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For Immediate Release: January 15, 2026

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Building Community, Inspiring Leadership: NFDA Opens Registration for 2026 Professional Women’s Conference

Brookfield, Wis. – Registration is now open for the 2026 National Funeral Directors Association (NFDA) [Professional Women’s Conference](#), an immersive experience designed to foster connection, inspire growth and strengthen leadership among women in funeral service. The conference will take place May 6 through 9 at the Trade Winds Resort in St. Pete Beach, Florida.

Intentionally intimate and community-focused, the Professional Women’s Conference brings together women from across the profession for meaningful conversations, shared learning and relationship-building. Through a thoughtfully curated blend of inspirational voices and practical insights, attendees will explore themes of connection, confidence and leadership that will leave them empowered, energized and ready to lead within their workplaces and communities.

Designed by Women. Built on Connection.

Created by and for women in funeral service, the Professional Women’s Conference celebrates the impact women have on the profession while providing space for both personal reflection and professional development. Educational sessions will focus on building authentic connections, cultivating community and supporting growth, both individually and collectively.

Past attendees consistently describe the conference as transformative. “I felt empowered and came out with a more positive attitude and I can’t wait to use what I learned in everyday life,” noted one 2025 conference participant.

Another woman noted, “I had a great time surrounded by other like-minded women, who want to support each other and create lasting relationships.”

“I have been so inspired to just be me and that I am enough,” said a participant in last year’s event. “I have met the most amazing women along the way and have created relationships that I know will last a lifetime. I feel changed in the best way. Not only professionally but personally.”

Scholarship Opportunities Available

The Funeral Service Foundation is now accepting applications for 20 David C. Baue NFDA Professional Women’s Conference Scholarships, made possible through the generosity of the Baue Family. Valued at approximately \$2,200, each scholarship covers full conference registration, three nights of lodging and up to \$500 in travel reimbursement.

The scholarship application is open to funeral service professionals employed in funeral service or related occupations, as well as students actively enrolled in ABFSE- or Canadian-accredited funeral service programs. Applications are due Thursday, February 5, at 11:59 p.m. CST, and recipients will be notified in late February.

Complete application details and requirements are available [on the Funeral Service Foundation website](#).

A past scholarship recipient shared, “Six years ago, I won the Professional Women’s Conference scholarship from the Funeral Service Foundation and ever since then I have returned to this event year after year, never forgetting the impact that this incredible gathering has had on me as a professional and as a person.”

Inspiration Award – Now Accepting Nominations

During the 2026 Professional Women’s Conference, NFDA will present the annual Inspiration Award, honoring an individual whose leadership, service and influence have helped shape the funeral service profession and inspire those around her. NFDA invites funeral professionals, colleagues and community partners to nominate women whose impact may be felt through mentorship, education, advocacy, innovation or everyday leadership in serving families. This award is an opportunity to elevate stories that deserve wider recognition and to celebrate women whose commitment to connection, community and professional excellence reflects the spirit of the Professional Women’s Conference.

Nominations will be accepted through February 17 at [NFDA.org/InspirationAward](#). NFDA encourages nominators to think broadly about the women who inspire them and whose contributions are strengthening the profession.

The Inspiration Award is generously supported by National Guardian Life.

Register and Make Hotel Reservations Today

Registration for the 2026 NFDA Professional Women’s Conference is now open, with special pricing for NFDA members. The early-bird registration deadline is February 16, and space is limited.

The 2026 Professional Women’s Conference will be hosted at the [Trade Winds Resort](#), a beachfront destination spanning 40 tropical acres along 1,600 feet of award-winning Gulf Coast shoreline. Attendees may stay at either Island Grand or RumFish Beach Resort, both located within the official NFDA room block.

NFDA strongly encourages attendees to book within the official Professional Women’s Conference housing block. Reservations must be made by April 3, to take advantage of the discounted rate of \$209 per night, plus a \$45 resort fee and applicable taxes.

Resort amenities include: welcome drink at check-in, nine pools and beach access with loungers; fitness center; in-room coffee; miniature golf; pickleball; paddleboats; nightly s’mores; access to the St. Pete Trolley System; and more.

For complete information about the conference, including details about how to register and make hotel reservations, visit [NFDA.org/PWC](#), or call 262-789-1880.

About NFDA

NFDA is the world’s leading and largest funeral service association, serving more than 20,000 individual members who represent nearly 11,000 funeral homes in the United States and 49 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is

headquartered in Brookfield, Wis., and has an office in Washington, D.C. For more information, visit NFDA.org.

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