

2022 ICCFA ANNUAL CONVENTION & EXPOSITION

Las Vegas, Nevada

On-Site Program

March 22-25
Mandalay Bay Resort & Casino
Las Vegas, Nevada



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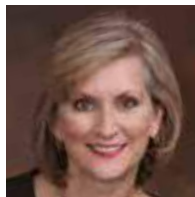
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General Information

Health & Safety

The ICCFA will be following several steps to ensure the health and safety of our event attendees:

- Attendees will be required to abide by the current regulations in place for mask wearing, in compliance with Clark County NV & Mandalay Bay Resort's current regulations. Masks will be available in the ICCFA Registration area.
- Hand sanitizer will be made available.
- High-touch surfaces and equipment will be disinfected.
- Badge stickers will be available for attendees to indicate their individual comfort level with social interactions.

Convention Registration

Monday, March 21 at 12:00 NOON through Thursday, March 24 at 1:30 PM, ICCFA Registration will be located in Bayside E/F at the Mandalay Bay Resort & Casino. On Thursday afternoon, registration will be relocated to the South Pacific Foyer of the Mandalay Bay Resort & Casino. The schedule is as follows:

Monday, March 21

12:00 NOON to 5:00 PM: Bayside E/F
(Exhibitor registration only)

Tuesday, March 22

8:00 AM to 7:00 PM: Bayside E/F

Wednesday, March 23

8:00 AM to 5:00 PM: Bayside E/F

Thursday, March 24

8:00 AM to 1:00 PM: Bayside E/F
1:30 to 5:00 PM: South Pacific Foyer

Friday, March 25

8:00 AM to 1:00 PM: South Pacific Foyer

Prayer Breakfast

Admittance into the Thursday morning Prayer Breakfast is provided at no charge to the first 60 people to show up at the event, compliments of sponsorships.

Board of Directors Voting

Following a successful and secure online Board of Director's election in 2021, the ICCFA will conduct the 2022 Board of Director's elections using the same online voting platform. The primary contact of all Regular members in good standing will be contacted via email with a secure link to register their vote. The election period opened February 21, 2022, and will remain open until March 23, 2022 at 12 NOON PDT, when the final votes will be reported and the new Board of Directors announced.

Ticket Sales

Tickets for the Closing Banquet may be purchased at the ICCFA registration desk up to 24 hours prior to the event. Please note that a ticket to the Closing Banquet and Educational Foundation Reception is included with all full attendee and spouse registrations. Additional tickets for the Closing Banquet (\$150) may be purchased at the ICCFA registration desk.

Closing Banquet Ticket Validation and Seating Assignments

We will NOT have assigned seating at the Closing Banquet on Friday night. If you would like to purchase additional tickets for the Closing Banquet (\$150), which will include heavy hors d'oeuvres and a cash bar, you must do so by NOON on Friday.

General Information

Continuing Education Credits

Funeral directors may earn up to 16.5 CE hours at the convention, pending individual state approval. Attendance certificates will be available at the ICCFA registration desk, and ICCFA staff will validate your certificate on-site. Details pertaining to your state can be found on the form.

CCE, CCFE, CFuE, CPLP, CCrE and CSE Certifications

Certifications will be awarded on the General Session stage on Thursday, March 24 beginning at 8:30 AM. Are you interested in learning how to receive a certification? Stop by the ICCFA Plaza for information on our certification designation program.

Dress Code

The dress code at the ICCFA Convention is business casual. Cocktail attire is encouraged for the Closing Banquet.

Daily Digest

Convention attendees will receive an email each night containing announcements and highlights of the next day's events.

Smoking/Alcohol Policy

For the comfort and health of all attendees, smoking is not permitted at ICCFA functions. Anyone seeming to be intoxicated will be refused alcoholic beverage service.

Social Media

Share your experience at the Convention on social media. The official hashtag is #iccf2022. You may also post photos and updates to the ICCFA's Facebook (/iccf2022), Twitter (@iccf2022) and Instagram (@iccf2022) pages.

Get the App

If you haven't downloaded the new ICCFA App from either the Google Play or Apple App store or by visiting www.tripbuildermedia.com/apps/iccfamtgs, DO SO NOW. The app contains a guide to the Convention, which includes much of the same information in this program AND MORE, including a list of pre-registrants to facilitate networking, the ability to create your own personal schedule for the week, and the option to rate speakers and sessions in real time. If you need assistance, stop by the ICCFA Plaza outside of the registration area.



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Committee Meeting Schedule

Monday, March 21

2:30–3:45 PM	Shell Seekers	Finance Committee meeting
4–5 PM	Shell Seekers	Executive Committee meeting

Tuesday, March 22

8:30–10:30 AM	Mariner A/B	Board of Directors meeting
10:30 AM–12:30 PM	South Pacific A	PLPA Committee meeting
11 AM–1 PM	South Pacific C	Sales & Marketing Committee meeting
11 AM–12 PM	South Pacific I	CCSC Committee meeting
12–1 PM	South Pacific J	Government & Legal Committee meeting
1–2 PM	South Pacific B	Membership Committee meeting
1–2 PM	South Pacific G	Veterans Committee meeting
1–3 PM	South Pacific H	IMSA board meeting

Wednesday, March 23

8–10 AM	South Pacific F	IMSA business meeting
4:30–5 PM	Mariner A/B	New Board orientation

Thursday, March 24

12–2 PM	Seascape Ballroom at the Shark Reef	Past Presidents business meeting and luncheon
5–6 PM	Mariner A/B	Organizational Board meeting

Breakout Schedule at a Glance

Tuesday, March 22

	SOUTH PACIFIC E	SOUTH PACIFIC F
2 PM	Shifts in Customer Desires and Habits Brought on by the Pandemic FH Cm Cr Angelique Simpson	Defining Leadership in the Workplace Ld B Don Winsett
3 PM	Overcoming the Staffing Challenges of the 21st Century in a Post-Pandemic World HR B Bob Heidlage	P.A.U.S.E.: Next-of-Kin Scenarios FH Cm Cr Mike Elliott

Thursday, March 24

	SOUTH PACIFIC E	SOUTH PACIFIC F
2 PM	Aftercare Startups to the Rescue? FH CM Cr Howard Sankel	17 Marketing Tactics to Grow Your Business S John Seal
3 PM	The Risks and Returns of Outsourcing B Terence Washington	Muslim Funerals: How Local Funeral Homes and Cemeteries Can Market to Muslims in Their Area FH Cm Haroon Firdausi
4 PM	Boomers are Changing - How to Reach Your Target Demographic in 2022 S T Ryan Thogmartin	Increasing Your Cremation Averages Cm FH S Thomas Holland

Friday, March 25

	SOUTH PACIFIC E	SOUTH PACIFIC F
9 AM	How Silicon Valley is Trying to Destroy the Funeral Industry and What You Can Do About It Ld B T Zach Chatterton	How to Compete in Service in a Price-Sensitive Market FH Cm S Wanda Sizemore
10 AM	Pain Killers Can Be KILLERS: Funeral Arrangements for An Overdose Death FH Gr Marc Markell	Success and Succession in Funeral Service B Ld Jake Johnson
11 AM	Talent Acquisition - The Human Resource & Your Business HR B Jason Buchbinder	Ethics in Deathcare Ge Lg Poul Lemasters, Esq.
12 NOON	Understanding Estate Processes B FH Matthew Van Drimmelen	Disenfranchised Grief: Moving Beyond "Just a Pet" and Filling a Crucial Need for Bereaved Pet Owners Gr P Maryglenn Warnock
	MARINER A/B	
1 PM	Legal & Legislative Luncheon Poul Lemasters, Esq.	Lg

Breakout Schedule at a Glance

B	Business management & operations	HR	Human resources
Cm	Cemetery	Ld	Leadership
Cr	Cremation	Lg	Legal
FH	Funeral home	P	Pet loss
Ge	General interest	S	Sales & marketing
Gr	Grief	T	Technology

SOUTH PACIFIC A/B	SOUTH PACIFIC C/D	SOUTH PACIFIC I/J
Music, Words and Ceremonies for Natural Burial Graveside Services FH Cm Ge Amy Cunningham	Emerging Leaders Ge HR Leili McMurrrough	Veteran Recruitment: Journey to Serve Panel Discussion HR Ge Moderators: Gino Merendino, Jim Price, CCFE, CCE, Lee Wiensch
Top Tips for Navigating OSHA Compliance B Dennis Madison	Filling the Gaps in Service with Pets and Catering B P Lauren Blevins, CCFE	Consumers Want “Green” Deathcare Options: Insights and Solutions from the Green Burial Council Panel Discussion Cm FH B Moderator: Rachel Essig
How to Win at Cemetery Management: Top 10 Mistakes You Don’t Want to Make Cm B Beth Kniec	Complex Reconstruction Cases FH Karl Wenzel	Women in Leadership: Compassion Fatigue & Self-Care Ge Moderator: Jennifer Olvera, CCE

