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**ROBERT BOETTICHER SR. TO BE HONORED WITH THE ICCFA
EDUCATIONAL FOUNDATION'S LASTING IMPACT AWARD**

STERLING, VA (October 7, 2021) – The International Cemetery, Cremation and Funeral Association's (ICCFA) Educational Foundation will present its Lasting Impact Award to Robert Boetticher Sr. at a reception on November 7 at the National Museum of Funeral History in Houston, Texas.

Boetticher began his career in the deathcare profession in 1965. His 56-year career saw him join Service Corporation International (SCI) in 1983, where he currently serves as Assistant Vice President to the Founder & Chairman Emeritus. He has led the profession in many capacities, including as President of the Heritage Club, Vice Chairman of the Commonwealth Institute of Funeral Service, and as Chairman of the National Museum of Funeral History. Boetticher may be best known for planning and implementing memorial services for notables, including Presidents George H.W. Bush, Gerald Ford, and Ronald Reagan, as well as First Ladies Nancy Reagan, Betty Ford, and Lady Bird Johnson.

“Bob’s 56 years of diverse and unparalleled educational leadership has significantly contributed to furthering the professional development of the funeral, cemetery, and cremation profession. Under his direction some of the most memorable

and highly visible funeral services have shown the world the importance honoring our dead with respect and ceremony,” said Jim Price, ICCFA Educational Foundation President.

The Educational Foundation’s Lasting Impact Award will be presented to Boetticher at a reception held in conjunction with the 27th Annual National Museum of Funeral History Charity Golf Classic at the National Museum of Funeral History in Houston, Texas, on Sunday, November 7, from 4:00-5:00 pm. “Due to the pandemic and the cancellation of the 2021 ICCFA Convention, it became necessary to postpone the presentation of this award until we were able to do so in person. I would like to thank the National Museum of Funeral History and its’ dedicated staff for giving us such a fitting setting and opportunity to honor their Chairman, Bob Boetticher Sr.,” said Price.

The reception is free to attend, with donations to the Museum and ICCFA Educational Foundation welcome. For those interested in attending, RSVP by calling (281) 876-3063 or emailing Genevieve Keeney at gkeeneyg@yahoo.com by Friday, October 29th.

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The ICCFA Educational Foundation, founded in 2005, seeks to make education accessible to the future leaders of the deathcare profession. It does this by awarding scholarships to the educational programs of the International Cemetery, Cremation and Funeral Association, as well as advancing initiatives designed to promote the profession and support the individuals who answer the call of service.

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. The association is comprised of more than 10,000 members in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.