

# 2023 ICCFA ANNUAL CONVENTION & EXPOSITION



Kansas City, MO

## On-site Program

May 16-19  
Kansas City Convention Center  
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Kansas City, MO

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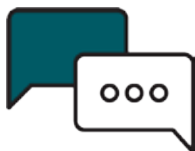
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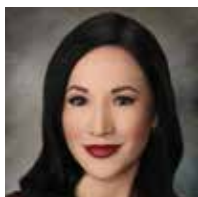
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# General Information

## Convention Registration

Monday, May 15 at 12:00 NOON through Thursday, May 18 at 1:00 PM, ICCFA Registration will be located in Lobby of the Bartle Hall D & E at the Kansas City Convention Center. On Thursday afternoon, registration will be relocated to the Great Hall Lobby of the Kansas City Convention Center. The schedule is as follows:

### Monday, May 15

12:00 NOON to 5:00 PM: Lobby of the Bartle Hall D & E  
(Exhibitor registration only)

### Tuesday, May 16

8:00 AM to 7:00 PM: Lobby of the Bartle Hall D & E

### Wednesday, May 17

7:00 AM to 5:00 PM: Lobby of the Bartle Hall D & E

### Thursday, May 18

7:00 AM to 1:00 PM: Lobby of the Bartle Hall D & E  
1:30 to 5:00 PM: Great Hall Lobby

### Friday, May 19

8:00 AM to 1:00 PM: Great Hall Lobby

## Prayer Breakfast

Admittance into the Thursday morning Prayer Breakfast is provided at no charge to the first 60 people to show up at the event, compliments of sponsorships.

## Board of Directors Voting

Voting for the 2023 Board of Directors is being conducted electronically via AssociationVoting.com. The primary contact from all Regular members in good standing was contacted by email with a secure link to cast their company's vote(s). The election

period opened April 12, 2023, and will remain open until May 17, 2023, at 12 NOON CDT, when the final votes will be reported and the new Board of Directors announced.

## Ticket Sales

Tickets for the Closing Banquet may be purchased at the ICCFA registration desk until NOON on Friday, May 19. Please note that a ticket to the Closing Banquet and Educational Foundation Reception is included with all full attendee and spouse registrations. Additional tickets for the Closing Banquet (\$195) may be purchased at the ICCFA registration desk.

## Closing Banquet Ticket Validation and Seating Assignments

We will NOT have assigned seating at the Closing Banquet on Friday night. If you would like to purchase additional tickets for the Closing Banquet (\$195), which will include a reception, dinner and a cash bar, you must do so by NOON on Friday.

## Continuing Education Credits

Funeral directors may earn up to 14 CE hours at the convention, pending individual state approval. Attendance certificates will be available at the ICCFA registration desk, and ICCFA staff will validate your certificate on-site. Details pertaining to your state can be found on the form.

## CCE, CCFE, CFuE, CPLP, CCRe and CSE Certifications

Certifications will be awarded on the General Session stage on Thursday, May 18 beginning at 8:00 AM. Are you interested in learning how to receive a certification? Stop by the ICCFA Plaza for information on our certification designation program.

# General Information

## Dress Code

The dress code at the ICCFA Convention is business casual. Cocktail attire is encouraged for the Closing Banquet.

## Daily Digest

Convention attendees will receive an email each night containing announcements and highlights of the next day's events.

## Smoking/Alcohol Policy

For the comfort and health of all attendees, smoking is not permitted at ICCFA functions. Anyone seeming to be intoxicated will be refused alcoholic beverage service.

## Social Media

Share your experience at the Convention on social media. The official hashtag is #iccfa2023. You may also post photos and updates to the ICCFA's Facebook (/iccfa), Twitter (@iccfa) and Instagram (@iccfa) pages.

## Get the App

If you haven't downloaded the new ICCFA App from either the Google Play or Apple App store or by visiting [www.tripbuildermedia.com/apps/iccfamtgts](http://www.tripbuildermedia.com/apps/iccfamtgts), DO SO NOW. The app contains a guide to the Convention, which includes much of the same information in this program AND MORE, including a list of pre-registrants to facilitate networking, the ability to create your own personal schedule for the week, and the option to rate speakers and sessions in real time. If you need assistance, stop by the ICCFA Welcome Lounge at the top of the Expo Hall escalators.



## The ICCFA Annual Convention in the palm of your hand

Download the new ICCFA App, sponsored by TruStage and NorthStar Memorial Group, by visiting: [www.tripbuildermedia.com/apps/iccfamtgts](http://www.tripbuildermedia.com/apps/iccfamtgts)



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# Committee Meeting Schedule

## Monday, May 15

2:30–3:45 PM	2502 A	Finance Committee meeting
4–5 PM	2502 A	Executive Committee meeting

## Tuesday, May 16

8:30–10:30 AM	2502 B	Board of Directors meeting
10:30 AM–12:30 PM	2504 B	PLPA Committee meeting
11 AM–1 PM	2505 B	Sales & Marketing Committee meeting
11 AM–12 PM	2502 A	CCSC Committee meeting
12–2 PM	2505 A	Government & Legal Committee meeting
12–1 PM	2503 A	Veterans Committee meeting
1–2 PM	2502 A	Membership Committee meeting

## Wednesday, May 17

9–10 AM	3501 E/F	IMSA business meeting
4:30–5 PM	2502 B	New Board orientation

## Thursday, May 18

12–2 PM	Pierpont's at Union Station	Past Presidents business meeting and luncheon
4–5 PM	2502 B	Organizational Board meeting

# Breakout Schedule at a Glance

Tuesday, May 16

	3501 C/D	3501 G/H
2 PM	<b>"Look What I Inherited"</b> Cr, Gr, S Nina Perry	<b>It's Not "If" It's Going to Happen, It's "When": Converting from Gas to Electric Panel Discussion</b> B, Cm, FH
3 PM	<b>Leveraging Social Channels and Strategies for Cemetery Pre-Con Sales</b> Cm, S Mike Harens, Tim Fish	<b>Create World-Class Sales Teams through World-Class Training</b> Ld, S Sammy Villanueva

Thursday, May 18

	3501 C/D	3501 G/H
1 PM	<b>Finding and Retaining Top Talent</b> B, FH, Ld Tyler Anderson	<b>Cemetery Prospecting and Lead Development</b> Cm, S Tayce Vogel
2 PM	<b>Interactive Strategic Planning</b> B, Ld Vincent Roberge	<b>"If Cremation Is So Easy...Why Does Anyone Make A Mistake?"</b> Cr, Lg Poul Lemasters, Esq.
3 PM	<b>Business Succession Planning: How Do I Manage to Retire Before I Become a Client?</b> B, Ld Daniel Griffith	<b>How Using Remote Funeral Arrangements and Technology is THE Game Changer &amp; Disrupter in Funeral Service</b> FH, S, T Angelique Simpson

Friday, May 19

	3501 C/D	3501 G/H
9 AM	<b>What's the Deal with "Kids These Days"?</b> B, Ld Faith Haug	<b>Do You Know How to Catch a Unicorn?</b> Ld, S Honnalora Hubbard
10 AM	<b>Recruiting, Retention and Turnover...The Struggle is Real</b> Ld Andy Lopez, Chuck Gallagher	<b>How to Elevate Your Team's Coaching Culture</b> Ld, S Daniel Kientzel, Jack Alexander, Sonia Scott
11 AM	<b>Identifying &amp; Capitalizing on Your Golden Hours Time Management &amp; Other Strategies for Owners &amp; Managers</b> B, Ld Tim Bridgers	<b>What Does Cremation Mean Today to a Craft Beer, Environmentally Conscious Generation?</b> Cm, Cr Tom Crean
12 NOON	<b>When Digital, Innovation, and the Real World Meet, Magic Happens</b> FH, T Zack Garbow	<b>Sustainable Steps to Sell Eco-friendly Death</b> Cm, FH Darren Crouch
	2505 A	
1 PM	<b>Legal &amp; Legislative Luncheon</b> Lg Poul Lemasters, Esq.	