SOUTH PACIFIC A/B	SOUTH PACIFIC C/D	SOUTH PACIFIC I/J
The Truth About Google vs. Facebook and At-needs vs. Pre-needs S T Tim Fish	Celebrants: The Key to a Successful Future C Cm FH Matthew Bailey	Cemetery Consumer Service Council Panel Discussion Cm Ge Moderator: Tom Daly
Radically Different: One Cemetery’s Strategy for Attracting New Business Cm Jason Troyer, PhD and C. Lynn Gibson, PhD, DPhil, CFSP	People, Process, Tools: Solving the Right Problem B T Jason Cavett	PLPA Pet Care Panel Discussion P Ge Moderator: Lauren Blevins, CCFE
How Reviews Got Us More Business S T Scott Mueller and Taelor Johnson		The RIGHT Online Marketing Strategy for Your Funeral Home or Cemetery S Robin Heppell
Telling Our Story in a Positive Way FH Cm S Joe Weigel	Five Ways to Create Meaningful Experiences for Online Guests Cm FH T Trajan Schulzke	Inclusive Funeral Directors: Affirming LGBTQ People During the Funeral Process Ge Marc Markell, PhD

Two Person Flag Folding Demonstration

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Thursday, March 24 at the U.S.
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Tuesday, March 22

2:00 PM
SOUTH PACIFIC E

CEMETERY

CREMATORY

FUNERAL HOME

Shifts in Customer Desires and Habits Brought on by the Pandemic

ANGELIQUE SIMPSON, MATTHEWS INTERNATIONAL CORPORATION

The global pandemic showed us that as an industry we can be flexible, creative, and nimble when necessary. Funeral homes and cemeteries were forced to instantly reinvent their businesses to adapt to ever-changing federal and state requirements, all while still working to provide meaningful ways of saying goodbye. Progressive funeral homes and cemeteries are using these historic challenges to innovate – using new technologies and new ideas to serve families now and well into the future. This enlightening session will review shifts in consumer desires and habits brought about by the pandemic. We will share best practices you can put into action now to ensure the future of your business and career.

2:00 PM
SOUTH PACIFIC F

★ Educational Track
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BUSINESS MANAGEMENT

LEADERSHIP

Defining Leadership in the Workplace

DON WINSETT, DAVEY RESOURCE GROUP/DAVEY TREE EXPERT CO.

When you're young, clouds are pirate ships and dragons. As we grow older, we lose sight of the "spectacular" and lose hope in what things can become. During our time spent together, attendees will look within to discover their own gifts. What makes you unique? What makes you a leader? We will take those attributes and learn how to develop them further. We will discover ways to be better listeners for our team. We are going to re-spark our imagination and see the world as pirate ships and dragons once more to regain a new perspective within the workplace.

Tuesday, March 22

3:00 PM
SOUTH PACIFIC E
★ Educational Track
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BUSINESS MANAGEMENT	HUMAN RESOURCES
---------------------	-----------------

Overcoming the Staffing Challenges of the 21st Century in a Post-Pandemic World

BOB HEIDLAGE, GLOBAL RECRUITERS OF BATESVILLE

We will dive into the latest statistics related to hiring and retaining the best and the brightest. We will also look at and discuss how the past two years have changed the dynamic between employer and employee. Learn strategies that will help you take advantage of the unique value proposition the funeral and cemetery professions offer candidates who might be reconsidering their future as we address some of the most common misconceptions about attracting and retaining top talent.

3:00 PM
SOUTH PACIFIC F
★ Educational Track
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CEMETERY	CREMATORY	FUNERAL HOME
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P.A.U.S.E.: Next-of-Kin Scenarios

MIKE ELLIOTT, CARRIAGE SERVICES

Next-of-kin scenarios create multiple challenges for funeral homes, cemeteries, and crematories and can lead to highly emotional conflict. While never easy to resolve, Mike Elliott will speak about an easy process to follow when dealing with difficult next-of-kin situations. By using the systematic P.A.U.S.E. approach, funeral homes, cemeteries, and crematories can avoid unnecessary legal risk while also showcasing first class funeral service.

4:00 PM
BAYSIDE E/F
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Grand Opening of the Expo Hall

Celebrate the grand opening of our Expo Hall with drinks and friends.

7:00 PM
BAYSIDE E/F
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Oak Ridge Boys Concert

The ICCFA is pleased to close out the first day of exhibits with a concert featuring Grammy award-winning artists, The Oak Ridge Boys. The band will take the main stage of the Expo Hall. All registrants are invited to the concert to enjoy great music, food, and drinks as we celebrate the start of Convention!



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Wednesday, March 23

9:00 AM
BAYSIDE E/F

ICCFA Annual Meeting & Board Elections

Vote* for members to represent you on the ICCFA Board of Directors, listen to officers' reports on the state of the Association, and fully engage in the running of the ICCFA.

*NOTE: Following a successful and secure online Board of Director's election in 2021, the ICCFA will conduct the 2022 Board of Director's elections using the same online voting platform. The primary contact of all Regular members in good standing will be contacted via email with a secure link to register their vote. The election period opens the week of February 21, 2022, and remains open until March 23, 2022, at 12 NOON PDT, when the final votes will be reported and the new Board of Directors announced.

9:00 AM
BAYSIDE E/F

★ Keynote Sponsored
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GENERAL SESSION

Keynote: Leading Across the Generational Divide

LYNNE LANCASTER

What makes a great leader and how do the generations view the role of leadership differently? Today, the expectations of leaders are evolving. Whether you're a seasoned veteran directing those younger than you, an experienced Gen Xer juggling multiple generations, a skilled Millennial managing upward, or you are struggling to connect with all the generations, Lynne Lancaster's savvy research, entertaining anecdotes, and practical advice will help you:

- Understand who the generations are and how their expectations of leaders have changed
- Quantify generational gaps in recruiting, engaging, communicating, and retaining
- Increase your effectiveness as a leader by understanding how to engage each generation
- Apply hands-on techniques to flex your leadership style

Wednesday, March 23

11:00 AM
BAYSIDE E/F

★ Lunch Sponsored
by:
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PARTNERS

Expo Hall Open/Lunch with Exhibitors

Stop by for a buffet-style lunch and drinks while viewing the latest industry products and services in the Expo Hall

2:30 PM
BAYSIDE E/F

★ Keynote Sponsored
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GENERAL SESSION

Keynote: The Brand Within - Branding Yourself from Birth to the Boardroom

DAYMOND JOHN

When William Shakespeare said, “All the world’s a stage,” he was indirectly talking about branding! Corporations love employees with a strong sense of branding because it inspires out-of-the-box thinking, creating an infectious energy that flows throughout the work environment. It’s no secret that the world has gotten smaller. Facebook, TikTok, Twitter, Instagram, and dozens of other social websites have increased the desire for people to be noticed as a brand. From how he remade his brand image and transitioned from clothing mogul to television personality, Daymond John is going to share the stories and lessons that got him there.

Along his entrepreneurial journey, through his many successes as well as failures, he has learned a few things about getting the best out of business and life. He believes the keys to his success include establishing the right mindset and following a few fundamental principles, which he calls his five “S.H.A.R.K points.” Daymond John believes the ability to shift power in our favor starts with how we present ourselves to the world, and how the world looks back on us. And that begins with mastering influence and developing a reputation that highlights what you stand for. In today’s world, we all live or die by the stories we tell, which is why we need to think about the stories that define our past before we can begin to take that next big step. Get ready! Daymond John will share how to take control of your destiny and empower audience members to make positive changes in every aspect of their lives.

Blackstone Cemetery Development will be giving out limited signed copies of Daymond John’s book, *Powershift*. Visit booth #816 to get your copy! First-come, first-serve.

3:30 PM
BAYSIDE E/F

★ Event Sponsored
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Happy Hour Reception in Expo Hall

Enjoy exhibits, snacks and drinks until the Expo Hall closes at 5 PM.

5:00 PM

SOUTH PACIFIC A/B

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First Timers Reception

Meet with fellow first timers and ICCFA Board members over refreshments and light snacks.

5:00 PM

SOUTH PACIFIC C/D

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PLPA Reception

This year, we welcome incoming PLPA Committee Chair Lauren Blevins and celebrate the realignment of the Pet Loss Professionals Alliance (PLPA).

6:00 PM

ISLANDER

Educational Foundation Reception

Join us as we thank the generosity of donors, and recognize scholarship recipients, and toast the 2022 Lasting Impact awardee, **Glenda Stansbury**, at the ICCFA Educational Foundation Reception.



Glenda's legacy is notable for her training and development of celebrants, who offer an alternative to services provided by clergypersons for families who are not affiliated with a church or who do not wish to have a traditional religious funeral service. Under her guidance, she has trained over 4,665 celebrants with an estimated 7.5 million individuals who have witnessed the impact of a ceremony performed by one of her trainees.

A ticket to the ICCFA Educational Foundation Reception is included in each registration.

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Thursday, March 24

7:30 AM

SHELL SEEKERS

★ Event Sponsored
by:
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CEMETERY CARE

Annual Prayer Breakfast

Join fellow worshippers for breakfast and fellowship at the annual ICCFA prayer breakfast. The prayer breakfast is free to attend, however space is limited.

8:30 AM

BAYSIDE E/F

Keeping It Personal (KIP) and Executive Certification Awards

Winners of the 2021 Keeping It Personal (KIP) Awards will be honored during a ceremony on the general session stage. The KIP Awards recognize the best in personalization and were created by ICCFA's Personalization Committee to recognize outstanding examples of personalization of services or products in the deathcare profession.

