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## **GO “ALL IN” AT THE ICCFA 2018 ANNUAL CONVENTION**

**STERLING, VA (January 22, 2018)** – Go all in this year with inspirational keynote speakers, dynamic breakout sessions and numerous networking opportunities at the International Cemetery, Cremation and Funeral Association’s Annual Convention & Exposition, April 18–21, 2018, in Las Vegas, Nevada. You are sure to hit the jackpot and come back from Annual with information to help improve your business.

Keynote speakers include:

**COLONEL DAVID SUTHERLAND, U.S. Army (retired), on “Lead from the Front”:** Leadership comes from an attitude that rejects negative thinking and is built on character, knowledge, and motivation. Col. Sutherland shares his life lessons learned from the battlefield to inspire you to “lead from the front”.

**ERIK QUALMAN, social media and technology expert, on “Socialnomics: Winning Customers’ Heart, Minds and Wallets in a Wi-Fi World”:** Social media has become a part of our everyday lives. How can you use it as a tool to promote your business and increase sales? Qualman will show you how to use social media outlets to develop customer relationships, earn loyalty and drive long-term success.

**STACEY HANKE, author and body language expert, on “Influence Redefined: Be the Leader You Were Meant to Be, Monday to Monday”:** Do you know how your verbal and non-verbal communication affect how other perceive you? What are you doing (or not doing) to communicate your credibility, knowledge and trustworthiness? Hanke will help you engage and connect with others to achieve your goals.

In addition to keynote speakers, the ICCFA Convention will feature over 30 hours of educational breakout sessions. Topics include “How to Create a Non-Profit Foundation for Your Cemetery”, “Why Having a Trustworthy Internet Brand is More Important Than Ever”, “Build a Highly-Engaged Workforce”, and more! Expo Hall hours are always separate from programming at the Annual Convention, so you can meet with supplier representatives and see all the newest products and services on the market. The Expo opens on Wednesday, April 18 and runs until Friday afternoon, April 20.

Full program details available now at [www.iccfaconvention.com](http://www.iccfaconvention.com). You may also download the ICCFA app to begin planning your personal Convention schedule. Search “ICCFA” in Apple Store or Google Play to find the app.

*Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 18,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.*

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