# Breakout Schedule at a Glance

<b>B</b>	Business management & operations	<b>Ld</b>	Leadership
<b>Cm</b>	Cemetery	<b>Lg</b>	Legal
<b>Cr</b>	Cremation	<b>P</b>	Pet loss
<b>E</b>	Embalming	<b>S</b>	Sales & marketing
<b>FH</b>	Funeral home	<b>T</b>	Technology
<b>Gr</b>	Grief		

3501 A/B	3501 E/F	2505 A/B
<b>Pediatric Funeral Care</b> Amanda King <b>Cr, FH, Gr</b>	<b>Monetizing the Loss of Business Due to Mediocre Phone Skills</b> Nicole Wiedeman <b>B, T</b>	<b>Women in Leadership: Mental Health Awareness</b> Jennifer Olvera, Tiffany Galarzo <b>Ld</b>
<b>Earned Media Best Practices</b> Danielle Burmeister <b>S, T</b>	<b>The Dirt on Natural Organic Reduction</b> Katey Houston, Micah Truman <b>Cm, FH</b>	<b>Completing the Circle: Pre-need, At Need, Pets</b> Colleen Ellis <b>FH, P</b>
<b>Alkaline Hydrolysis: A Greener Death?</b> Luke Wilson <b>Cm, Cr, FH</b>	<b>Honoring Transgender People: Being a Funeral Professional for All People</b> Marc Markell <b>FH, Gr</b>	<b>Cemetery Consumer Service Consumers Council (CCSC) Panel Discussion</b> <b>Cm</b>

3501 A/B	3501 E/F	2505 A/B
<b>You Feel What You See</b> Jeffrey Chancellor <b>E, FH</b>	<b>Understanding Estate Processes Part 2: Practical Fraud Protection Techniques</b> Matthew Van Drimmelen <b>B, FH</b>	<b>PAWS Pathway: Walking a Peaceful Path Through Pet Loss and Grief</b> Anna McClain <b>Gr, P</b>
<b>Embalming the Edematous Case: Reduction, Removal, Restoration</b> Shun Newbern <b>E, FH</b>	<b>Competing on Analytics: Data Driven Decision Making</b> Robert Page <b>B, T</b>	<b>The New Family: Normalizing the Pet Memorial Service &amp; Filling this Crucial Need for Pet Owners</b> Maryglenn Warnock <b>Gr, P</b>
<b>Embalming with Improved Knowledge and Skills</b> Karl Wenzel <b>E</b>	<b>Understanding the Millennial Worker and How They Can Improve Your Business</b> Antonio Green <b>B, FH, Ld</b>	<b>Cemetery Development Has Gone to the Dogs</b> John Bolton <b>Cm, P</b>
	<b>Communicating at Every Level: The Death Care Collective Panel Discussion</b> Erin Creger, Honnalora Hubbard <b>Ld</b>	<b>Generate More Pet Loss Revenue with Precise Digital Marketing</b> Welton Hong <b>P, S, T</b>





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# Tuesday, May 16

8 AM–7 PM  
BARTLE HALL D & E  
LOBBY

## Registration Open

2–2:50 PM  
3501 G/H

★ Educational Track  
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CEMETERY

FUNERAL HOMES

### It's Not "If" It's Going to Happen, It's "When": Converting from Gas to Electric

ANDREW BRAY, NATIONAL ASSOCIATION OF LANDSCAPE PROFESSIONALS; ROGER PHELPS, STIHL, INC.; DON WINSETT, DAVEY TREE

Gas. Have you seen the price of it lately?! It's no secret that many states and local businesses are making strong moves to transition their operations from an aging gas-powered system to an ever-improving electric one. States like California are even beginning to require 35% of new passenger vehicles sold in the state by 2026 to be powered by batteries or hydrogen. As we come to terms with this new reality, business owners are faced with a great deal of questions – and Andrew Bray, Roger Phelps, and Don Winsett are here to answer them!

2–2:50 PM  
3501 C/D

★ Educational Track  
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CREMATION

GRIEF

SALES & MARKETING

### "Look What I Inherited..."

NINA PERRY, PARK LAWN CORPORATION

New generations are requiring funeral professionals to think outside the box more now than ever before. On average, 50%-60% of families are choosing cremation, with several states being above 60%, so the question is: where will all those urns end up in 10-20 years? Families are losing generational legacies when they neglect permanent placement or memorialization and they don't even realize it! Nina Perry will equip you with the tools to fulfill your responsibility to each family and teach you how to offer every option, every time, to every family.

3–3:50 PM  
3501 C/D

★ Educational Track  
Sponsored by  
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CEMETERY	SALES & MARKETING
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Leveraging Social Channels and Strategies for Cemetery Pre-con Sales

TIM FISH, RING RING MARKETING; MIKE HARENS, COLDSRING

The post-COVID world has depleted inventory across the industry. Work with Tim Fish and Mike Harens to learn how to leverage your marketing and social media strategies to capture sales BEFORE you’ve even begun building and developing your next cemetery inventory project. By changing your mindset, leveraging technology, and utilizing vendor relationships along with 3D modeling, and marketing, Tim and Mike will provide you with an action plan for effective development and pre-construction sales growth.

3–3:50 PM  
3501 G/H

LEADERSHIP	SALES & MARKETING
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Create World-Class Sales Teams through World-Class Training

SAMMY VILLANUEVA JR., ARCHDIOCESE OF LOS ANGELES

A stable, tenured, confident sales team is critical to your location’s reputation and long-term success. In this session, we will outline a roadmap for creating and maintaining a successful sales team and will discuss techniques for preparing a sales counselor for a successful career and management. Attendees will receive tips for onboarding, new-hire training, and ongoing training that they can take back to their locations for confident hiring.

4–7 PM  
BARTLE HALL D & E

Expo Hall Grand Opening Reception & Exposition

7–8:30 PM  
BARTLE HALL D & E

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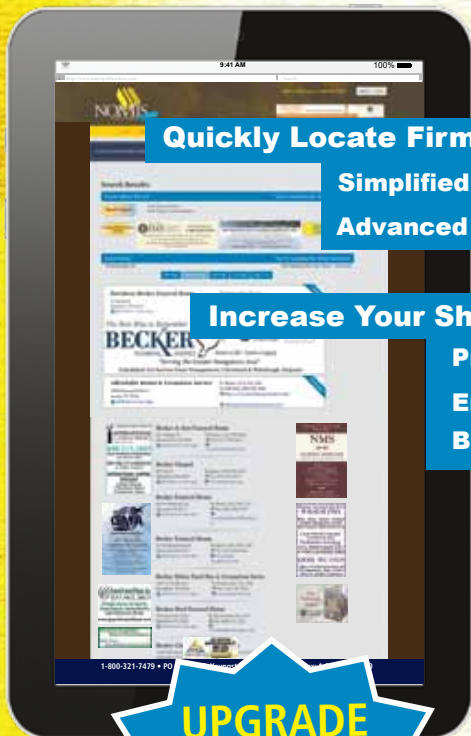
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# Wednesday, May 17

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7 AM–5 PM

BARTLE HALL D & E  
LOBBY

## Registration Open

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8–9:30 AM

BARTLE HALL D & E

★ Sponsored by  
Legacy Funeral  
Group

## Morning Coffee

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9–10 AM

BARTLE HALL D & E

## ICCFA Annual Meeting of Members

As an active member of the ICCFA, you are encouraged to attend the Annual Meeting of Members to learn about the state of the Association, its' strategic goals, ongoing initiatives, legislative activities, and upcoming events. Meet the candidates running for your Board of Directors, honor our Century Club inductees, and recognize the donors whose contributions make the good work of the ICCFA Educational Foundation possible.

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10–11 AM

BARTLE HALL D & E

GENERAL SESSION

## Keynote - Mindset Matters: The Art and Science of Peak Performance

MARK PANCIERA

What if you woke up every morning full of genuine confidence to achieve your biggest goals? Have you given any thought to the one thing that may be holding you back from doing exactly that in all areas of your life and business? The mindset in which you approach each day to take on challenges will determine how you crush them, or they crush you. Your mindset anchored in your beliefs - limiting or liberating - determine how big you dream, or if you dream at all.

The good news is that YOU are in control of your beliefs and in turn your results. Your mindset is the foundation for success in business, life, and the impact you have on others as you build your future legacy. Join Mark Panciera, CEO of The Pacific Institute for the "Mindset Matters" experience, learning the tools to transform your thinking, igniting extraordinary results.

# Wednesday, May 17

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11 AM–2:30 PM

BARTLE HALL D & E

★ Lunch Sponsored  
by Foundation  
Partners Group and  
Johnson Consulting  
Group

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2:30–3:30 PM

BARTLE HALL D & E

★ Keynote Sponsored  
by Blackstone  
Cemetery  
Development  
and Forest Lawn  
Memorial-Parks &  
Mortuaries

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3:30–5 PM

BARTLE HALL D & E

★ Happy Hour  
Sponsored by  
Answering Service  
for Directors (ASD)

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5–6 PM

2501A

★ Event Sponsored  
by Inglewood Park  
Cemetery and  
Physicans Mutual

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5–6 PM

2503 A

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6–7 PM

2501 C

## Expo Hall Open; Lunch Served

Stop by for a buffet-style lunch and drinks while viewing the latest industry products and services in the Expo Hall.

