-64, 95, 295 & 288. Free Wi-Fi, indoor swimming pool and fitness center (social distancing in effect). We are committed to providing you with a safe and convenient stay. With our Commitment to Clean, guests will experience enhanced cleaning measure in all guest rooms, which feature luxurious bedding, complimentary Wi-Fi, and 55-inch Smart TVs. Upgrade your travel experience in our Stay Well Rooms that are designed to cultivate health in the mind and body. Recharge with a state-of-the-art air purification system to reduce allergens, toxins and other microbes. All Stay Well rooms are equipped with a custom memory foam mattress, Dawn Simulator, Vitamin C-infused shower and special circadian lighting to help you start the day right and end it with relaxation and comfort. Elevate your stay at the Richmond Marriott Short Pump in one of our Club Level rooms. Rooms with M Club access enjoy an exclusive lounge reserved for Elite and Club members or upgraded access. It is the perfect place to retreat, recharge, and refocus. Whatever brings you through our doors let the Marriott Short Pump surpass your expectations.



SPONSORSHIP OPPORTUNITIES

Levels of Sponsorship

Name Badges \$250 - Dodge Chemical Company

Listing on website/conference materials/spotlight during conference and designated time to address attendees.

Afternoon Break Sponsorship \$750- Service Corporation International

Listing on website/conference materials/spotlight during conference and designated time to address attendees. One dinner ticket and one free conference registration.

Cocktail Reception Sponsorship \$1,000 - Federated Insurance

Listing on website/conference materials/spotlight during conference and designated time to address attendees. Two dinner tickets and one free conference registration.

Breakfast Sponsorship \$1,500 - Federated Insurance

Listing on website/conference materials/spotlight during conference and designated time to address attendees. Two dinner tickets and one free conference registration.

CEU Sponsorship \$750 - Thacker Casket Company

Listing on website/conference materials/spotlight during conference and designated time to address attendees. One dinner ticket and one free conference registration.

Students Sponsorship - Treasured Memories

**** Please submit your electronic company logo to communications@vfda.net**

Virginia Funeral Directors Association 2706 North Main St. South Boston, VA 24592
Phone: (804) 264-0505 E-mail: communications@vfda.net

THANK YOU TO OUR SPONSORS



A MESSAGE FROM THE PRESIDENT

On behalf of the VFDA Board of Directors, I invite you to join us for the 2024 VFDA Winter Conference, January 21st-22nd at the Richmond Marriott Short Pump. We look forward to your attendance and participation in this event.

The Winter Conference promises to be an enlightening and educational gathering with presentations by esteemed professionals from LifeNet Health and Lincoln Plain in collaboration with the Dodge Company.

LifeNet Health will provide a comprehensive presentation on organ and tissue harvesting and donation, shedding light on the crucial aspects of this vital field. Additionally, Lincoln Plain will delve into the intricacies of embalming tissue donors, jaundice, methane blue, and tissue gas, providing invaluable insights into these significant areas of practice.

Moreover, we are delighted to announce that VFDA has secured a member rate for hotel rooms for the convenience of our attendees. We hope that you choose to stay overnight, enjoy dinner, social time and connect with other attendees. All VFDA members are invited to attend the quarterly board meeting on Monday morning. Please remember the VFDA will not be doing Traveling Caravans. Instead, we encourage you to attend the Winter Conference in 2024.

Also, we extend an exclusive invitation to students currently enrolled in an accredited mortuary college, who can attend this conference at no charge, courtesy of a generous sponsorship by Treasured Memories.

We eagerly anticipate your active participation in this enriching event, fostering growth, knowledge, and collaboration within our esteemed community of funeral directors.

Thanks,



Matthew R. Perry, President



CONFERENCE SPEAKERS



TERESA NORRELL

Teresa joined LifeNet health 16 years ago. In her role as Liaison to Funeral Home Professionals throughout Virginia, her focus has been to foster relationships with Funeral Home Professionals through mutual respect and an open dialogue where Funeral Home Professionals can openly ask questions, share concerns and offer suggestions. Over the years, Teresa has sought collaboration with the Funeral Home industry for the design and implementation of key improvements; many of which improved collaboration among LifeNet Health and Funeral Homes when working together for grieving families.



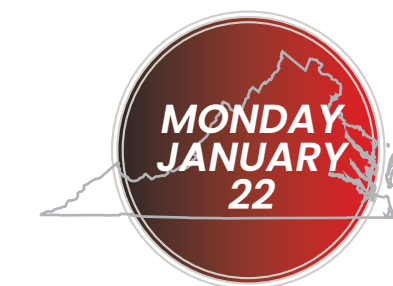
LINCOLN PLAIN

- The Dodge Company, Sales Representative in Eastern North Dakota and Minnesota since 2018.
- Licensed funeral director and embalmer with over 30 years of experience in the preparation room and helping his clients across his territory with their difficult and unusual cases.
- Bachelor's Degree in Mortuary Science, University of Minnesota, 1994.
- Bachelor's Degree in Business Administration and Marketing, University of Wisconsin – 1992
- Manager/funeral director, O'Halloran and Murphy Funeral Homes for over 20 years.
- Trade embalmer in Minnesota and Wisconsin for over 13 years.
- Member of the North Dakota Funeral Directors Association.
- Member of the Minnesota Funeral Directors Association.
- Member of the Arrowhead Funeral Directors Association (Minnesota).

CONFERENCE SCHEDULE



11:00 AM-1:00 PM	Registration Commonwealth Ballroom
1:00-3:00 PM	LifeNet Health Teresa Norrell 2.0 Hours
3:00-4:00 PM	Preserving and Restoring of Tissue Donors Lincoln Plain with The Dodge Company 1.0 Hours
4:00-5:00 PM	Jaundice and Methylene Blue: More Than Just Color Lincoln Plain with The Dodge Company 1.0 Hours
5:00-6:00 PM	The Challenges of Tissue Gas Lincoln Plain with The Dodge Company 1.0 Hours
6:00 PM-7:00 PM	Cocktail Reception Sponsored by Federated Insurance
7:00 PM	Dinner Sunday CEU's sponsored by Thacker Casket Company



8:00 - 9:00 AM	Breakfast - Foyer Sponsored by Federated Insurance
9:00 AM	Board of Directors Meeting James River Room