

GCA 2018 Convention and Sales Seminar

Schedule

Tuesday – May 15th

- 11:00 -12:30 **GCA Board of Directors Meeting** - Board Room
Vendor Set-Up – Ball Room
- 1:00 - 1:15 Welcome and Announcements
- 1:15 - 1:45 **Workshop Wednesdays – Overview** - with Nancy Massingille & Nick Startup
- 1:45 - 2:30 **Legislative Review** with Clift Dempsey
- 2:30 – 3:00 Break with Vendors
- 3:00 - 4:00 **Size Matters- Why Growing Your Business is Key to Your Future and How Small Firms Can Make it Happen** – By Doug Gober
- 4:00 - 4:45 **Reinventing your Cemetery** – By Clift Dempsey
- 4:45 – 5:00 GCA Annual Business Meeting
- 5:00 – 7:00 Meet and Greet Reception - Entertainment by the ***Variety Pack***

Dinner on your own

Wednesday – May 16th

- 9:00 - 9:45 Breakfast with Vendors
- 9:45 - 10:00 Welcome and Announcements – GCA President
- 10:00 - 11:30 **The Devil's in the Details – Customer Loyalty** – with Doug Gober
- 11:30 - 11:45 Break
- 11:45 - 12:30 **Best Pre-Need Sales Practices** – Lincoln Cemetery Group
- 12:30 - 1:30 Lunch and Networking – Hotel Restaurant
- 1:30 - 2:00 **Aftercare** – Presented by Ellery Bowker
- 2:00 - 2:45 Break with Vendors
- 2:45 - 3:30 **Closing Techniques** – Presented by Joseph Hickey
- 3:30 - 4:00 **Meeting Peoples Greatest Needs** – Shared by Dr. Frank Cox
- 4:00 - 4:15 Presentation & Induction of Your GCA 2018-2019 BODs
With SCCFA President Buddy Ewing
- 4:15 Closing remarks by 2018-2019 GCA President