



107 Carpenter Drive, Suite 100
Sterling, VA 20164
1.800.645.7700
703.391.8400

Fax: 703.391.8416
www.iccfa.com

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For More Information, Please Contact:

Katherine Devins
1.800.645.7700
kd@iccfa.com

RACE TO THE FINISH LINE AT THE 2019 ICCFA ANNUAL CONVENTION

STERLING, VA (February 1, 2019) – Keynoters will focus on managing your business through a tragedy, creating everyday leadership and finishing incomplete goals at the International Cemetery, Cremation and Funeral Association’s Annual Convention & Exposition, April 2-6, 2019, in Charlotte, North Carolina.

Keynote speakers include:

MINDY CORPORON, activist, on “Managing Your Business Through a Tragedy”:

Corporon was a company CEO until her father and fourteen-year-old son were murdered in a religious hate crime. She faced tragedy head on and is leading change with city leaders, religious leaders and employers to spread kindness to redirect hate, drive productive interfaith dialogue and promote healing in the workplace. Corporon will share her story and offer tips on how you can manage your business and team through times of tragedy.

DREW DUDLEY, leadership expert, on “Creating Cultures of Leadership and the Power of Lollipop Moments”: What if we believed that leadership wasn’t just for those in charge? What if we embraced our ability to lead, no matter our school grades or pay-grade? The most impactful leaders focus on “everyday leadership” and ensure that it’s fostered, acknowledged, and rewarded. Dudley will show you how to embrace your ability to lead. As the founder & chief catalyst of Day One Leadership, Dudley has spent the last 15 years helping individuals and organizations increase their leadership capacity. After the keynote, Dudley will be signing his latest book at the Batesville booth. The first 100 attendees at the booth will receive a free copy!

JON ACUFF, bestselling author, on “FINISH: The Surprising Truth About Accomplishing Goals”: A staggering number of resolutions fail, which is shocking considering how important goals are to companies. In every element of your work, goals matter. Acuff will share easy changes you and your organization can make to your company culture to make sure everyone can create – and complete – important goals and finish what you start. After the keynote, Acuff will be signing his latest book at the C&J Financial booth. The first 100 attendees at the booth will receive a free copy!

The educational breakout sessions at this year’s Convention will cover every aspect of the funeral, cemetery and cremation profession, such as digital marketing fundamentals, pre-need insurance programs and trusts, cemetery landscaping, expanding beyond traditional services and more. Full program details available now at www.iccfaconvention.com. You may also download the new and improved ICCFA app to begin planning your personal Convention schedule. Search “ICCFA App” in Apple Store or Google Play to find and download this free app.

Be sure to schedule time to network and meet face-to-face with supplier reps and examine the newest and most innovative products and services during Expo hours on Wednesday, Thursday and Friday (April 3-5). New at the 2019 Annual Convention, there will be a Best in Show contest to recognize exhibitors who use their booth space to promote their brand, product and/or services in a unique and interesting way. There will be two winners and all exhibitors are automatically entered. The winners will be recognized during the Closing Banquet on Saturday, April 6, so make sure you plan to attend!

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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