

## Waller Funeral Home & Cremation Service

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Affinity Resource Group (ARG) began management of the Mississippi Funeral Directors Association (MFDA) in 2012 during a very difficult transition period. Their commitment and attention to detail is outstanding. Jean Weiss and Bertinna Dubra are tops in professionalism and competency.

I was instrumental in interviewing and hiring ARG to manage our association and I feel it is one of the best business decisions I have ever made. MFDA requires day to day management of extensive financials as well as daily communications with board members and the entire membership; they handle everything in a timely manner.

We have two annual meetings. In the short time they have been with us, Jean and Bertinna have been able to completely and competently take over every aspect of our convention and seminar planning. Under their leadership we have been able to increase the profitability of both these events. Their experience in Association Management is also evident in planning and implementing our yearly budget.

I can highly recommend Affinity Resource Group for Association Management and welcome the opportunity to talk with representatives any organization considering hiring ARG to manage their professional association. MFDA has prospered under their leadership and we hope to have a lasting relationship with Affinity Resource Group.

*Beth W. Rosson*

Beth W. Rosson  
Waller Funeral Home  
Past President  
Mississippi Funeral Directors Association