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For Immediate Release: April 14, 2025

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Charting the Future of Funeral Service: Register Now for NFDA's 2025 Leadership Conference

Brookfield, Wis. – This summer, current and aspiring leaders in funeral service will gather in California's Wine Country for one of the profession's most inspiring and energizing events – the [2025 National Funeral Directors Association \(NFDA\) Leadership Conference](#), taking place August 3-6 at the Meritage Resort and Spa in Napa. This conference will offer a rich blend of forward-thinking education, peer-to-peer connection and meaningful dialogue aimed at building and strengthening leadership skills.

Expert-Led Sessions

The NFDA Leadership Conference will empower funeral service leaders to build strong associations that can navigate challenges and play a role in shaping a vibrant future for the profession. Speakers will provide practical strategies, leadership insights and forward-thinking approaches to navigate shifting consumer expectations, regulatory changes and emerging opportunities for innovation. Participants will also explore what leadership actually looks like on the ground; they will hear from leaders who are in the thick of it, sharing the moments that shaped their growth, the tools that helped them shift and the lessons they're still learning.

Attendees will also benefit from the ever-popular "Breakout by Office" sessions, which provide a forum for state association leaders to dive into the unique responsibilities of their roles. These peer-led discussions promote meaningful dialogue, idea-sharing and collaboration around pressing challenges and emerging opportunities.

Pending approval, NFDA Leadership Conference participants can earn up to 10 CE hours from APFSP and most state licensing boards.

Networking & Special Events

Beyond the educational sessions, the Leadership Conference offers ample opportunities for networking and rejuvenation in one of the country's most scenic destinations. Participants can kick off their experience with a golf outing at Eagle Vines Golf Club the morning of August 3. Co-designed by World Golf Hall of Famer Johnny Miller, this pristine course offers both a challenge and a peaceful retreat into nature. This event requires additional registration and includes a golf polo shirt, transportation credits, range balls, golf cart, box lunch and on-course beverages.

The Welcome Party the evening of August 3 will set the tone for the week, inviting attendees to gather for a relaxing evening amid rolling vineyards and golden hills – a perfect setting to reconnect with colleagues and forge new relationships.

On August 5, the Cask & Vine Closing Party will offer an unforgettable evening at [Artesa Winery](#), hailed as one of the [best wineries to visit in Napa Valley](#). Attendees will enjoy exclusive access to this architectural gem, with sweeping vineyard views, curated wines, hearty hors d'oeuvres and the warm camaraderie that defines the NFDA community (additional registration required).

Registration is Now Open

Funeral service professionals interested in attending this essential leadership experience can register and find more information at [NFDA.org/Leadership](https://www.nfda.org/Leadership) or by calling 800-228-6332. Registration includes presentations, handouts, continental breakfasts and the Welcome Reception. Early-bird pricing is available through June 1; registration closes July 25. Tickets for the golf outing and Closing Party may be added to your registration.

About the Meritage Resort and Spa

Among sprawling vineyards and sun-kissed hills, the Meritage Resort and Spa offers a serene escape at the gateway to Wine Country. This expansive, mission-style resort spans 36 acres – including nine acres of active vineyards – and features luxury accommodations, world-class amenities and immersive experiences.

Guests can enjoy a daily bottle of water, a bottle of signature wine, in-room coffee and tea, access to a 24-hour fitness studio, vineyard walking trails, complimentary Wi-Fi, shuttle service to downtown Napa and more. The resort's unique Village area also offers on-site tasting rooms from local craft winemakers and breweries. Rooms in the NFDA block are available for a discounted rate of \$379 per night plus taxes and a reduced resort fee of \$25 per night. Reservations must be made by June 30; see [NFDA.org/Leadership](https://www.nfda.org/Leadership) for details.

Thank You

NFDA thanks the following companies for their support of the 2025 Leadership Conference: Johnson Consulting, C&J Financial, Federated Insurance, Homesteaders Life Company, Carriage Services, Argent Trust, ASD – Answering Service for Directors, Tribute Tech, National Guardian Life (NGL), Foresight, Nomis Publications Inc., Ring Ring Marketing, Tukios and Byline Bank.

NFDA is the world's leading and largest funeral service association, serving 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](https://www.nfda.org).

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