ICCFA's Certified Executive Program was designed to recognize those members who have attained the highest level of achievement within the funeral service, cemetery, and memorialization profession. Join us as we recognize your colleagues who have met all the standards to receive their certifications in 2020 and 2021.

9:00 AM

BAYSIDE E/F

★ Keynote Sponsored by:
INGLEWOOD PARK CEMETERY

★ Book Signing Sponsored by:
SECURITY NATIONAL LIFE INSURANCE

GENERAL SESSION

Keynote: Digital Legacy - Take Control of Your Digital Afterlife

RIKARD STEIBER

Do you know what happens to your digital “stuff” when you die? Well, you are not alone! As it turns out, 90% of people don’t have plans in place for what will happen to their online financial and social media accounts, documents, or photos, but 80% of them want a solution. Join visionary technology leader and author of the book, *Digital Legacy: Take Control of Your Digital Afterlife*, Rikard Steiber, to learn what will happen to your digital accounts like Google, Apple, and Facebook when you die. He will share how digital accounts, documents, and photo memories are becoming an important part of pre-need planning and will reveal a glimpse into a future where you can live forever as an AI avatar interacting with future generations.

Rikard will be signing copies of his book, *Digital Legacy: Take Control of Your Digital Afterlife*, at Security National Life Insurance booth (#224) on Thursday, March 24 at 10:45 AM.

GENERAL SESSION

Keynote: Nice Bike – Making Meaningful Connections

MARK SCHARENBROICH

Mix thousands and thousands of black leather-clad, bandana-wearing, tattoo-bearing Harley-Davidson riders with a 100th Anniversary and one beige rental car and the end result will be the perfect metaphor for connecting with others: “Nice Bike.” Nice Bike acts as a powerful catalyst to help build stronger, more unified teams. The message will inspire audience members to be more engaged and passionate about connecting with others.

Join Emmy award-winning speaker, Mark Scharenbroich as he takes you for a fun ride on how to be effective at making meaningful connections in both your professional and personal life. His Nice Bike principle is supported by three strong actions: acknowledge, honor, and connect. Mark has spent his career working in both industry and education discovering how some of the best organizations and team leaders build a culture that encourages people to perform at a higher level through greater engagement. Part motivational speaker, part thought-provoker and pure comedic entertainer, Mark Scharenbroich will inspire, teach, and engage you with Nice Bike.

Mark will be signing copies of his book, *Nice Bike: Making Meaningful Connections on the Road of Life*, at the Johnson Consulting Group booth (#923) following his keynote.

9:30 AM

BAYSIDE E/F

★ Keynote Sponsored by:
J3TECH SOLUTIONS & JOHNSON CONSULTING GROUP

10:30 AM
BAYSIDE E/F

★ Brunch Sponsored
by:
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2:00 PM
SOUTH PACIFIC E

Expo Hall Open/Brunch with Exhibitors

Today is the last day of exhibiting, so be sure to visit the Hall for one last walk-around and a quick brunch. Exhibits are open until 1:30 PM.

CEMETERY

CREMATORY

FUNERAL HOME

Aftercare Startups to the Rescue?

HOWARD SANKEL, OPTIONS FOR ASHES, P.B.C.

Challenges don't go away. They evolve. Cemeteries are increasingly challenged by the continued growth in cremations. Crematories continue to be under pricing pressures as more capacity enters the market and customers are increasingly challenged by a misalignment of permanent memorialization desires and available options. There are solutions on the horizon. Funeral industry startup companies are beginning to fill the voids. The question is, how should cemeteries, crematories, and funeral homes best work with them to capture increased revenue without adding to their costs or jeopardizing customer relationships? Join Howard Sankel as he provides tools to help ensure that you are simultaneously maximizing your profit potential while best serving your family's needs.

2:00 PM
SOUTH PACIFIC F

★ Educational Track
Sponsored by:
COLDSPRING

SALES & MARKETING

17 Marketing Tactics to Grow Your Business

JOHN SEAL, HANGAR MARKETING

The world of marketing is constantly changing. It may seem complicated at first, but it doesn't have to be. Join us in this fast-paced session to learn how to stay ahead of your competitors and grow your practice without breaking the bank.

2:00 PM
SOUTH PACIFIC A/B

CEMETERY

FUNERAL HOME

GREEN BURIAL

Music, Words and Ceremonies for Natural Burial Graveside Services

AMY CUNNINGHAM, FITTING TRIBUTE FUNERAL SERVICES LLC

Join Amy Cunningham as she walks participants through every phase of an earth-friendly burial. With photos obtained with family permission, you'll get a real feel for what it's like to direct a gorgeous natural burial. Come hear advice on keeping the body cool, how to shroud, convey to the cemetery, and give families a transformative hands-on experience. You will leave this talk saying to yourself, "This is the first time I've been able to get a glimmer of an opportunity I previously felt was a big loser for us."

2:00 PM
SOUTH PACIFIC C/D

GENERAL INTEREST	HUMAN RESOURCES
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Emerging Leaders

LEILI MCMURROUGH, WORSHAM COLLEGE OF MORTUARY SCIENCE, MCMURROUGH FUNERAL CHAPEL

The challenges of hiring and retaining quality talent seem to be nationwide issues plaguing our funeral homes. Funeral home hiring managers want the Energizer Bunny: inexhaustible, cost-efficient labor. Yet, modern apprentices want work/life balance, benefits, and a living wage. These conflicts of interests have created a gap in expectations, making it difficult to find good candidates to fill critical roles. Even more importantly, this disconnect has caused an exodus of hard-working, dedicated professionals in pursuit of other careers. What can we do to fix this problem? Join Leili McMurrough as we focus on how to create a funeral home environment that welcomes and retains talent by taking an “employee-centered” perspective. We will hear various perspectives from mortuary students, recent graduates, apprentices, and first-year funeral directors, and learn why some of our rising stars leave the profession.

2:00 PM
SOUTH PACIFIC I/J

GENERAL INTEREST	HUMAN RESOURCES
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Veteran Recruitment: Journey to Serve Panel Discussion

MODERATORS: GINO MERENDINO, MERENDINO CEMETERY CARE; JIM PRICE, CCFE, CCRE, PARK LAWN CORPORATION; LEE WIENSCH, FUNERAL SERVICE FOUNDATION

Journey to Serve is a collaborative initiative between the ICCFA Educational Foundation and the Funeral Service Foundation designed to help recruit military veterans to open positions within the deathcare profession. Join members of ICCFA’s Veterans Committee as they discuss the traits that make military veterans such ideal candidates for careers in deathcare, share first-hand accounts of successful veteran hires within their firms, and demonstrate how to effectively use the Journey to Serve toolkit to better communicate with and recruit military veterans to your deathcare business.

3:00 PM
SOUTH PACIFIC E

BUSINESS MANAGMENT	OPERATIONS
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The Risks and Returns of Outsourcing

TERENCE WASHINGTON, SERVICE CORPORATION INTERNATIONAL

The session will describe some of the risks associated with outsourcing work to third party contractors and steps you should take to mitigate those risks.

3:00 PM

SOUTH PACIFIC F

FUNERAL HOME

CEMETERY

Muslim Funerals: How Local Funeral Homes and Cemeteries Can Market to Muslims in Their Area

HAROON FIRDAUSI, MUSLIM FUNERAL SERVICES

Ever wonder how you could better serve your Muslim neighbors? Join Haroon Firdausi as he provides insight and expertise into marketing your services to the Muslim community. Haroon is a Chicago native who studied electrical engineering at the University of Illinois. After his mother passed away in 2001, he realized there were no funeral homes in the Chicagoland area catering to his community. Inspired, he went to Worsham University, graduated top of his class, and started Muslim Funeral Services.

3:00 PM

SOUTH PACIFIC A/B

★ Educational Track
Sponsored by:
BATESVILLE

BUSINESS MANAGEMENT

OPERATIONS

Top Tips for Navigating OSHA Compliance

DENNIS MADISON, FOREST LAWN MEMORIAL - PARKS & MORTUARIES

This session will highlight the current trends in OSHA enforcement, revealing the most frequent citations issued to our industry in recent years, compliance tips to avoid them, and descriptions of the many key OSHA standards our industry needs to focus on. Dennis Madison will also touch on the different types of citations, the current penalty structure for each, and the appeals process. OSHA inspection triggers along with best practices for preparing and dealing with an OSHA inspection will also be covered. Finally, top takeaways to help focus your safety compliance efforts in an efficient manner will be included along with highlighting some of the many free resources that are available to all businesses.

3:00 PM

SOUTH PACIFIC C/D

★ Educational Track
Sponsored by:
NORTHSTAR
MEMORIAL GROUP

BUSINESS MANAGEMENT

OPERATIONS

PET LOSS

Filling the Gaps in Service with Pets and Catering

LAUREN BLEVINS, CCFE, WILLIAMS FUNERAL HOMES & CREMATORY

As we progress with the shift in our profession and move toward a hospitality mindset, how do we begin? Implementation of a new way of doing business, from catering to specialized services, can be the most challenging part of the process. Lauren Blevins will share clear How-To's, how she started, and what she learned from both winning solutions and ideas that flopped. Embracing change will not only affect our personal lives but can have a profound impact on our businesses if our teams believe in it.