### GENERAL SESSION

## Keynote - Embracing Each Phase of Life

ANDRE DAWSON

Andre Dawson discusses growing up along with who and what influenced him during his formative years. He will then elaborate on his stellar baseball career, including the various teams and teammates he experienced. In addition, he will discuss the pride he enjoys and what it means to be a Hall of Famer. Lastly, he will discuss his post-baseball indoctrination into the funeral business.

## Expo Hall Open; Happy Hour with Exhibitors

## First Timers Welcome Reception

The ICCFA Board of Directors and Committee Chairs invite all first-time attendees to join them for refreshments, light snacks, and the chance to connect and talk about which educational sessions to sit in on, which booths they should visit, and how to get more involved in the Association.

## Green Burial Council Meet & Greet

Come enjoy light refreshments with members of the Green Burial Council, learn more about green burial, the GBC, and their mission to inspire and advocate for environmentally sustainable, natural death through education and certification.

## Educational Foundation Reception

Join the ICCFA Educational Foundation for a special reception! Enjoy complimentary drinks and hors d'oeuvres with fellow attendees as we recognize the generous contributions of the donors to the Foundation and honor Doug Gober, recipient of the 2023 Lasting Impact Award. Doug is receiving this award in recognition of his commitment and contributions to the deathcare profession over his 44-year career.



# Thursday, May 18

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7 AM–1 PM

BARTLE HALL D & E  
LOBBY

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## Registration Open

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7–8 AM

2502 A

★ Sponsored by Alan  
Creedy, Merendino  
Cemetery Care

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## Prayer Breakfast

Start your day with a healthy dose of fellowship, good food, and even better conversation. The ICCFA Annual Prayer Breakfast is free to attend but is on a first-come, first-served basis, due to limited seating.

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7:45–9:30 AM

BARTLE HALL D & E

★ Sponsored by  
Trigard

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## Morning Coffee

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8–8:30 AM

BARTLE HALL D & E

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## KIP Awards and Designations

Join us at the General Session Stage as we honor the 2022 winners of the Keeping It Personal (KIP) Awards, where we spotlight companies that personalize services and products to better serve families.

During this time we are also honored to recognize members who have aspired to become ICCFA Certified Executives. These members have earned this through their dedication to their professional growth and active involvement in the ICCFA.

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8:30–9:15 AM

BARTLE HALL D & E

★ Keynote Sponsored  
by Service  
Corporation  
International

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GENERAL SESSION

## Keynote - Diversity and Inclusion

CHIEF CARMEN BEST

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. In this talk, she shares her lessons learned on how to create a more diverse workforce and demonstrates the importance of including multiple viewpoints and backgrounds at any organization. According to Chief Best, "In

many ways, I represent what the future can hold, so I'm very proud of that." Currently, Best is the director of global security risk operations at Microsoft where she is responsible for the global virtual security operations team, intelligence, executive threat intel, special asset security risk operations, and security program management.

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9:15–10 AM

BARTLE HALL D & E

★ Keynote Sponsored by Carriage Services

❖ Maddy Dychtwald will be signing copies of her book, *Influence: How Woman's Soaring Economic Power Will Transform Our World for the Better*, in the ICCFA Plaza immediately following her keynote. Supplies are limited. First-come, first-served.

## GENERAL SESSION

### Keynote - 50+ Women: The Rising Power of the Consumer Force to be Reckoned With

MADDY DYCHTWALD

The growing strength and empowerment of 50+ women have been hiding in plain sight for far too long. That is about to change. Bolstered by unprecedented levels of education and workforce participation, escalating income and wealth, tech savvy and consumer know-how, and most importantly, rising longevity and vitality, 50+ women are fast becoming the consumer force to be reckoned with. Yet they often feel ignored, misunderstood, and even disrespected by brands and marketers.

Topics explored in Maddy's presentation include:

- The size, shape, and financial clout of this quickly growing market segment and how 50+ women are disrupting aging and leading the longevity revolution.
- The consumer purchasing power and passions of 50+ women, including their approach to spending, gifting, saving, and investing.
- The ageist and/or sexist messaging that turns them off—and how to avoid these communications pitfalls.
- The emotions, desires, and challenges that motivate their purchasing decisions, including their conscious consumerism.
- How technology and social media can be both a barrier and a benefit.
- How today's different generations of women influence each other and their purchasing decisions.
- The five-step action plan you need to capture the hearts and minds of this growing market segment.

---

10 AM–1 PM

BARTLE HALL D & E

★ Brunch Sponsored by Cypress Lawn, Funeral Directors Life and Strassacker Bronze America

### Expo Hall Open; Lunch Served

Today is the last day of exhibiting, so be sure to visit the Expo Hall for one last walk-around and a quick brunch. Exhibits are open until 1:00 PM.

1–5 PM

GREAT HALL LOBBY

## Registration Moves

After the exhibits close, ICCFA Registration will be relocated to the Great Hall Lobby, which is located on the 3rd level of the Kansas City Conference Center.

1–1:50 PM

3501 C/D

★ Educational  
Track Sponsored  
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Preplanning  
Solutions

BUSINESS MANAGEMENT

FUNERAL HOMES

LEADERSHIP

## Finding and Retaining Top Talent: Lessons Learned from Recruiting Over 250 Million-Dollar Producers

TYLER ANDERSON, PRECOA

With the seismic shifts and changing demographics of the job market, funeral homes are struggling to attract high-quality candidates. In this session, you'll learn about three recruiting challenges funeral homes are facing and which strategies are proven to generate top talent from both within and outside the profession. We'll share the do's and don'ts we've learned after 10 consecutive Top Workplace awards and nearly two decades of building networks of the most talented pre-need professionals. You'll learn how to create remarkable experiences during hiring and onboarding and how to develop talent to be ambassadors and advocates for your funeral home brand.

1–1:50 PM

3501 A/B

CREMATION

FUNERAL HOMES

GRIEF

## Pediatric Funeral Care

AMANDA KING, CFSP, B.C. BAILEY FUNERAL HOME

This presentation will explore in-depth ways to serve families that have experienced the devastating loss of a child. Amanda King will demonstrate ways to work alongside hospice for imminent pediatric cases and how to have early conversations with families. She will present options for how transfers can be done and will share how to offer final viewings for those with and without embalming. Amanda will share real life experiences, each one unique in circumstance with services ranging from acting as liaison to the child's school to exploring newer methods of disposition. She will walk attendees through specific ways to honor the child within the family's chosen service for direct cremations, witness cremations, aquamation, home funerals, green burials, traditional services, and even during shipment of the body.

1–1:50 PM

2505 A/B

★ Educational Track  
Sponsored by  
Batesville

LEADERSHIP

## Women in Leadership: Mental Health Awareness

JENNIFER OLVERA, CCE, GREEN HILLS MEMORIAL PARK;  
TIFFANY GALLARZO, GREEN HILLS MEMORIAL PARK

Join the ICCFA Women in Leadership Committee as they highlight ways to improve mental health following last year's breakout

session, “Compassion Fatigue – Self Care.” Mental health includes our emotional, psychological, and social well-being and affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices. Mental health is important at every stage in life but is especially crucial in our chosen profession. An increased understanding helps us empathize with one another and create a more supportive community. Self-care is an important component of mental health so join Jennifer and Tiffany while they discuss ways to care for yourself while caring for others and teach you how to create a positive, healthy, and successful work environment.

1–1:50 PM  
3501 G/H

CEMETERY	SALES & MARKETING
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Cemetery Prospecting and Lead Development:  
An Insider’s Perspective

TACYE VOGEL, LIFE TRIBUTE ACADEMY

Are you unintentionally sabotaging your sales team’s prospecting efforts? The systems for prospecting keep the sales going, and there are many new lead generation tools tied to technology. With the advent of these new tools and technologies, it might not be uncommon to hear, “How did we get leads before the internet?” In this session, Tacye Vogel will review three proven lead generation techniques and how they can keep your team’s pipeline full. These techniques can become the foundation for teams to fall back to when their pipeline is lean. Attendees will leave this session ready to implement the three fundamental practices and systems demonstrated in this session with their teams.

1–1:50 PM  
3501 E/F

BUSINESS	TECHNOLOGY
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Monetizing the Loss of Business Due to  
Mediocre Phone Skills

NICOLE WIEDEMAN, CSE, DEAD RINGERS

First impressions are vital in today’s environment of price comparison. We’ve learned through our objective metrics that dismal phone etiquette is leading to missed opportunities for capturing business in all facets of deathcare. We are now able to monetize the loss that occurs due to phone skills. We are on a mission to share our findings in a fun, irreverent, and engaging talk with attendees.

