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For Immediate Release

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**THE ICCFA ANNUAL CONVENTION & EXPOSITION  
RETURNS IN-PERSON IN 2022 AT MANDALAY BAY  
RESORT & CASINO IN LAS VEGAS**

**STERLING, VA (February 11, 2022)** – After a two-year hiatus due to the COVID-19 pandemic, the International Cemetery, Cremation and Funeral Association’s Annual Convention & Exposition returns in-person on March 22 - 25 at the Mandalay Bay Resort & Casino in Las Vegas, Nevada. The upcoming convention & exposition will feature hours of educational sessions, a large exhibit hall, world-class keynote speakers, and many opportunities for deathcare professionals to gather and network.

Setting the stage for four-days of learning and sharing insights, the keynote presentations will begin on Wednesday, March 23, at 10:00 am. The 2022 keynote speakers include:

**DAYMOND JOHN, Founder/CEO of FUBU, Presidential Ambassador for Global Entrepreneurship, author, and Star of ABC’s *Shark Tank*, on “The Brand Within – Branding Yourself from Birth to the Boardroom”:** A phenomenally successful businessperson for 25 years, John’s entrepreneurial journey has been full of successes as well as failures. Through these lessons, he believes that 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.’ He will share his unique goal-

setting and achievement strategies, which will empower attendees to make positive changes in every aspect of their lives.

**LYNNE LANCASTER, generational expert and author, on “Leading Across the Generational Divide”:** Lancaster’s insightful presentation can help everyone from a seasoned veteran directing younger employees to a skilled Millennial managing upward. Her research includes thousands of interviews with Traditionalists, Baby Boomers, Gen Xers, Millennials, and Gen Yers to understand how each group ticks. Audience members will learn how each generation’s expectations of leadership have changed, how to increase effectiveness as a leader across generations, and hands-on techniques to flex their leadership style.

**RIKARD STEIBER, internet entrepreneur, advocate of “Technology for Good,” on “Digital Legacy – Take Control of Your Digital Afterlife”:** In today’s digital age where most of the population has documents, photos, and financial information online, 90% of those people have no plan for their online lives after they die. In Steiber’s keynote presentation, audience members will gain insight on how digital accounts, documents, and photo memories are becoming an important part of pre-need planning. Also, catch a glimpse into the future where you can live on forever as an Artificial Intelligence (AI) avatar interacting with future generations!

**MARK SCHARENBRÖICH, connections expert in corporate culture and motivational speaker, on “Nice Bike – Making Meaningful Connections”:** An award-winning keynote speaker, Scharenbroich’s presentation inspires his audience to transform corporate cultures. By discovering the power of connections, leaders are moved to connect more effectively with their team, who in turn connect more successfully with

their customers. His “Nice Bike” metaphor is a memorable principle delivered within a powerful presentation that’s supported by high impact stories and actionable strategies.

The grand opening reception will take place on Tuesday, March 22, beginning at 4:00 pm, and will feature a concert from Grammy award-winning artists, The Oak Ridge Boys, at 7:00 pm. All registrants are invited to attend and enjoy the music and refreshments. The Oak Ridge Boys concert is sponsored by Service Corporation International (SCI). Accommodations and amenities for The Oak Ridge Boys are sponsored by Park Lawn Corporation.

The content of this year’s educational sessions includes topics that are beneficial to all aspects of the deathcare profession. Session topics such as overcoming staffing challenges, the importance of diversity and inclusivity, adjusting to the shifting needs of families, veteran recruitment, and cemetery management best practices are just a few of the offerings. Program details, information on how to exhibit, hotel booking links, and registration information are available at [iccf.com/annual](http://iccf.com/annual).

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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.