3:00 PM
SOUTH PACIFIC I/J

CEMETERY	FUNERAL HOME	GREEN BURIAL
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Consumers Want “Green” Deathcare Options: Insights and Solutions from the Green Burial Council Panel Discussion

RACHEL ESSIG, RIVER VIEW CEMETERY FUNERAL HOME;
ED BIXBY, GREEN BURIAL COUNCIL AND DARREN CROUCH,
PASSAGES INTERNATIONAL

Consumer interest in going “green” after death is rising. In recent surveys, 61.7% and 84% of respondents indicated interest in environmentally sustainable funeral and cemetery options (NDFA 2020; Kates-Boylston May 2021). The Green Burial Council (GBC) has led the charge for 17 years, educating consumers and professionals and developing certification standards for cemeteries, funeral homes, and products. Participants will:

- Strengthen their ability to respond to these consumer demands
- Understand the ease of creating a responsive business model
- Learn about GBC’s support to cemeteries, funeral homes, suppliers, and consumers
- Explore the benefits of certification

4:00 PM
SOUTH PACIFIC E
★ Educational Track
Sponsored by:
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SALES & MARKETING	TECHNOLOGY & INNOVATION
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Boomers are Changing - How to Reach Your Target Demographic in 2022

RYAN THOGMARTIN, DISRUPT MEDIA

As a funeral professional, it can be difficult to reach everyone that needs to hear about your services. This presentation will keep you up to date on how your core demographics are communicating online so you can have more conversations, increased business, and a leg-up on the competition.

4:00 PM

SOUTH PACIFIC F

★ Educational Track

Sponsored by:

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PARTNERS

CREMATION

FUNERAL HOME

SALES & MARKETING

Increasing Your Cremation Averages

THOMAS HOLLAND, CPC, ATLANTIC COAST LIFE INSURANCE CO.

The average cremation sale can have an impact on your prearrangement results. Let's look at ways to combat these averages, increase your arrangement counts, and increase your income.

4:00 PM

SOUTH PACIFIC A/B

BUSINESS MANAGEMENT

CEMETERY

How to Win at Cemetery Management: Top 10 Mistakes You Don't Want to Make

BETH KMIIEC, CLEARPOINT FEDERAL BANK & TRUST

Operating a cemetery can be complex, time consuming, and overwhelming. Maintaining a world-class cemetery requires good recordkeeping, investment management knowledge, documented processes, and staying in compliance. No need to feel overwhelmed, there are industry partners available to support you and your team. During this session, you will learn the potential cemetery management pitfalls to avoid, best practices, and how to create a winning strategy.

4:00 PM

SOUTH PACIFIC C/D

EMBALMING

FUNERAL HOME

Complex Reconstruction Cases

KARL WENZEL, CANADIAN SCHOOL OF ADVANCED PREP

Handling severe physical trauma and the complications associated with complex situations can be a challenge for every embalmer. When confronted with severe reconstruction, it is necessary to be innovative and "think outside the box". Embalmer and educator Karl Wenzel will demonstrate how to take measurements to recreate lost features and the different techniques that can be used to allow families a final viewing. Karl will discuss the facts and clear up some myths about the products embalmers use in their attempt to restore and reconstruct trauma. He will also take an in-depth look at safety in the prep room.

Women in Leadership: Compassion
Fatigue & Self-Care Panel Discussion

MODERATORS: JENNIFER OLVERA, CCE, GREEN HILLS
MEMORIAL PARK, & TIFFANY GALLARZO, GREEN HILLS
MORTUARY AND MEMORIAL CHAPEL, AND NÉCTAR RAMÍREZ,
FOREST LAWN MEMORIAL-PARKS & MORTUARIES

PANELISTS: GWEN MOONEY, CCFE, CAVE HILL CEMETERY AND
DELANA PRATT, CSE, CAIRN PARTNERS

Dealing with others' grief is unavoidable in our industry and we don't always know how to let go, which then leads to compassion fatigue. Self-care is an activity and an attitude which contributes to the maintenance of well-being and personal health. Through this Women in Leadership session, we will hear stories of compassion fatigue and offer coping mechanisms that will help reduce the negative effects of stress so that you can continue to function at full capacity. All are welcome.



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Friday, March 25

9:00 AM
SOUTH PACIFIC E

BUSINESS MANAGEMENT

LEADERSHIP

TECHNOLOGY

How Silicon Valley is Trying to Destroy the Funeral Industry and What You Can Do About It

ZACH CHATTERTON, GATHER

Armies of technology companies are assembling - with war chests of money - to do battle against the funeral industry. Join Zach Chatterton as he shares statistics about funding rounds and provides an in-depth analysis of the strategic approach of these new ventures. Learn what funeral homes can do to protect their businesses in the face of a changing landscape and build on their strengths while exploiting the weaknesses of Silicon Valley.

9:00 AM
SOUTH PACIFIC F

CEMETERY

FUNERAL HOME

SALES & MARKETING

How to Compete in Service in a Price-Sensitive Market

WANDA SIZEMORE, HOMESTEADERS LIFE COMPANY

Too often, funeral providers who pride themselves on offering exceptional service spend most of their time talking to families about out-of-pocket costs or they find themselves in a difficult (and unsustainable) position after lowering prices to compete with low-cost providers. What do you do when you discover that your profit margin is no longer enough to support your historic service levels? This presentation will offer actionable tips for how to compete as a service leader in your market, shifting conversations away from what consumers pay and toward the long-lasting value of your goods, services, and expertise.

9:00 AM
SOUTH PACIFIC A/B

★ Educational Track
Sponsored by:
LEGACY.COM

SALES & MARKETING	TECHNOLOGY
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The Truth About Google vs. Facebook and At-needs vs. Pre-needs

TIM FISH, RING RING MARKETING

Far too many funeral service firms believe they can generate more at-need calls through Facebook marketing. It's just not true. In this presentation, Tim Fish explains why mastering Google is the key to generating at-need calls, whereas Facebook is the right medium for developing pre-need leads and sales.

9:00 AM
SOUTH PACIFIC C/D

CELEBRANTS	CEMETERY	FUNERAL HOME
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Celebrants: The Key to a Successful Future

MATTHEW BAILEY, B.C. BAILEY FUNERAL HOME INC.

Contemporary families are seeking alternative options to funeral homes and cemeteries. In increasing numbers, they are turning away from services and permanent memorialization. In this presentation, Matt Bailey reviews how we found ourselves where we are today and how utilizing celebrants can be the key to not only responding to these customers, but proactively shaping a meaningful and successful future as well.

9:00 AM
SOUTH PACIFIC I/J

CEMETERY

Cemetery Consumer Service Council Panel Discussion

MODERATOR: THOMAS P. DALY, CCE, CHS CONSULTING GROUP/CEMETERY HELPFUL SOLUTIONS

CCSC COMMITTEE MEMBERS: STEVE BITTNER, CCE, CINCINNATI CATHOLIC CEMETERY SOCIETY; BUDDY EWING, CARRIAGE SERVICES - SEASIDE MEMORIAL PARK & FUNERAL HOME; ROBERT GORDON JR., CCE, CYPRESS LAWN; MIKE HARENS, COLDSPRING; AND LARRY MICHAEL, PARK LAWN CORPORATION

The Cemetery Consumer Service Council (CCSC) is a committee within the ICCFA that handles disputes and issues that arise between cemeteries and consumers. The session will begin with a brief overview of the CCSC, before discussing data and trends that the CCSC has recorded. A panel discussion will follow where members of the CCSC will highlight and discuss cemetery complaints that have been received. Panelists will then provide recommendations to attendees, guidance on how these issues can be addressed, and steps that can be taken to prevent issues from arising. Attendees will be able to apply the lessons learned directly to their cemeteries and businesses, regardless of size.

10:00 AM
SOUTH PACIFIC E

FUNERAL HOME

GRIEF

Pain Killers Can Be KILLERS: Funeral Arrangements for An Overdose Death

MARC MARKELL, ST. CLOUD STATE UNIVERSITY/WORSHAM COLLEGE OF MORTUARY SCIENCE

The opioid crisis has affected every state in the United States. Funeral directors nationwide serve an important role when making arrangements for a family after the death from an overdose. Not only are they often the first support the family receives, but they also have the opportunity to help the family start the path of healthy grieving. This session will focus on the definition of a drug overdose death, national statistics, making arrangements after an overdose death, as well as insightful information from interviews and how to incorporate the cause of death into obituaries and eulogies.

10:00 AM
SOUTH PACIFIC F

BUSINESS MANAGEMENT

LEADERSHIP

★ Educational Track
Sponsored by:
NORTHSTAR
MEMORIAL GROUP

Success and Succession in Funeral Service

JAKE JOHNSON, JOHNSON CONSULTING GROUP

In this presentation, Jake Johnson will share statistics on how COVID has affected business values and succession planning and give case studies on value impacts. He will discuss the four pillars of success, share the characteristics of a successful funeral operation, and talk about ways to create a customer service revolution in your organization that will allow you to turn a product into a service. You will walk away knowing how to maximize the value of your business, regardless of how it is transferred in the future.