2–2:50 PM  
3501 C/D

★ Educational Track  
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## BUSINESS MANAGEMENT

## LEADERSHIP

### Interactive Strategic Planning

VINCENT ROBERGE, JOHNSON CONSULTING GROUP

Where has your company been, where is it now, where is it going, and how will you get there? These are just some of the questions you need to answer in order to create measurable goals to drive and develop sustainable growth. Strategic planning is the process used to prioritize and align efforts, effectively allocate resources, and ensure your goals are backed by data and sound reasoning. To achieve success, you must define success. For many of us, a large shortcoming in executive operations is not failing to meet our goals, but rather in not defining them, or setting our mark too low and only achieving what we were aiming for. Dive into how to effectively develop your ongoing strategic planning process so you can rise above the statistics and be one step closer to the ultimate goal of your exit plan.

2–2:50 PM  
3501 G/H

★ Educational  
Track Sponsored  
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Solutions

## CREMATION

## LEGAL

### "If Cremation Is So Easy...Why Does Anyone Make a Mistake?" (The Ultimate Cremation Risk Management Class)

POUL LEMASTERS, ESQ., ICCFA

This seminar will look at everything from the first call from the family all the way to the return of cremated remains to the family. Of course, we will touch on everything in between too. Through the program, we will discuss best practices in all facets with a focus on some of the more complex areas – think identification – as well as some of the more common but overlooked areas – think storage of remains before and after cremation. If you provide cremation, then this program is for you. You will hear first-hand the lawsuits that are happening today, with a focus on prevention.

2–2:50 PM  
3501 A/B

## SALES & MARKETING

## TECHNOLOGY

### Earned Media Best Practices

DANIELLE BURMEISTER, HOMESTEADERS LIFE COMPANY

In this session, we will discuss the three types of media: paid, earned, and owned. Experts define earned media as "the unpaid coverage/mention of you or your brand or organization by third-party entities such as media publications, customers, or influencers." In a nutshell, it is publicity: any content written about a company that the company has not paid for. Funeral home businesses should strive for their earned media strategies to incorporate the best PR practices, and this session will provide useful information about how to seek and win media coverage that promotes and builds a brand.

2-2:50 PM  
2505 A/B

FUNERAL HOME	PET LOSS
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Completing the Circle: Pre-need, At Need, Pets

COLEEN ELLIS, CT, CPLP, TWO HEARTS PET LOSS CENTER

Servicing pets is an opportunity to serve families experiencing a different kind of loss. It's even a fabulous addition to your marketing message. However, the true power in working with pet parents, especially those who may have never used your funeral home before, is capturing that family as a new legacy family. Pets as a lead generator and as a source of discussion is an excellent way to find new families to serve and begin forming new loyalties. This incredibly spirited presentation covers it all; from a guide to pre-planning for pets, to bringing a family full circle into the organization's fold, this is one session you won't want to miss!

2-2:50 PM  
3501 E/F

CEMETERY	FUNERAL HOMES
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The Dirt on Natural Organic Reduction

KATEY HOUSTON, RETURN HOME; MICAH TRUMAN, RETURN HOME

Natural organic reduction (NOR) was legalized in Washington State in 2019; this unprecedented change in law is a point of concern and contention within the industry. As licensed funeral professionals, we were not given access to research or training. Still, we felt that it was our responsibility to be well informed on this new disposition method. Our team abandoned tradition and comfort for innovation and uncertainty out of complete necessity for the families of Washington state. Return Home began conducting research in January 2019 and has formulated a process that can be explained with complete transparency. The results prove that the human body was designed to turn back into earth; we have optimized that process to take place within 60-90 days. This session is for funeral professionals who seek information and education on NOR, which is vital to ensure a full-service experience for interested families and continued education as new states pass legislation permitting NOR.

3-3:50 PM  
2505 A/B

CEMETERY
----------

Cemetery Consumer Service Council Panel Discussion

MODERATOR: TOM DALY, CCE, CHS CONSULTING GROUP  
PANELISTS: MEMBERS OF THE CEMETERY CONSUMER SERVICE COUNCIL (CCSC)

When disputes arise between cemeteries and consumers, the Cemetery Consumer Service Council (CCSC) is there to mediate. Originally founded in 1979, the CCSC now exists as a special committee within the ICCFA and specializes in handling issues

that arise between consumers and cemeteries. This panel discussion will feature members of the CCSC examining issues, trends, and cemetery complaints that have been received in the past year. The panelists will provide guidance to those in attendance on how these common, and sometimes uncommon, issues can be addressed and steps that can be taken to prevent the issues from arising. The lessons learned from this session will be applicable to all cemeteries and businesses, regardless of their size.

3–3:50 PM  
3501 C/D

BUSINESS MANAGEMENT

LEADERSHIP

## Business Succession Planning: How Do I Manage to Retire Before I Become a Client?

DANIEL GRIFFITH, HUNTINGTON PRIVATE BANK

Very few funeral and cemetery operators have a viable business succession plan in place, and even those that do may be antiquated. This presentation will cover the many types of business succession, including transitions to family members, sales to employees, ESOPs, sales to third parties, and sales to a competitor. We will discuss valuation methods, methods of determining the best option for each business, and ways of identifying helpful advisors to guide you through the process. We will also touch on the interaction with estate planning and several tax concepts that might be relevant.

3–3:50 PM  
3501 E/F

FUNERAL HOMES

GRIEF

## Honoring Transgender People: Being a Funeral Professional for All People

MARC MARKELL, PhD, WORSHAM COLLEGE OF MORTUARY SCIENCE

Funeral directors are called on to assist families in making arrangements for loved ones, including those who identified as transgender in life. Transgender is a term used for those whose gender identity is different from their assigned sex at birth. Some arrangements may be made by family who affirm the deceased person's gender identity and there is no dispute. Other arrangements may be made by families who disapprove of the person's gender identity and arrangements may be difficult. Unfortunately, there are few resources easily available for funeral directors that give guidance about these issues. Join Marc Markell as he helps attendees understand how to best serve a family of a transgender loved one.



3–3:50 PM  
3501 G/H

FUNERAL HOMES	SALES & MARKETING	TECHNOLOGY
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How Using Remote Funeral Arrangements and Technology is THE Game Changer & Disrupter in Funeral Service

ANGELIQUE SIMPSON, MATTHEWS INTERNATIONAL

Consumer behaviors and preferences have greatly moved towards embracing technology within the funeral home space. Consumers are very tech savvy and they require funeral homes to meet them “where they are”, which is in the privacy of their own homes. While this may seem new to funeral homes, we are closer than you think to being able to offer this very thing. We can help families choose options that help them love and honor their loved ones using technology and still be the trusted advisor we know families need when it’s time to say goodbye.

3–3:50 PM  
3501 A/B

CEMETERY	CREMATION	FUNERAL HOME
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Alkaline Hydrolysis: A Greener Death?

LUKE WILSON, BIO-RESPONSE SOLUTIONS, INC.

Are families required to choose the greenest option in death? No! But that’s not the only reason why families are choosing alkaline hydrolysis. To gain a real understanding of this option and where it is today, let’s take a glimpse at its 30-year history, how it has been legalized, and where it is currently offered! We will tour the inside of a business that currently offers alkaline hydrolysis for pets and another business that offers the service for people, showing the process from start to finish.



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SOLUTIONS



# Friday, May 19

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8 AM–1 PM  
GREAT HALL LOBBY

## Registration Open

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8:30–10 AM  
GREAT HALL LOBBY

## Morning Coffee

★ Break Sponsored by  
Nomis Publications  
Inc.

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9–9:50 AM  
3501 A/B

EMBALMING

FUNERAL HOMES

## You Feel What You See

JEFFREY CHANCELLOR, CFSP, H.S. ECKELS & COMPANY

Even the best embalming job can be ruined by poor positioning, sloppy dressing, or bad lighting. Folks are getting larger and venues are getting smaller so how do we position, stage, and light for the best outcomes? Join Jeffrey Chancellor as teaches easy-to-follow techniques that improve the presentation and viewing experiences for families and staff alike.

