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For Immediate Release

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THE ICCFA ANNUAL CONVENTION & EXPOSITION HEADS TO KANSAS CITY, MISSOURI, ON MAY 16 – 19, 2023

STERLING, VA (March 6, 2023) – For the first time ever, the International Cemetery, Cremation and Funeral Association’s Annual Convention & Exposition will be held in Kansas City, Missouri, on May 16 -19 at the Loews Kansas City Hotel and Kansas City Convention Center. The upcoming convention and exposition will feature exceptional keynote speakers, hours of educational sessions, an expansive exhibit hall, and many opportunities for deathcare professionals to network and connect.

The event is highlighted by four incredible keynote presentations beginning on Wednesday, May 17, at 10:00 am. The 2023 keynote speakers include:

MARK PANCIERA, CEO and Partner at The Pacific Institute, on “Mindset Matters: The Art and Science of Peak Performance”: Mark Panciera is an accomplished business owner, community leader, executive, and entrepreneur who focuses his efforts on driving human performance. A well-recognized TED Talk, Vistage and YPO speaker and author, Panciera is frequently asked to share his insights and experience. Mark’s presentation will give attendees an insight into how a confident, positive mindset can make all the difference in your success in business, life, and the impact you have on others as you build your legacy.

ANDRE DAWSON, Major League Baseball 2010 Hall of Fame Inductee, Owner and Operator of Paradise Memorial Funeral Home in Miami, Florida, on “Embracing Each Phase of Life”: After retiring from an incredibly successful 20-year career in the MLB with Montreal, Chicago, Boston, and Florida, and being inducted into the Baseball Hall of Fame in 2010, Andre “The Hawk” Dawson chose to commit himself to restoring and running a funeral home in the neighborhood he grew up in. He understood the community’s reliance on mortuary services, so he took on the challenge and reopened the facility as Paradise Memorial Funeral Home. During his keynote, he’ll share who and what influenced his career, what it takes to be a part of a successful team, and how his indoctrination into the deathcare profession came to be.

CHIEF CARMEN BEST, Former Chief of Police at the Seattle Police Department, Director of Global Security Risks at Microsoft, on “Diversity & Inclusion”: As the first African American Chief of Police at the Seattle Police Department, Carmen Best began her position by quickly recruiting more than 40 officers of color – recognizing the problem that the police force was significantly less diverse than the demographic makeup of the city. During her presentation, she’ll share her lessons learned on how to create a more diverse workforce and demonstrate the importance of including multiple viewpoints and backgrounds at any organization. Chief Carmen Best has been recognized with dozens of awards for her contributions to community engagement, public safety, gender equity, diversity, and inclusion.

MADDY DYCHTWARD, Co-Founder of Age Wave, acclaimed author and public speaker, on “50+ Women: The Rising Power of the Consumer Force to be Reckoned With “: As a successful entrepreneur, author, researcher, Wall Street

Journal blogger, wife, and mother - and a 50+ woman herself - Maddy Dychtwald has unique insight into the 50+ women market segment. Drawing on decades of proprietary Age Wave research, Maddy explains why 50+ women are a consumer force to be reckoned with for businesses of all kinds - from financial services and healthcare to fashion and technology. She combines dramatic data-driven insights with inspirational storytelling, illuminating this market segment's core attitudes, motivations, and behavioral patterns and offers the keys to unlocking its consumer spending potential.

The 2023 ICCFA Convention & Exposition will kick off with a grand opening reception on Tuesday, May 16, beginning at 4:00 pm, and will feature a concert by 7 Bridges: The Ultimate Eagles Experience tribute band, at 7:00 pm. All registrants are invited to attend and enjoy the music and refreshments.

Kansas City Mayor Quinton Lucas will officially open the exhibit hall at 4:00 pm on May 16, immediately followed by the grand opening reception. The exhibit hall will be open on Wednesday from 11:00 am to 5:00 pm and on Thursday from 10:00 am to 1:00 pm, with meals held on the show floor throughout the event. The ICCFA has currently sold 98% of all available exhibition space, and the 222 committed exhibitors are prepared to show off their latest and greatest products and services to the professionals in attendance.

The breakout educational sessions at this year's event will focus on a wide variety of topics that cover all aspects of deathcare. Session topics such as mental health awareness, the importance of pre-need and at-need care for pet owners, strategic planning, pediatric funeral care, and eco-friendly deathcare are just a few of the topics that attendees can look forward to learning more about. Program details, information on

how to exhibit, hotel booking links, and registration information are available at iccfa.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.