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For Immediate Release

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**THE ICCFA FALL MANAGEMENT CONFERENCE FOCUSES ON THE
UNIQUE NEEDS OF OWNERS, MANAGERS**

STERLING, VA (August 7, 2018) – The International Cemetery, Cremation and Funeral Association (ICCF A) invites owners, high-level managers and other industry leaders to attend the 2018 Fall Management Conference, September 26–28 at the Eau Palm Beach Resort & Spa in Manalapan, Florida. This year’s conference is chaired by Andres Aguilar of Los Parques in Miami, Florida and Lauren Blevins, CCFE of Williams Funeral Homes & Crematory in Columbia, Tennessee.

As always, the Fall Golf Tournament starts Wednesday, September 26. This year’s tournament will be hosted at the Breakers’ Rees Jones Course. The Rees Jones Course is a one of the premier golf experiences in the southeast United States and features a par 72 layout, water carries and large fairways.

The educational sessions begin on Thursday, September 27 with Bruce Tulgan, founder and CEO of management research and training firm, RainmakerThinking, Inc. The morning keynote focuses on talent management, staff retention and creating a positive work environment. This session will move into a workshop where attendees will create a

five-step process to build a winning work culture at their own business. In the afternoon, Tulgan focuses on building empowerment for leaders and managers.

On the morning of Friday, September 28, ICCFA's Government & Legal Affairs committee will host the Government & Legal Affairs breakfast where they will discuss important federal and regulatory changes. Afterwards, marketing and research expert Lynn Elliott, founder of marketing company Media Demographics, will discuss what businesses can do to capture pre-need online consumers. She will show attendees what makes a website successful and what hinders a site from being successful, and offers ideas to broaden a company's digital reach through social media and online advertising.

The conference will be held at the Eau Palm Beach Resort & Spa, a five-star and five-diamond retreat that features award-winning spa and accommodations. Attendees will enjoy the seven acres of oceanfront and tropical landscapes that the Eau provides.

Register early and save money with the early bird rate! For complete program and hotel details, as well as registration materials, visit www.iccfa.com/fall.

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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