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9–9:50 AM  
3501 C/D

BUSINESS MANAGEMENT

LEADERSHIP

## What's the Deal with "Kids These Days?": Attracting, Connecting with, and Inspiring Mortuary Science Students in the Post-COVID Educational Climate

FAITH HAUG, ARAPHOE COMMUNITY COLLEGE

Learn from a mortuary school program chair as she details a year of innovation in her mortuary science program that will open the eyes of funeral home managers and owners. This data-driven presentation includes student outcomes, interviews with promising students, and skills for how to attract, connect with, and continue to inspire new graduates and retain them as employees, especially in post-COVID times.

9-9:50 AM  
2505 A/B

GRIEF	PET LOSS
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PAWS Pathway: Walking a Peaceful Path Through Pet Loss and Grief

ANNA McCLAIN, PAWS PATHWAY

PAWS Pathway is a personalized way of navigating pet loss that honors and embraces the special bond with your pet while learning to acknowledge and grow through your grief. PAWS Pathway can be utilized through both anticipatory pet grief and pet loss and helps one feel supported and embraced. Anna McClain will walk attendees through the PAWS Pathway and will focus on the common obstacles of pet loss so that you can help with others’ emotional and physical pain.

9-9:50 AM  
3501 G/H

LEADERSHIP	SALES & MARKETING
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Do You Know How to Catch a Unicorn?

HONNALORA HUBBARD, COLDSRING

When it comes to prospecting for large sale opportunities, there is untapped potential – a.k.a. “unicorns” – out there, but it’s up to you to get out and catch the opportunities. In this session, you will rediscover how to prospect for large sales and learn creative ways to reach the right customers. No longer can you count on a sparkling horse trotting through your door with a building plan and check in hand. Join us on an adventure to find these mystical creatures – we mean customers!

9-9:50 AM  
3501 E/F

BUSINESS MANAGEMENT	FUNERAL HOMES
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Understanding Estate Processes – Part 2: Practical Fraud Protection Techniques

MATTHEW VAN DRIMMELEN, FULL CIRCLE AFTERCARE

Settling matters of an estate can be overwhelming and expensive. While facing mounting grief, the family must also tackle many seemingly insurmountable tasks such as locating and canceling accounts, beginning insurance claims, and sorting through personal possessions to name a few, but many don’t realize they must also be taking preventative and precautionary measures to avoid theft of their loved one’s identity. According to the IRS, 2.5 million deceased identities are stolen each year, which cost people \$56 billion in 2020 in the U.S. alone. Most families don’t understand the danger, let alone know the steps that can be taken to avoid the theft of their loved one’s identity but that’s where funeral directors come in! Learn practical fraud protection techniques and how you can be a lifeline for families by offering a step-by-step to-do list, which can often save families thousands of dollars.

10–10:50 AM  
3501 G/H

★ Educational Track  
Sponsored by  
Coldspring

## LEADERSHIP

## SALES & MARKETING

### How to Elevate Your Team's Coaching Culture

DANIEL KIENTZEL, SERVICE CORPORATION INTERNATIONAL AND DIGNITY MEMORIAL; JACK ALEXANDER, SERVICE CORPORATION INTERNATIONAL AND DIGNITY MEMORIAL; SONIA SCOTT, SERVICE CORPORATION INTERNATIONAL AND DIGNITY MEMORIAL

Coaching shouldn't be treated as a line item on your to-do list. Integrating coaching into your management style is key to creating a successful coaching culture. That means every interaction with your team, whether you're onboarding, sitting in on calls, or holding 1 on 1s, becomes an opportunity for coaching. Don't make it hard to implement. Start by creating a formal coaching library that covers the 5 core components: team coaching, 1 on 1s, onboarding, peer to peer, and self-coaching.

10–10:50 AM  
2505 A/B

## GRIEF

## PET LOSS

### The New Family: Normalizing the Pet Memorial Service & Filling This Crucial Need for Pet Owners

MARYGLENN WARNOCK, PAWS TO REMEMBER

This session explores how and why the concept of family has evolved to include members of the two- and four-legged variety. In addition to providing an eye-opening look into changes in attitudes about pets, what's fueling this shift, and the generational component driving these changes in how to define family, this presentation will probe how we, as aftercare providers, must endeavor to serve the whole modern family. From examining the who (who the market for pet services is - and it's far more nuanced than just pet owners), the why (why pet services are so desperately needed), to the how (how to reach the market and deliver valuable, meaningful services). This session will deliver thought-provoking and insightful content about the future of pet aftercare.

10–10:50 AM  
3501 C/D

## LEADERSHIP

### Recruiting, Retention and Turnover...The Struggle is Real

ANDY LOPEZ, GOODTRUST; CHUCK GALLAGHER, AMERICAN FUNERAL FINANCIAL

After managing the labyrinth of staffing shortages, turnover, and the post-pandemic great resignation, we find ourselves holding onto disruptive and unproductive team members in fear of not finding replacements. Andy Lopez offers a few solutions that are

practical and have proven success in sourcing, coaching, and retaining talented staff. He will also discuss ways to evaluate your current staffing levels and adapt a balancing approach to forecasting and cross-training to prevent burnout of the team.

10–10:50 AM  
3501 A/B

EMBALMING	FUNERAL HOMES
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Embalming the Edematous Case: Reduction, Removal, Restoration

SHUN NEWBERN, CFSP, METROPOLITAN MORTUARY

What happens when a family’s loved one has edema? Can they still have an open casket? Join Shun Newbern as he shares specific techniques that can be used to reduce edema from the entire body, including swollen eyes, to a more acceptable appearance. He will identify a number of ideas and suggestions that will help funeral directors and embalmers better promote open casket services and will identify methods that can be employed to better improve staff capabilities when meeting with family members with good restorative art skills. The session will provide easy-to-use techniques for the novice embalmer and fine-tuning areas for the experienced practitioner.

10–10:50 AM  
3501 E/F  
★ Educational  
Track Sponsored  
by Mount Sinai  
Memorial Parks and  
Mortuaries

BUSINESS MANAGEMENT	TECHNOLOGY
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Competing on Analytics: Data-Driven Decision Making

ROBERT PAGE, EVERSTORY PARTNERS

Whether in a cemetery, funeral home, crematory, combination location, or as a member of a consolidator, our definition of success should be based on quantitative and qualitative values. Each aspect of your operation (maintenance, administration, operations, sales, HR, IT, marketing) has precious information which may enable you to compete on a new level in your marketplace. Key stakeholders may have their definitions of success, but what is yours? Explore the varied values and relationships of data elements already at your fingertips, and determine how you can compete in analytics.

11–11:50 AM  
3501 C/D

BUSINESS MANAGEMENT	LEADERSHIP
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Identifying & Capitalizing on Your Golden Hours: Time Management & Other Strategies for Owners & Managers

TIM BRIDGERS, LIVE OAK BANK

Management is hard. It’s also vital to efficient and effective work as well as reaching your goals. Mismanaged people can lead to underperformance, mismanaged time can lead to an



inability to meet goals, and mismanaged finances can lead to business failure. Ask yourself, "Am I maximizing my time? Are my management strategies enabling a thriving business?" There are a lot of theories and models out there for management. How do you identify the best one for you and your business? In this session, we will take a deep dive into time, financial, and people management and how to determine the best business strategies to reach your goals and win in the marketplace.

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11–11:50 AM  
3501 G/H

CEMETERY

CREMATION

## What Does Cremation Mean Today to a Craft Beer, Environmentally Conscious Generation?

TOM CREAN, TC MANAGEMENT

When a partnership fell through mid-pandemic, Heritage Gardens Surrey Cemetery was concerned. That's when Tom Crean's sons decided to test out a few experimental offerings geared toward a market no one had been addressing: their own generation - the "craft beer, environmentally conscious generation." Tom and his partner authorized them to go forward and everything they designed sold out before it was even built! Greening cremation while adding life to memorialization has allowed them to replace their would-be partner's presence, and then some! Join Tom as he discusses these products in the context of climate change as it pertains to cemetery operations, featuring the latest advances in bereavement support and innovation within the profession.

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11–11:50 AM  
3501 E/F

BUSINESS MANAGEMENT

FUNERAL HOMES

LEADERSHIP

## Understanding the Millennial Worker and How They Can Improve Your Business

ANTONIO GREEN, JAMES H. COLE HOME FOR FUNERALS

The typical funeral home in the United States is owned and/or operated by an individual of the Baby Boomer or early Generation X age range. The up-and-coming Millennial generation, which will soon become the successors in these businesses, act and operate very differently. Nevertheless, they are changing how businesses operate and carving new paths in almost every industry, including deathcare. Nowadays, it's rare to have a conversation with funeral home owners without them bringing up how difficult it is "working with Millennials". This session will help you understand why Millennials are so different than previous generations, provide ideas on how to motivate these employees, and prove how big of an asset they can be to the business.

