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For Immediate Release

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**ERNIE HEFFNER, CFuE, TO BE HONORED WITH THE ICCFA EDUCATIONAL
FOUNDATION'S LASTING IMPACT AWARD**

STERLING, VA (February 12, 2019) – The International Cemetery, Cremation and Funeral Association's (ICCFA) Educational Foundation will present its 2019 Lasting Impact Award to Ernie Heffner, CFuE, during the ICCFA Annual Convention & Exposition, April 2–6 in Charlotte, North Carolina.

Heffner is a second-generation funeral director who began his career after graduating from the Pittsburgh Institute of Mortuary Science. For over 30 years he has operated funeral home facilities throughout Pennsylvania and New York.

He has served on the boards of the Pennsylvania Cemetery, Cremation and Funeral association (PCCFA) and the Cremation Association of North America (CANA).

Heffner volunteered his time and efforts to the ICCFA for many years, where he chaired both the Hospice and Annual Convention committees. In 2000, Heffner was appointed a Vice President on the ICCFA Board of Directors. He went on to become the founding dean of the College of Cremation Services at the ICCFA University (ICCFAU) from 2005 to 2012. In 2012, Heffner was appointed as the Chancellor of the ICCFAU, which he oversaw for over two years.

Jim Price, President of the ICCFA Educational Foundation stated, “The success of the Heffner Funeral Homes business is the long-term result of exceptional people working with a sincere commitment to providing quality services to their communities. Ernie’s businesses have continued to grow based on successfully maintaining a focus introducing customer service enhancements that are always personal, meaningful and intentional.”

Price added, “On a personal note, I have been a good friend of Ernie Heffner for nearly 20 years. I’m not aware of any one person active in our profession today that has made greater impact in areas of mentoring, coaching, veteran recognition, advocating cremation standards and advancing the Celebrant training movement in end-of-life care. It is for these reasons that I am proud to honor Ernie Heffner with the Lasting Impact Award.”

The Educational Foundation's Lasting Impact Award will be presented to Heffner at a special reception on Thursday, April 4, during the ICCFA 2019 Annual Convention & Expo in Charlotte, North Carolina. The Lasting Impact Award is presented annually to an individual that has made significant contributions to our profession in education and memorialization. A ticket to the Educational Foundation Reception is free with each full or guest registration to the Annual Convention. Full program details and registration are available at www.iccfaconvention.com.

The ICCFA Educational Foundation is a 501(c)(3) non-profit, tax-free entity established to provide financial assistance to fund students to attend ICCFA University and ICCFA's Wide World of Sales Conference. A record 100 scholarships were awarded in 2019. For additional information, please visit www.iccfa.education.

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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