10:00 AM
SOUTH PACIFIC A/B

CEMETERY

Radically Different: One Cemetery's Strategy for Attracting New Business

JASON TROYER, PHD, JASONTROYER.COM & GRIEFPLAN.COM
AND C. LYNN GIBSON, PHD, DPHIL, CFSP, SMITH LIFE & LEGACY

Grandview Cemetery in Maryville, TN, was awarded the 2020 Keeping It Personal (KIP) Award for the Most Personalized Service or Memorial (Cemetery). In this presentation, Drs. Gibson and Troyer share the unique features and marketing that earned Grandview Cemetery this award. If you are curious about how to draw more people to your cemetery and offer them unique cremation options, then this presentation is for you.

10:00 AM
SOUTH PACIFIC C/D

BUSINESS MANAGEMENT	TECHNOLOGY
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People, Process, Tools: Solving the Right Problem

JASON CAVETT, [WEBCEMETERIES.COM](http://webcemeteries.com)

We have all heard it before - “Do you want to grow your organization? Do you want to increase your revenue? Do you want to drive new sales? Use XYZ Software and you will see results!” Most people, when told they can “Get rich quick!” ignore the message because it’s just not true. Yet, every day, leaders in organizations are hooked by messages similar to these with hopes that their business will “get rich quick.” This type of phrasing is plastered across the websites of thousands of software vendors. It appeals to our desire to accomplish a lot with a little but a piece of software, by itself, is just another “get rich quick” scheme and often results in organizational frustration, split fiefdoms of technology, and failure to achieve the desired goals. This session will cover an approach to organizational growth that creates a bed of solid rock on which to advance, grow, and expand. Rather than throwing technology at the problem or goal, you will walk away with a plan for developing an organizational environment where your tools support and enable your growth.

10:00 AM
SOUTH PACIFIC I/J

PET LOSS	GENERAL INTEREST
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PLPA Pet Care Panel Discussion

MODERATOR: LAUREN BLEVINS, CCFE, WILLIAMS FUNERAL HOMES & CREMATORY

PANELISTS: COLEEN ELLIS, CPLP, TWO HEARTS PET LOSS CENTER; ANDREW PARSELL, PARSELL FUNERAL HOMES & CREMATORIUM/PARSELL PET CREMATORIUM; AND MARYGLENN WARNOCK, PAWS TO REMEMBER

Do you ever wonder how to provide your families with dignified and respectful care of their deceased pets? Interested in promoting your cemetery, crematory, or memorial center as a place of lasting tribute to the memories of our beloved pets? You’re invited to join our esteemed group of panelists and moderator Lauren Blevins from the Pet Loss Professionals Alliance (PLPA) as they explore these issues and more.

11:00 AM
SOUTH PACIFIC E

HUMAN RESOURCES

OPERATIONS

Talent Acquisition - The Human Resource & Your Business

JASON BUCHBINDER, CARRIAGE SERVICES

The discussion will highlight best practices pursuant on how to knock-in and/or knock-out potential new partners to your individual and unique team through the initial vetting process. We will also discuss how to further assess those practices and processes currently in place that have your business and family's best interests at heart. Better human resources mean a better return on investment.

11:00 AM
SOUTH PACIFIC F

★ Educational Track
Sponsored by:
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GENERAL INTEREST

LEGAL

Ethics in Deathcare

POUL LEMASTERS, ESQ., ICCFA GENERAL COUNSEL

Deathcare is a caring profession. I mean, look at the word deathcare - 'care' is right in there! And if you care about something, then it must mean you're ethical too. Right? Well - the problem is that our society is always changing, along with our ethics. It's true. Most people think ethics are rules that never change; it's simply doing the right thing. But ethics evolve and we are seeing big changes in what society accepts as ethical versus unethical. So, what have you done to address the changes in ethics that affect deathcare? You have talked about ethics, right? People - and businesses - need to have a better understanding of ethics in the workplace so they can avoid big issues. Today, being unethical can ruin a business and even be part of a lawsuit.

11:00 AM
SOUTH PACIFIC A/B

SALES & MARKETING

TECHNOLOGY

How Reviews Got Us More Business!

SCOTT MUELLER, MUELLER MEMORIAL AND TAELO
JOHNSON, MUELLER MEMORIAL

"We chose Mueller because of the positive reviews here on Google." - Janna Caywood

When a person suddenly finds themselves looking for a cremation, cemetery, or funeral provider, they'll search Google. What will Google tell them about you? Join Scott Mueller and Taelor Johnson to explore how reviews and social proof are the new currency in internet marketing and discover tools and techniques to tactfully ask families to share their heartfelt referrals with the world. Learn how to turn a bad review into a positive, why a 4.9 rating is sometimes even better than a five, and how to create a custom Google review link for your business.

11:00 AM
SOUTH PACIFIC I/J

SALES & MARKETING

The RIGHT Online Marketing Strategy for Your Funeral Home or Cemetery

ROBIN HEPPELL, CFSP, FUNERAL RESULTS MARKETING

One of the biggest problems funeral homes and cemeteries have with their online marketing efforts is that they focus on using a particular marketing channel and not on the end result like increased calls or sales. Instead, owners and managers should approach their online marketing plans to focus on the goals first, then the audience, and so on. Robin Heppell will share his framework for mapping out a marketing plan, from establishing the goals to identifying the necessary steps to achieve them. You'll leave this session with a clearer understanding of the marketing campaign development process and a framework and resources to aid in future online marketing.

12:00 PM
SOUTH PACIFIC A/B

CEMETERY	FUNERAL HOME	MARKETING
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Telling Our Story in a Postive Way

JOE WEIGEL, WEIGEL STRATEGIC MARKETING

During the COVID-19 pandemic, the ICCFA Educational Foundation created a public service campaign to promote funeral and cemetery professionals as "Final Responders". Since the launch in February 2021, the TV announcements have been seen by almost 80 million people and generated \$4.5 million in media value. In this session, Joe Weigel will discuss this campaign and offer ways for funeral directors and cemeterians to use these public service announcements in their local markets. He will also talk about how to generate positive news coverage and stay on the "good side" of the media.

12:00 PM
SOUTH PACIFIC C/D

CEMETERY

FUNERAL HOME

TECHNOLOGY

Five Ways to Create Meaningful Experiences for Online Guests

TRAJAN SCHULZKE, FOVEO MEMORIAL SERVICES INC.

Live streaming has become an expected part of today's funeral service. Whether you are excited about what you can offer families or are still looking for a better way to stream, we'll look at the trends and essentials for streaming and what you can do to offer personalized, engaging streaming experiences that are on-brand and aligned with the in-person experiences you offer.

12:00 PM
SOUTH PACIFIC E

AFTERCARE

FUNERAL HOME

Understanding Estate Processes

MATTHEW VAN DRIMMELEN, FULL-CIRCLE AFTERCARE

Assisting families after their loved one has died encompasses more than just the planning that happens in the funeral home. Non-legal estate issues can take the average family 12 to 18 months to settle. Attend this session to more fully understand estate processes so you can better prepare the families you serve.

12:00 PM
SOUTH PACIFIC F

PET LOSS

GRIEF

Disenfranchised Grief: Moving Beyond "Just a Pet" and Filling a Crucial Need for Bereaved Pet Owners

MARYGLENN WARNOCK, PAWS TO REMEMBER

This session explains the concept of "disenfranchised grief," highlights the burgeoning need for pet aftercare services, and details the keys to filling this immense need, creating awareness and visibility among pet owners and serving this important market segment.

12:00 PM
SOUTH PACIFIC I/J

GENERAL INTEREST

Inclusive Funeral Directors: Affirming LGBTQ People During the Funeral Process

MARC MARKELL, PhD, WORSHAM COLLEGE OF MORTUARY SCIENCE

For many years, same-sex couples had no legal protection, but now they can legitimize their relationships through marriage. As of 2015, all same-sex couples in the United States can legally marry. However, even if couples decide to legally marry, there are still many challenges they may face. Because same-sex marriage is legal, some people falsely assume that LGBTQ people have reached a level of equality with their heterosexual peers. This is not true for many people. This presentation will discuss terminology, religious beliefs, discrimination, stages of coming out, and how it impacts arrangements, funeral service, and grief.

1:00 PM
MARINER A/B
★ Sponsored by:
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GENERAL INTEREST

LEGAL

Legal & Legislative Luncheon

POUL LEMASTERS, ESQ., ICCFA GENERAL COUNSEL

It is said that when something works, you stick with it. Apparently, a free lunch served with a side of legal and legislative updates is one of those models that works. Join us again for the annual Legal & Legislative Luncheon. This is THE place to be if you want to hear about and contribute to what is happening on the Federal and State levels of deathcare. We will talk about taxes, OSHA, employment, and FTC, plus state issues and changes in funeral, cemetery, and crematory regulations across America - we may even talk a little about Canada, too. In addition to hearing about legislation that might affect you, this is also the place to share the issues that are currently affect-ing you. With a roomful of those in the know you will want to make sure to put this session on your calendar.