11–11:50 AM  
2505 A/B

CEMETERY	CREMATION	PET LOSS
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Cemetery Development Has Gone to the Dogs

JOHN BOLTON, CCE, CCCE, CSE, CXE, PARK LAWN CORPORATION

Pets are important. Americans spent \$124 billion dollars on pet products and services. Among Americans yet to purchase a home, nearly 42% admitted that their pet or the desire to have one would be a key factor in their decision to buy a house. So with the pet industry continuing to grow rapidly in the US, what are we doing to help facilitate memorializing a pet as they go to the Rainbow Bridge? In this informative session, John will share the thought process, development components and return on investment potential of adding a pet burial and cremation area to your cemetery.

11 AM–12:50 PM  
3501 A/B

EMBALMING
-----------

Embalming with Improved Knowledge and Skills

KARL WENZEL, PhD, GENELYN CANADA/NORTH AMERICA/ASIA

Embalmers are filled with knowledge and skills that assist families with saying good-bye every day. Let’s expand our knowledge to better aid families as well as better protect us in the preparation room. We will look at knowledge of product risks and how to utilize products to provide us with the best end results for the families we serve. From jaundice to massive trauma to disinfectants to index, let us expand our knowledge with open discussion.

12–12:50 PM  
3501 C/D

FUNERAL HOMES	TECHNOLOGY
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When Digital, Innovation, and the Real World Meet, Magic Happens: Why Tribute Technology’s Digital Guru Focuses His Time on Physical Keepsakes

ZACK GARBOW, TRIBUTE TECHNOLOGY

The digitization of our world means consumers are bombarded with video, brand messages, and content all day (and night!) In this always online world, even caring for the grieving has gone digital. Online funerals, digital keepsakes, like memorial videos and tribute walls, and even supportive Facebook content play an important role in honoring a loved one and healing from loss. However, these digital products have their drawbacks. They’re becoming ubiquitous, commoditized, and they lack the tangible permanence. People can’t touch and feel them. Digital keepsakes typically aren’t truly “yours” since they exist in the cloud, and

it's difficult to form an emotional connection to something constructed of bytes. That's why taking digital products and moving them into the physical world is increasingly important to families and when differentiating your business. Join Zack Garbow -- one of the funeral profession's foremost technology innovators -- to learn how to perfectly pair your online offerings with physical keepsakes for superior service, family satisfaction, and business growth.

12-12:50 PM  
3501 E/F

★ Educational  
Track Sponsored  
by TruStage  
Preplanning  
Solutions

## LEADERSHIP

### Communicating at Every Level – the Death Care Collective

ERIN CREGER, ENVISION STRATEGIC PARTNERS; HONNALORA HUBBARD, COLDSRING

You've heard it's all about location, location, location. That may be true in real estate but it is becoming less and less important in the deathcare industry and business as a whole. Let's dive into the topic that makes the biggest impact in business today: communication, communication, communication!

Learn how to increase your impact with greater communication on three clear paths:

- Communication #1 – Erin Creger will guide you through how to make one-on-one communication more productive and how to show up to each conversation as your best self.
- Communication #2 – Honnalora Hubbard and Erin will team up to give a can't-miss approach to crushing every presentation you give and communicating in group settings.
- Communication #3 – Honnalora will help you remove the fear and find your voice when speaking from the stage so you can take your message to the masses.

12-12:50 PM  
3501 G/H

## CEMETERY

## FUNERAL HOMES

### Sustainable Steps to Sell Eco-Friendly Death

DARREN CROUCH, GREEN BURIAL COUNCIL

Environmental concerns are making an impact on every industry, led increasingly by green-minded consumers who are educated, engaged, and asking for services that align with their values. What will this trend look like at your funeral home or cemetery and how can you prepare your business to meet this demand? Darren Crouch present the case for environmentally friendly services and biodegradable merchandise, even if there isn't a green cemetery in your area yet.

12–12:50 PM  
2505 A/B

PET LOSS	SALES & MARKETING	TECHNOLOGY
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Generate More Pet Loss Revenue with Precise Digital Marketing

WELTON HONG, RING RING MARKETING

More funeral homes are adding pet cremation to their service offerings, making this the perfect time to explore the user experience for families facing an at-need situation with a pet. What do pet families know about their options when a beloved companion dies? How do you capture their attention when they're looking online for information on cremation, memorialization, keepsakes, and more? Ring Ring Marketing founder/CEO Welton Hong explains how digital marketing can help funeral homes grow their pet loss services. He'll explain how to gain market share with strong local SEO and pay-per-click advertising, brand your firm as a compassionate pet loss service provider through social media, establish trust by generating more positive online reviews, and much more. He'll also discuss the benefits of having a dedicated website for pet families, the importance of incorporating high-conversion elements into the site, and the need to have a mobile-friendly site.

1–3 PM  
2505 A/B

★ Luncheon  
Sponsored by Cave Hill Cemetery, Cypress Lawn, Inglewood Park Cemetery, Ring Ring Marketing

LEGAL
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Legal & Legislative Luncheon

POUL LEMASTERS, ESQ., ICCFA

It is said that when something works, you stick with it. Apparently, a free lunch served with a side of legal and legislative updates is one of those models that works. Join us again for the annual Legal & Legislative Luncheon. This is the place to be if you want to hear about and contribute to what is happening on the Federal and State levels of deathcare. We will talk about taxes, OSHA, employment, and FTC, plus state issues and changes in funeral, cemetery, and crematory regulations across America - we may even talk a little about Canada, too. In addition to hearing about legislation that might affect you, this is also the place to share the issues that are currently affecting you. With a roomful of those in the know, you will want to make sure to put this session on your calendar.

# Friday, May 19

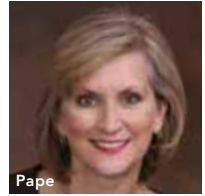
5:30–10 PM

NEPTUNE LOBBY &  
BALLROOM

★ Closing Banquet  
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## Closing Banquet

Please join us for one final gathering before heading home! Dress for a night at the theater, and join friends and colleagues for drinks, dinner, and the annual Celebration of Remembrance. During the evening we will also have the ICCFA Presidential transfer of power as Gary Freytag, CCFE, steps down and Robbie Pape becomes ICCFA's next President. The Closing Banquet is a ticketed event. Tickets are included with all full registrations, or may be purchased at the ICCFA Registration area.

A large background image showing the Tampa Convention Center, a modern building with a prominent tower, situated on a waterfront. Several yellow tour boats are visible in the water in the foreground. The scene is captured during the day with some clouds in the sky.

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## Plan

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**Tim Birch**

Executive Vice President  
Legal and Corporate Development

**203.559.4911** Direct Line



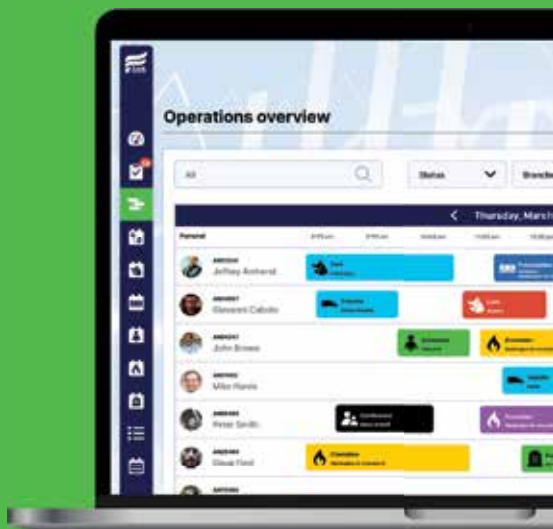
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# Expo Hall Map



## Legend

TABLE LOUNGE

FOOD STATION

BAR



# Expo Hall Hours

<b>Tuesday, May 16</b>	4–8:30 PM	Exhibits open + Expo Hall grand opening reception
<b>Wednesday, May 17</b>	11 AM–5 PM	Exhibits open + Lunch with exhibitors and reception
<b>Thursday, May 18</b>	10 AM–1 PM	Exhibits open + Brunch with exhibitors



