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**GARY FREYTAG ELECTED PRESIDENT OF THE INTERNATIONAL
CEMETERY, CREMATION AND FUNERAL ASSOCIATION**

STERLING, VA (June 2, 2021) – Gary Freytag, CCFE, was elected president of the International Cemetery, Cremation and Funeral Association (ICCF A) during the 2021 ICCFA Virtual Convention & Exposition, May 17–21, 2021.

Freytag is president and CEO of Spring Grove Cemetery and Arboretum in Cincinnati, Ohio. He holds a bachelor's degree in economics from Dartmouth and an MBA from the Harvard School of Business. Previously in his career, Freytag was the president of Information Alternatives, a Cincinnati based technology consulting company. Prior to that, he served as treasurer of Eagle-Picher, a public diversified manufacturing company. His other business experience includes manufacturing, management consulting and venture capital.

Since joining the deathcare profession and the ICCFA, Freytag has become a Certified Cemetery and Funeral Executive (CCFE) and has been very active in the association. He has spoken at a variety of industry events including the ICCFA Fall Management Conference, Wide World of Sales, ICCFA Annual Convention, and the OACFP. He has served as an ICCFA board member, on the strategic planning

committee, the finance committee, as treasurer and as president-elect. He is the dean of the College of Leadership, Administration and Management at ICCFA University.

When asked about his term as ICCFA president, Freytag said, "I am deeply honored to serve. It is a daunting task, but I am very excited and optimistic about what the coming months will bring for our profession. Often the greatest challenges we face in life become our greatest learning experiences."

Freytag is also an active member of Cemetery Council, Death Care Management Council and the Historic Cemetery Alliance.

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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.