Friday, March 25

5:30–10:00 PM
PALM FOYER &
SOUTH SEAS
BALLROOM

Closing Banquet

We will cap off the end of a memorable week with the Closing Banquet! Enjoy a night of drinks, dinner, and friendship. The evening begins with a reception followed by the annual Celebration of Remembrance, dinner, and a speech from ICCFA President Gary Freytag, CCFE. We will also honor inductees into the Quarter and Half Century Clubs and bestow the ICCFA Hall of Fame Award on two well-deserving members: Jim Price, CCFE, CCE, and Bill Wright, CCE.

A ticket to the ICCFA Closing Banquet is included in each full registration. Additional tickets can be purchased at the ICCFA Registration desk.



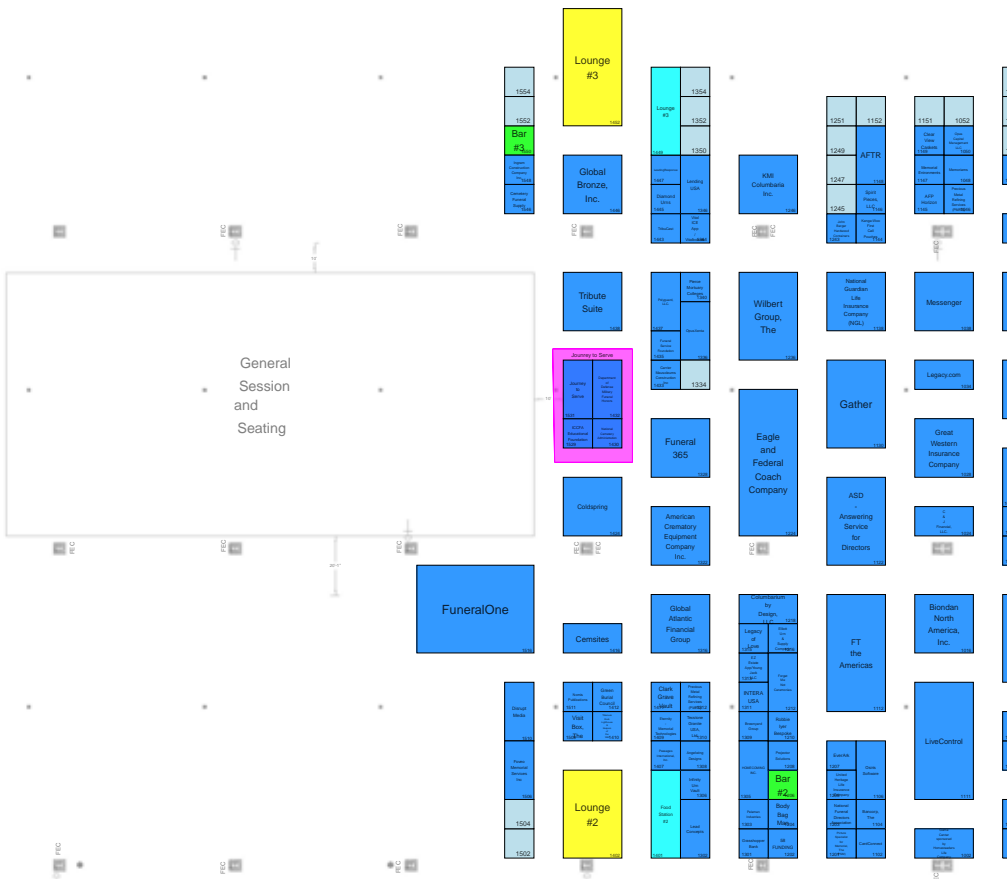
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MAY 16–19, 2023

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Expo Hall Map



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Expo Hall Hours

Tuesday, March 22	4–9 PM	Exhibits open + Expo Hall grand opening reception
Wednesday, March 23	11 AM–5 PM	Exhibits open + Lunch with exhibitors and reception
Thursday, March 24	10:30 AM–1:30 PM	Exhibits open + Brunch with exhibitors



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2022 Exhibitors

COMPANY		BOOTH #
@Need	First Time	212
4 Season Custom Clothiers		824
58 FUNDING		1202
A Simple Thank you		407
Academy of Professional Funeral Service Practice, Inc.		316
AFP Horizon		1145
Aftercare.com		927
AFTR		1148
Algordanza Memorial Diamonds	PLPA	430
American Crematory Equipment Company Inc.		1322
American Funeral & Cemetery Trust Services - (AFCTS)		445
American Mortuary Coolers		632
American Pre-Arrangement Services, Inc - (APASI)		344
Angelwing Designs	First Time	1308
Argent Trust Company		522
ASD - Answering Service for Directors		1122
Assurance Funeral Funding		702
Atlantic Coast Life		848
Axiom, Powered by JMT Consulting	IMSA	506
B&L Cremation Systems, Inc.	IMSA • PLPA	808
Bancorp, The		1104
Batesville	IMSA • PLPA	914
Batesville - Meeting Rooms #1 & #2	IMSA • PLPA	755
Behar Mapping LLC	IMSA • PLPA	611
Biondan North America, Inc.	IMSA	1016
Bio-Response Solutions Inc. (Aquamation)	PLPA	525
Blackstone Cemetery Development		816
Body Bag Man	First Time	1204
Body Sealer	PLPA	537
Brownyard Group	First Time	1309
C & J Financial, LLC.		1024
CardConnect	First Time	1102
Carrier Mausoleums Construction Inc	IMSA	1433
Catholic Extension		1007
Cemetery Funeral Supply		1546
Cemetery360, Inc.		516
Cemsites	PLPA	1416
CFS	First Time	744
Champion Company, The		533

COMPANY		BOOTH #
Church & Chapel Metal Arts, Inc.	IMSA	523
Clark Grave Vault		1411
Classic Plastics Corp		511
Clear View Caskets	First Time	1149
ClearEstate	First Time	427
Clearpoint Federal Bank & Trust		515
Coldspring	IMSA • PLPA	1424
Columbarium by Design, LLC	PLPA	1218
Commemorative Rosaries		425
Continental Computer Corporation		416
Cooperative Funeral Fund, Inc.		401
Core Scientific		431
Cremation Recycling, a division of Mid-States Recycling		826
Crowne Vault/Cressy Memorial		1009
Custom Air Trays	IMSA • PLPA	421
Davey Tree Expert Company, The		614
Davis Whitehall Company, The		512
Dead Ringers	First Time	531
Department of Defense Military Funeral Honors		1432
Diamond Urns	First Time	1445
Disrupt Media		1510
Dodge Company	IMSA	306
Domani Preneed		432
Domanicare	First Time	313
Donate Life America		952
Doric Products, Inc.	IMSA	417
Eagle and Federal Coach Company		1224
Eagle Granite		323
Eagle's Wings Air (EWA)		709
Eckels & Company		828
eFuneral	First Time	335
Eickhof Columbaria, Inc.	IMSA	221
Elberton Granite Association		414
Elegante Brass Company		340
Elliott Urn & Supply Company	First Time	1216
Ensure-A-Seal	IMSA	712
Envision Strategic Partners	First Time	339
Eterneva	IMSA • First Time	403
Eternity - Memorial Technologies	First Time	1409
Eternity's Touch, Inc.		536

COMPANY

BOOTH

EverArk	First Time	1207
Everdays		545
Everything After	First Time	216
Express Funeral Funding		938
EZ Estate App/Young Jack LLC	First Time	1313
Family Bronze		1047
Fenimore Asset Management	First Time	410
Final Embrace, LLC		847
Fireless Cremation TM	First Time	507
Flowers for Cemeteries, Inc.		928
Foresight Companies, The		945
Forget Me Not Ceremonies	First Time	1212
Foveo Memorial Services Inc	First Time	1506
Frigid Fluid Company		704
FT the Americas		1112
Full-Circle Aftercare	First Time	621
Funeral 365	First Time	1328
Funeral Directors Life Insurance Company (FDLIC)		332
Funeral Home Gifts	PLPA	638
Funeral Results Marketing	First Time	926
Funeral Service Foundation		1435
Funeral Services, Inc.	IMSA	509
FuneralOne		202 & 1516
G.H. Forbes Associates Architects		535
Garfield Refining Company		524
Gather	First Time	1130
Global Atlantic Financial Group		1316
Global Bronze, Inc.	IMSA • PLPA	1426
Granville Urns		301
Grasshopper Bank	First Time	1301
Great Western Insurance Company		1028
Green Burial Council		1412
Hepburn Superior US Chemical		228
Heritage Flower Company	IMSA	318
HOMEcomings INC.	First Time	1305
Homesteaders Life Company		322
Huntington National Bank		443
ICCFA Educational Foundation		1529
Implant Recycling, LLC		544
In Lieu of Flowers	First Time	310
INB Medical	First Time	438