MAP CURRENT AS OF MARCH 22, 2023

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# 2023 Exhibitors

COMPANY	BOOTH #
@Need Marketing	1025
4 Seasons Custom Clothiers	1238
A Simple Thank You	208
Academy of Professional Funeral Service Practice, Inc.	1534
Advanced Projector Technologies	213
AFP Horizon, Inc.	805
Aftercare.com	PLPA 1415
Algordanza Memorial Diamonds	PLPA 736
American Bronze Craft	1141
American Crematory Equipment Co.	PLPA 317
American Funeral & Cemetery Trust Services - (AFCTS)	836
American Mortuary Coolers	611
American Pre-Arrangement Services, Inc - (APASI)	436
Argent Trust Company	1209
Arlington National Cemetery	943
Artistic Urns, Inc.	1303
ASD - Answering Service for Directors	1225
Atlantic Coast Life	1102
Axiom, Powered by JMT Consulting	IMSA 1433
B&L Cremation Systems Inc.	IMSA PLPA 113
Bancorp, The	1109
Batesville	PLPA 425
Behar Mapping LLC	IMSA PLPA 1508
Bespoke By Alex	338
Biondan North America, Inc.	IMSA 525
Bio-Response Solutions Inc. (Aquamation)	PLPA 639
Body Sealer	PLPA 1037
Brown Companies	109
Brownyard Group	540
C&J Financial, LLC	1235
Carrier Mausoleums Construction U.S.A., Inc.	434
Casualty, Mortuary Affairs and Military Funeral Honors	1040
Catholic Extension	1305
Cemetery Funeral Supply	1633
Cemetery360, Inc.	IMSA 1513
Cemsites	PLPA 809
Champion Company, The	933
Charity Box, LLC	1340

COMPANY		BOOTH #
Church & Chapel Metal Arts, Inc.	IMSA	1502
CIMS Cemetery Software	First Timer	742
Classic Plastics Corp	PLPA	1335
ClearPoint Federal Bank & Trust		1003
Coldspring	IMSA PLPA	1617
Commemorative Rosaries		1332
Continental Computer Corporation		1331
Cooperative Funeral Fund, Inc.		334
Core Scientific		1807
Cremation Recycling, a division of Mid-States Recycling		1310
Cremation Systems	First Timer	1036
Crowne Vault/Cressy Memorial	PLPA	1304
Custom Air Trays	IMSA PLPA	1330
Davey Tree Expert Company, The		825
Davis Whitehall Company, The		1402
Dead Ringers		734
Diamond Elite Merchant Solutions	First Timer	541
DISRUPT Media	IMSA	437
Divine Memories	First Timer	342
Dodge Company	IMSA	1504
Domani Preneed		340
Domanicare		1806
Donate Life America		441
Dongguan Xiuyuan Jewelry Co., Ltd.	PLPA First Timer	138
Doric Products, Inc.	IMSA	1533
Eagle Granite Company	IMSA	1106
Eagle's Wings Air (EWA)		1002
Eckels		616
eFuneral		738
Eickhof Columbaria, Inc.	IMSA	1124
Elite Payment Group	PLPA	134
Elysium Black Diamond	First Timer	1337
Ensure-A-Seal	IMSA	1118
Enterprise 380 - Phutai Joint Stock Company	First Timer	1341
Envision Strategic Partners		1039
Eterneva, Inc.		1139
Everything After		1017
Express Funeral Funding	IMSA	911
Family Bronze		903
FederalEagle, LLC		703

## COMPANY

## BOOTH #

Federated Fiducial	First Timer	739
Fenimore Asset Management		336
Final Embrace, LLC	PLPA	1532
FINANCIALCORP Equipment Finance	First Timer	543
Flowers for Cemeteries, Inc.		1408
Foresight Companies, The		433
Frigid Fluid Company		128
FT the Americas (Facultatieve Technologies)		1313
Full-Circle Aftercare		1032
Funeral 365		129
Funeral Directors Life (FDL)		1202
Funeral Home Gifts	PLPA	1217
Funeral Service Foundation		1404
Funeral Services, Inc. (FSI)		1207
funeralOne		118 & 410
G.H. Forbes Associates Architects		1308
Garfield Refining		614
Gather	KIP Award Winner	511
Global Atlantic Financial Group		1125
Global Bronze, Inc.	IMSA PLPA	207
GoodTrust		1810
Grasshopper Bank		642
Great Western Insurance Company		730
Green Burial Council		937
Heirlooms Limited	First Timer	1442
Hepburn Superior US Chemical	IMSA	335
Heritage Flower Company	IMSA	1510
Holland Supply, Inc.	IMSA	1015
Homecoming Inc.		1803
Homesteaders Life Company		1004
Howard Miller Co.	PLPA	1302
Huntington National Bank		834
ICCFA Educational Foundation		1706
Implant Recycling, LLC		531
Infinite Innovations		1630
Ingram Construction Company Inc.	IMSA	1635
Inman Shipping Worldwide	PLPA	803
Intuitive Solution Group		1605
Johnson Consulting Group	IMSA	905
Journey to Serve (under ICCFA Educational Foundation)		1702

COMPANY		BOOTH #
JST Architects	IMSA	132
Kanga-Woo First Call Pouches	PLPA	235
Kates-Boylston Publications		302
Keeper Memorials	IMSA	1208
KMI Columbaria Inc.		1432
Kodak Alaris	First Timer	243
Kyber Columbarium & Consulting		1641
LAads - A Marketing Agency	IMSA	1434
Lamcraft, Inc.	PLPA	1732
Legacy Touch		1134
Legacy.com	PLPA	1419
LGS Refining		443
Life Expression	PLPA First Timer	519
Link Mortuary Equipment		1439
Live Oak Bank	PLPA	536
LiveControl		1611
Makeys Group		1740
Matthews Environmental Solutions	PLPA	617
Matthews Memorialization	IMSA PLPA	713
McCleskey Mausoleum	IMSA	1624
Mega Mini Trucks	First Timer	1436
Mekus Tanager, Inc.	IMSA	1403
Memorial Business Systems	IMSA	1339
Memorial Reefs International LLC	PLPA	142
MemoriaLeaf		1734
Memory Glass, LLC	PLPA	902
Merendino Contracting, Inc.	IMSA	515
Messenger	IMSA PLPA	917
Metropolitan Funeral Service Inc.		1334
Miller Architects & Builders		1034
Mitchell K. Jewelry		201
MorTrack by Cairnstack		1104
MyBabbo Inc.	First Timer	1736
Napco	First Timer	737
National Cemetery Administration		941
National Funeral Directors Association	IMSA	1406
National Guardian Life Insurance Company (NGL)		411
National Mortuary Shipping and Cremation	PLPA	1336
Neutrolene		237

## COMPANY

## BOOTH #

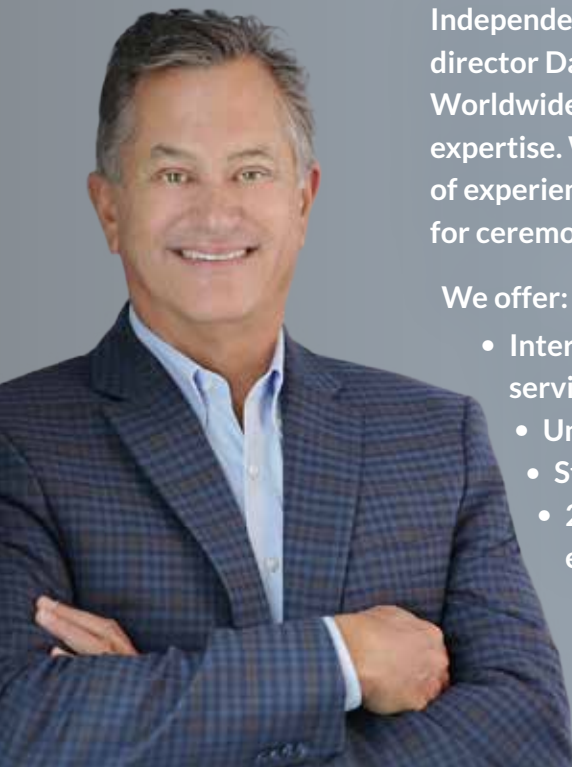
Noble Metal Solutions		517
Nomis Publications	IMSA	1700
Northeast Texas Community College	First Timer	1138
NorthStar Memorial Group		114
Nunez and Associates		1243
Nunn Products		1801
OLD URN ICT	PLPA First Timer	130
OpusXenta	IMSA	625
Orthometals		743
Osiris Software		1103
Paradise Pictures, LLC	PLPA	1009
Parting Gifts	First Timer	1038
Parting Pro		1206
Parting Stone		1143
Passages International, Inc.	PLPA	1116
Passare		1203
Pearl's Premium Ultra Low Maintenance Lawn Seed		1639
PETS LLC	PLPA	1307
Physicians Mutual		935
Picture Specialist for Memorial, The (PSM)		1628
Pierce Mortuary Colleges		1525
Pittsburgh Institute of Mortuary Science	IMSA	300
Plastic Plaque Products	First Timer	1142
PlotBox, Inc.		1137
Polyguard, LLC	IMSA	1117
Porcelains Unlimited, LLC		939
Precious Memories		1800
Precious Metal Refining Services (PMRS)	PLPA	832
Precoa		925
Premier Columbaria		1607
Premier Preneed Marketing an Integrity Company	PLPA	217
Regions Funeral and Cemetery Trust		1409
Resomation America	PLPA	1540
Ring Ring Marketing		725
Riviera Tailors Ltd.		612
Robbie Iyer Bespoke		1435
Roberts & Downey Chapel Equipment, Inc.		1242
S&S / Superior Coach Company		225
Salem Stones		1625

