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## **HOSPITALITY COLLEGE ADDED TO ICCFA UNIVERSITY CURRICULUM**

**STERLING, VA (November 8, 2017)** — The ICCFA University is adding a new college in 2018: The College of Hospitality and Event Management. This new addition to the ICCFA University line-up is designed to give students a foundation in funeral home/cemetery hospitality and catering management. Classes will cover topics ranging from basic event planning and the essentials of the hospitality and catering markets to interpreting financial budgets, leadership and catering team management. John Bolton, CCE, CSE, CCrE, will serve as dean.

“The mission of the ICCFA University is to provide innovative and progressive education encompassing all facets of death care,” says ICCFA University Chancellor, Jeff Kidwiler. “Through the creation of the College of Hospitality and Event Management, we are keeping ICCFA at the forefront of change by offering our graduates the opportunity to learn how to host events that will make their client families feel like individuals and their needs understood.”

John Bolton is uniquely qualified to serve as dean of the College of Hospitality and Event Management. A student of The Ritz-Carlton, Chick-fil-A, and Pike Place Fish Market hospitality training programs, Bolton brings his passion for customer service, along with a deep knowledge of our industry to this new ICCFA University offering.

The 2018 ICCFA University will take place July 20-25 at the Fogelman Executive Center, University of Memphis. Information on class descriptions will be available early next year at [www.iccfa.com](http://www.iccfa.com).

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 20,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.

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