COMPANY		BOOTH #
Infinity Urn Vault	First Time	1306
Ingram Construction Company Inc.	IMSA	1548
Inman Shipping Worldwide	PLPA	317
Insight Books, Inc.		307
INTERA USA		1311
j3techsolutions	First Time	922
John Berger Hardwood Containers		1243
Johnson Consulting Group		923
Journey to Serve	First Time	1531
JST Architects		446
Kanga-Woo First Call Pouches		1144
Kates-Boylston Publications		610
KMI Columbaria Inc.		1246
Kyber Columbaria & Consulting	First Time	331
LAads - A Marketing Agency	IMSA	947
Lead Concepts	First Time	1302
LeadingResponse	First Time	1447
Legacy of Love	First Time	1315
Legacy Touch		849
Legacy.com		1034
Lending USA		1346
Life Celebrants International	First Time	433
Link Funeral Funding	First Time	223
Live Oak Bank	PLPA	1025
LiveControl	First Time	1111
Matthews Environmental Solutions		734
Matthews Memorialization	IMSA	728
McCleskey Muasoleum Consruction Company	IMSA	206
Mekus Tanager, Inc.		502
Memorial Business Systems	IMSA	436
Memorial Enironments	First Time	1147
Memoriams		1048
Memory Glass, LLC	PLPA	802
Merendino Cemetery Care	IMSA	814
Messenger	IMSA • PLPA	1038
Metropolitan Funeral Service Inc.	First Time	439
Mobimedical		649
Morgan & Morgan Insurance Recovery Group	First Time	901
Mortech Manufacturing	First Time	547
MorTrack by Cairnstack Software LLC	First Time	229

COMPANY

BOOTH

MTE LLC, DBA, Charity Box	First Time	239
MVB Bank	First Time	311
MyGoodTrust.com	First Time	326
National Cemetery Administration		1430
National Funeral Directors Association	IMSA	1203
National Guardian Life Insurance Company (NGL)		1138
National Mortuary Shipping and Cremation	PLPA	440
Noble Metal Solutions		807
Nomis Publications	IMSA	1511
Northeast Mausoleum	First Time	412
Nunez and Associates	First Time	334
Oaktags, LLC.	First Time	305
OM Stone Inc.		646
Opus Capital Management LLC	First Time	1050
OpusXenta		1336
Osiris Software		1106
Parting Pro		413
Parting Stone	First Time	1003
Passages International, Inc.		1407
Passare		327
Pearl's Premium Ultra Low Maintenance Lawn Seed		309
Peleman Industries	First Time	1303
PETS LLC		409
Physicians Mutual		745
Picture Specialist for Memorial, The (PSM)		1201
Pierce Mortuary Colleges		1340
Pittsburgh Institute of Mortuary Science	IMSA	601
PlotBox, Inc.		528
Polyguard, LLC.		1437
Precious Memories	PLPA	805
Precious Metal Refining Services (PMRS)	PLPA	1046 & 1312
Precoa		624
Premier Preneed Marketing An Integrity Company	First Time	748
Projector Solutions	First Time	1208
Regions Funeral and Cemetery Trust	IMSA	809
Resomation America		902
Ring Ring Marketing		722
Riviera Tailors Ltd.		210
Robbie Iyer Bespoke	First Time	1210
Roosevelt Investments	First Time	903

COMPANY

BOOTH

Sea Spirit Memorial	First Time	314
Security National Life Insurance		224
Sepio Guard	First Time	623
Shiva Shade	PLPA	539
Skyways Media, Inc.		402
Southern Cemetery, Cremation & Funeral Association		404
Spirit Pieces, LLC	First Time	1146
Splendid International	First Time	437
Starline Caskets SRL	First Time	232
Starmark Cremation Products		846
Sunset Memorial & Stone Ltd.		513
Tautachrome Inc. - Eternals Memorials	First Time	225
Tecstone Granite USA, Ltd.		1310
Terravas (Cemetery FlowerVase & Replacements)	PLPA	950
Tile Artisans		801
Tillamook Rock Lighthouse & Keepers of the Wild	First Time	1410
Traditium Canada	First Time	238
TribuCast		1443
Tribute Companies, The	IMSA • PLPA	948
Tribute Suite	First Time	1438
Trigard	IMSA • PLPA	424
Tukios		932
Turn It Green	First Time	408
U.S. Cremation Equipment	IMSA	302
U.S. Metalcraft, Inc.	IMSA	910
United Heritage Life Insurance Company	First Time	1205
UPD Urns		406
USA Today Network/Gannett	First Time	908
Vantage Products Corp	IMSA	1021
Victoriaville & Co.	First Time	538
Viewlogies	First Time	708
Visit Box, The	First Time	1509
Vital ICE App/Vitalboards	PLPA	1344
webCemeteries		716
Wilbert Group, The	IMSA	1236
WORKHORSE Ground Solutions	First Time	338
Zontec Ozone Generators		1023

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2022 Board of Directors Voters Guide

In accordance with the April 2019 amendments to the ICCFA Bylaws, six (6) Regular members shall be elected by the membership at the Annual Meeting of Members to serve a term of three (3) years and two (2) Professional/Supplier members shall be elected who will serve staggered terms of two (2) and one (1) year(s) respectively. The 12 candidates presented are divided in two categories: Regular member & Professional/Supplier member. The candidates will be elected during the Annual Meeting of Members at the 2022 Annual Convention & Expo on Wednesday, March 23, at 8:30 AM in Bayside E/F of the Mandalay Bay Resort & Casino in Las Vegas, Nevada.

Following a successful and secure online Board of Director's election in 2021, the ICCFA will conduct the 2022 Board of Director's elections using the same online voting platform. The primary contact of all Regular members in good standing will be contacted via email with a secure link to register their vote. The election period opens the week of February 21, 2022, and remains open until March 23, 2022, at 12 NOON PDT, when the final votes will be reported and the new Board of Directors announced.

2022 Candidates



Daniel Bryan

REGULAR

GM, FORT MYERS MEMORIAL GARDENS FUNERAL HOME & CEMETERY

Dan Bryan comes from a rich family heritage of funeral service. He is a graduate of the Cincinnati College of Mortuary Science and brings over 35 years of experience to Southwest Florida. He is a huge advocate of community involvement and encourages his team to be the “light” in their community. His team has partnered with several churches in their community through coordinating food drives. Most recently they partnered with a local church for a peanut butter and jelly food drive through an area radio station. In addition, they have partnered with the Fort Myers Police Department C.O.A.C.H. program to provide Christmas gifts and food items during the holidays. Dan has held a seat on the board of directors of the Florida Cemetery, Cremation and Funeral Association (FCCFA) since 2019 and serves on their education and convention committees.



Clift Dempsey, CCFE

REGULAR

CEO/FOUNDER, LEAF CREMATION

Being a third generation cemeterian, Clift Dempsey has “grown up” in this industry. He began selling cemetery property when he was in college and quickly grew his business education by attending the Southern Sales Schools lead by Gary O’Sullivan, Asher Need and David Whitener. Managing the sales at his family’s three cemeteries in Rome, GA, he grasped the importance of learning from others and applying that knowledge to his operations. He became involved with his state association and the Southern Cemetery Association and became a leader in the Georgia Cemetery Association and the Southern Association holding president positions at an early age. During and ICCFA Convention, he remembers when keynote speaker Ken Gronbach, a demographer, spoke about the baby-boomers and how they would change the industry. That, along with the rise of cremation, brought him to research where the industry was headed and what niche market he could serve. In 2013, he established Leaf Cremation which quickly became a leading cremation provider in Georgia. Since then, he has opened a location in Ohio, with plans to expand. He looks forward to continuing to provide leadership and knowledge to those coming into our industry going forward. Clift is a graduate of the ICCFA University and a Certified Cemetery Funeral Executive.

2022 Candidates



Spencer Hines

REGULAR

NATIONAL VP OF SERVICE SALES, NORTHSTAR MEMORIAL GROUP

Spencer Hines started his career in deathcare in 2006 as a licensed funeral director and embalmer in Kansas and Missouri. He had the opportunity to work for SCI for over 12 years in different roles - funeral director, general manager, and multi-unit leadership roles for operations and sales. In 2018, he joined NorthStar Memorial Group as the VP of Service Sales, where they focus on sales and operational training, deploying marketing strategies, growing your business, and enhancing customer service through personalized services. Spencer has served on the board of the Southern Cemetery, Cremation & Funeral Association (SCCFA) since 2014, and is currently serving as their president. He is also a member of the FCCFA.



Sam James

REGULAR

OWNER, JAMES FUNERAL HOME & NORTHLAKE MEMORIAL GARDENS

Sam James is a first-generation funeral director. He started working at a funeral home when he was 16. In his mid-20s, he opened his own funeral home which he built from the ground up and purchased an existing cemetery in 2013. He has his B.S. from Erskine College and an Associate's Degree from the SC College of Funeral Service. He created the online funeral service program for the SC College of Funeral Service in 2007 and taught in the funeral service department for ten years. He has also taught in Australia and China. He currently serves on the board of SCCFA, as well as on the pursuit of excellence committee for NFDA. Sam is also very involved in his community, serving as president of the Lake Norman Rotary Club, an elder at his church, a board member of the Lake Norman Chamber, and recently he rotated off as chairman of the board of trustees for Erskine College and Seminary. He also volunteers at an end-of-life care home.

2022 Candidates



Elisa Krcilek

REGULAR

VP, MOUNTAIN VIEW FUNERAL HOME & CEMETERY

Elisa Krcilek is proud to be a licensed funeral director, embalmer, cremationist, life insurance agent, and real estate licensee for cemetery sales. Her passion for this profession started when she was 12 and by age 15, she volunteered at the local funeral home doing cleaning, mowing grass and the highly sought-after responsibility of "wake duty attendant." She completed her mortuary studies at SIU-Carbondale, IL, and accepted her first job with Lain-Sullivan Funeral Home in Park Forest, IL. They were part of Cremation Society of Illinois, which eventually became her sole employer. She worked her way up to vice president and stayed with them for 18 years. In 2008, she became the western regional director of the bronze division for Matthews International, where she learned the cemetery business and what it meant to be a "combo." After Matthews, she went to work for Stewart Enterprises as Director of Cremation Development, which was later acquired by Service Corp Intl. She stayed in the Phoenix Market as the Manager of Pre-planning Advisors. Two years later she went to Mountain View Funeral Home Cemetery and Crematory to be their VP. She has become the local spokesperson for the funeral profession in the Arizona market. Particularly during COVID, they were contacted by numerous large TV and radio stations to discuss the current state-of-affairs. Elisa is a past-president of CANA, and a member of the cemetery council board. She is active with her state association and is on the board of directors for the Apache Junction Chamber of Commerce.



Miles Penn

REGULAR

COO, LEXINGTON CEMETERY COMPANY

Miles Penn has worked with Lexington Cemetery for 24 years. He has spent most of those years on the operations side of the business but has also managed the cemeteries salespeople. In 2019 he was promoted to COO. He is the immediate past president of the SCCFA as well as the past president of the Kentucky Cemetery Association and continues to serve as a member of their board.

2022 Candidates



Jan Smith, CFSP

REGULAR

VP, FUNERAL OPERATIONS, FLANNER BUCHANAN FUNERAL CENTERS

Jan Smith holds a Bachelor's degree from Eastern Illinois University, graduated from Worsham College of Mortuary Science in 1998 as a funeral director and embalmer, and received her MBA at Indiana Wesleyan University in 2015. She has served as the VP/COO for Baue Funeral Homes for ten years, worked as a Manager Partner for Carriage Services and has been serving as the VP of Operations for Flanner Buchanan Funeral Homes for almost ten years, overseeing 13 rooftops. In her last 20 years in the profession, she has served in various organizations supporting women in business including ESPW (Encouraging, Supporting, Promoting Women), NAWBO (North American Women Business Owners) with the largest chapter in Indianapolis, and the Indianapolis Chamber Women's Events. She has spoken on end-of-life planning both for the public and professionals, as well as mentoring students regularly through training and presentations to interns and local mortuary schools. She is a past recipient of the 40 Under 40 Award and Dove Award for Personal Achievement.



Philip Tassi, CPA

REGULAR

EVP/CFO, FERNCLIFF CEMETERY ASSOCIATION

Phil Tassi has served as the Executive VP, Treasurer, CFO, board of director and investment committee member at Ferncliff Cemetery in Hartsdale, NY. His primary responsibilities include the finance department where he oversees the accounting, accounts receivable, accounts payable and payroll departments, as well as overseeing the sales department, managing the staff and overseeing all marketing and advertising efforts. His role also includes actively engaging with their investment managers, as well as being a pension trustee for their plan. In addition to the cemetery work, Phil is a Certified Public Accountant in New York and runs an accounting, tax and wealth management practice. Prior to working at Ferncliff, he was a partner in a Manhattan CPA firm for 14 years. During the COVID pandemic, as president of the NYS Association of Cemeteries he worked closely with the executive director and association lobbyist dealing with the regulators from NYS as well as the governor's office. He currently serves on the ICCFA Sales and Marketing Committee. Over the past two decades Phil has been actively involved on the boards and as an officer of the NYS Association of Cemeteries (NYSAC) and the Metropolitan Cemetery Association, in both cases working through all officer positions through the Presidency. Currently, he is serving as the immediate past president and board member of NYSAC, along with working on several committees.

2022 Candidates



Jeremy Weaver

REGULAR

VP OF OPERATIONS, NORTHSTAR MEMORIAL GROUP

Jeremy Weaver is a licensed funeral director and embalmer and has been in the funeral home & cemetery profession since April 1995. He has a broad base of experience, from the day-to-day management of large combination facilities, to cemetery development and construction. Currently, he oversees four locations in Texas and Oklahoma, with Restland in Dallas being the largest. His purpose-driven and wide-reaching experience in funeral homes, cemeteries, and crematories, along with a drive to continue enriching the professional community fuels his passion for the profession. He considers himself a lifelong student and is always in search of opportunities to learn and grow alongside other passionate industry professionals. Jeremy is currently a board member of the North Texas Funeral Directors Association, Texas Funeral Directors Association, the Southern Cemetery, Cremation & Funeral Association, and the Texas Cemeteries and Crematory Association.

2022 Candidates

Professional Supplier Applicants

(1 professional supplier member shall be elected to serve a 2-year term)



Stephane Hayes

PROFESSIONAL/
SUPPLIER MEMBER

SENIOR VP, LIFE DIVISION, GLOBAL ATLANTIC FINANCIAL GROUP

Stephane Hayes started her career in the funeral service industry over 30 years ago. Her employment with Forethought Life Insurance company covered many different areas, including marketing, training, regional sales, national sales, and more. In 2007 she was asked to run Forethought University, which served as a training arm for preneed sales agents and sales managers. On average the results of in-field training classes resulted in double-digit sales increases for attendees. She was promoted to VP of Training in 2012. In 2018, Stephane was promoted VP of Preneed Sales for the North region of Global Atlantic Financial Group, who acquired FLIC in 2014. In that role she managed a team of field salespeople who assist funeral and cemetery professionals in growing their businesses. Her approach has always been consultative and partner-focused with her customers. In 2019, Stephane received her funeral celebrant designation. In 2021 Stephane was promoted to senior vice president, life division. She is in daily contact with funeral and cemetery owners, sales managers and counselors and has been in front of families in many states across the country. She enthusiastically supports the sharing of best practices with the goal of helping owners help more families plan for their end-of-life needs.

2022 Candidates



Nick Timpe, CSE

PROFESSIONAL/
SUPPLIER MEMBER

PRESIDENT/CEO, WEBCEMETERIES

Over the course of 15 years, Nick Timpe has helped hundreds of leading cemeteries across the US and Canada create and execute plans to computerize their records and leverage technology to serve their families and grow their businesses.

These projects frequently transform the cemetery operation, resulting in higher levels of service to families, new revenue for the cemetery and positive local news coverage. Since 2017, Nick has served as the CEO of webCemeteries and has led the company's software, team and client base to grow exponentially. Nick is an ICCFAU graduate, a Certified Supplier Executive and a certified crematory operator. Prior to working in our profession, Nick earned his degree in government from Patrick Henry College and interned at the White House Office of Faith Based and Community Initiatives. Locally, Nick serves on the advisory board for Ben Franklin Technology Partners of Northeast PA, where he helps early-stage technology companies. Nick also serves as an elder at his local church where he helps to oversee church direction and operations as well as counsels families. Nick is a longstanding member of the ICCFA, serving on the Sales and Marketing Committee and previously the Next Generation Committee, speaking at the Annual Conference, and teaching at the ICCFA University. Nick has co-chaired the Wide World of Sales event and is the incoming Dean for the new College of Technology at the ICCFA University. Nick is also actively involved in other state and regional associations, frequently speaking at events and writing articles for industry publications. He also serves on the Catholic Cemetery Conference Information Technology Committee and was a founding instructor of the Catholic Cemetery Conference School of Technology.

2022 Candidates



Don Winsett

PROFESSIONAL/
SUPPLIER MEMBER

VP NATIONAL BUSINESS DEVELOPMENT TEAM, THE DAVEY TREE
EXPERT CO

Don Winsett is a 30-year veteran of the green services industry and a pacesetter thought leader. He's an oft-quoted industry expert and a frequent speaker on tree maintenance, storm readiness, irrigation management, and landscape industry success. For the past eight years, Don has led Davey's business development team through a visionary growth plan, connecting the Company's research-based best practices with customer experience innovation, exponentially expanding Davey's already-impressive client portfolio. His passion and dedication to the industry is best exemplified by active leadership involvement in the International Society of Arboriculture (ISA). Don currently serves on the ICCFA Sales and Marketing Committee, the National Association of Landscape Professionals (NALP) Foundation Board, and the Student Conservation Association (SCA) board. He is former president of ISA's Florida Chapter, and past chair of U.S. Forest Service Sustainable Urban Forest Coalition. Don has been in the landscape, tree care business for over 30 years, is a member of numerous cemetery associations across the country and feels like he can bring new ideas and thoughts to ICCFA that have been successful in other areas of the country.



CALENDAR OF EVENTS

ICCFA University

July 22–27, 2022

Emory Conference Center at Emory
University
Atlanta, GA
iccfa.com/university

ICCFA Deathcare Classic

September 11–13, 2022

Camelback Golf Club &
Mountain Shadows Resort
Paradise Valley, AZ
iccfa.com/golf

DEAD Talks Sales Conference

January 13–15, 2023

Bally's Las Vegas
Las Vegas, NV
iccfa.com/sales

ICCFA Annual Convention & Exposition

May 16–19, 2023

Loews Kansas City
Kansas City, MO
iccfa.com/annual

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