COMPANY		BOOTH #
Samuel Mitchell Design	First Timer	337
Save the Brave	First Timer	1043
Sea Spirit Memorial		842
Security National Life Insurance Company		1239
Sepio Guard		1029
Shiva Shade	PLPA	1035
Sichuan Pingan Graveclothes, LLC.	First Timer	1440
SiteOne Landscape Supply	First Timer	803
Southern Cemetery, Cremation & Funeral Association (SCCFA)		1405
Splendid International		1742
Starmark Cremation Products		311
STIHL	First Timer	831
Strassacker Bronze America LLC		1637
Sunset Memorial & Stone		1013
Surety Capital Corp		1809
Swan Stonarts		108
Terravas	PLPA	539
The Hope Kit	First Timer	1240
Tile Artisans		1309
Traditium Canada-USA-Europe		135
TribuCast		1813
Tribute Companies, The	IMSA PLPA	1312
Tribute Technology		1529
Trigard	IMSA PLPA	731
Tukios		1517
Turf Feeding Systems, Inc.	First Timer	1437
U.S. Cremation Equipment	PLPA	1815
U.S. Metalcraft, Inc.	IMSA	542
UMB Bank	First Timer	1343
UPD Urns		203
Valbridge Property Advisors, Kansas City	First Timer	140
Vital ICE App / Vitalboards	PLPA	1812
webCemeteries	IMSA PLPA	417
Wilbert Group, The		1425
WORKHORSE Ground Solutions		638
Xiamen Buytopstone Imp & Exp Co. Ltd.	First Timer	741
Xiamen Empart Supply Co	First Timer	100
Xiamen Lianguo Runhua Stone Industry Co., Ltd	First Timer	102



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Development Analyst

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# 2023 Board of Directors Voters Guide

The Election period for the 2023 ICCFA Board of Directors opened on April 12, 2023, and will close on Wednesday, May 17 at 11:59 am CT. An announcement of the winners will be made during the ICCFA Annual Convention & Expo on Wednesday, May 17 after all votes have been posted and a detailed audit of the election has taken place. An official memo will be posted at the ICCFA Welcome Lounge, booth #301, in the Expo Hall.

Electing new board members to serve the association is one of the active responsibilities of membership, and we are privileged to have an amazing slate of members who want to actively participate in the future of ICCFA. In accordance with the April 2019 amendments to the ICCFA Bylaws, six (6) Regular members shall be elected to serve a term of three (3) years and one (1) Professional/Supplier member shall be elected to serve a term of two (2) years.

On April 12, 2023, the primary contact for all active ICCFA Regular members will have received an email from [AssociationVoting.com](https://AssociationVoting.com) with login credentials to cast their vote(s). If you have questions about your business's voting status, please visit Cindy Hinton at the ICCFA Welcome Lounge.

# 2023 Candidates

(6 Regular members shall be elected to serve a 3-year term)



## Spencer Hines

REGULAR

NATIONAL VICE PRESIDENT OF SERVICE SALES, NORTHSTAR MEMORIAL GROUP

Spencer Hines started his career in the profession in 2006 as a licensed funeral director and embalmer in Kansas and Missouri. He had the opportunity to work for SCI over 12 years in different roles: Funeral director, general manager, plus multi-unit leadership roles for operations and sales. In 2018, he joined NorthStar Memorial Group as the Vice President of Service Sales. NorthStar Memorial Group focuses on sales and operational training, deploying marketing strategies, growing businesses, and enhancing customer service through personalized services. Spencer has been on the board of the Southern Cemetery, Cremation and Funeral Association (SCCFA) since 2014 and am currently serving as the president of the association. He is also a member of the Florida Cemetery, Cremation and Funeral Association (FCCFA) and attend the convention.



## Miles Penn

REGULAR

CHIEF OPERATING OFFICER, LEXINGTON CEMETERY COMPANY

Miles Penn has worked with the Lexington Cemetery for 24 years. He has mainly been on the operations side, but also has managed the cemetery's sales people. Miles was promoted to COO in 2019. He attended the ICCFA Annual Convention. He is the immediate past president of the SCCFA as well as the past president of the Kentucky Cemetery Association (KCA) and remains a board member for the KCA.

# 2023 Candidates



## Rene Negrete

REGULAR

SENIOR VICE PRESIDENT OF SALES AND MARKETING,  
INGLEWOOD PARK CEMETERY

Rene has been in the industry since 2009, having joined Service Corporation International (SCI) as a sales manager in the Los Angeles area. After a successful run of five years as a sales director, he was promoted to SCI Houston home office in the role of director of pre-need sales for North America. In the role, Rene created and led the strategic growth plan for the Pre-Planning Advisor program and was responsible for growing the sales team to 2,000 sales personnel and 100 managers/directors while growing sales from \$385M in 2018 to \$500M+ in 2020. He left SCI in April 2021 to join the executive leadership team at Inglewood Park Cemetery where he lead the sales and marketing departments.

Rene participated in the DEAD Talks conference in January 2022 as a guest speaker and panelist on community engagement.

He is humbled that someone put his name forth for consideration. The industry will undergo much change over the next 10 years and he believes that he can help the ICCFA go through that change. Changing demographics (age, ethnicity, secularism, etc.) will force organizations such as the ICCFA to adapt so that we as an industry can help serve families well into the future. Rene would bring a diverse viewpoint to the board that would contribute positively to the growth and sustainability of the ICCFA.



## John Newcomer

REGULAR

PRESIDENT, NEWCOMER FUNERAL SERVICE GROUP

John Newcomer graduated from the University of Kansas in 2008 with a Master's in accounting and worked as a CPA for a large public accounting firm in Chicago until 2012. He joined the family business in 2017 as an apprentice funeral director in the Louisville, Kentucky market and managed the funeral homes in that market. In 2017 John moved to our company's home office in Topeka, Kansas. He currently serves as the president of Newcomer Funeral Service Group. The company operates 42 funeral homes and 2 cemeteries in 10 states.

# 2023 Candidates



## Andrew Parsell

REGULAR

VICE PRESIDENT, PARSELL FUNERAL HOMES & CREMATORIUM  
AND PARSELL PET CREMATORIUM

Andrew T. Parsell is the vice president of Parsell Funeral Homes & Crematorium and Parsell Pet Crematorium, with five locations serving Delaware. He is a 2008 graduate of the Pittsburgh Institute of Mortuary Science. Born and raised in Lewes, Delaware, he is engrained in his community, serving as a past officer for the Volunteer Fire Department and as a member of the Catholic Church, among other organizations.

Professionally, Andrew is the past president of the Delaware Funeral Directors Association; past member of the Compassionate Care Hospice Advisory Committee; and is currently on the Certification Committee for the Pet Loss Professional Alliance (PLPA) through ICCFA, as well as appointed to the Delaware State Board of Funeral Services by Governor John Carney where he serves as secretary of the board.



## Rafael Ochoa

REGULAR

GENERAL MANAGER, HILLSIDE MEMORIAL PARK AND  
MORTUARY

Rafael Ochoa earned his MBA from Pepperdine University with a concentration in finance. He is an active member of Beta Gamma Sigma, the international society of collegiate schools of business. He entered the industry after joining Hillside in 2003 as an accountant. Since then, he has held numerous roles within the company. In these various capacities, Rafael has worked on several board-level committees including finance, investment, audit, land use and planning, and marketing. He works directly with Hillside's board of directors ensuring that their strategies align with their mission and overall business sustainability.

Rafael is an active member of the ICCFA. He is an active meeting attendee, having completed three years of ICCFA University and has attended DEAD Talks and Fall Leadership conference on a regular basis for the last several years. He is also an active member of Cemetery and Mortuary Association of California (CMAC) and holds an active funeral director license in the state of California.

He has a strong finance background that is coupled with a well-rounded multi-discipline approach. He serves on committees in our local school board and is an active volunteer at community events and with local organizations.

# 2023 Candidates



## Kent Robertson

REGULAR

PRESIDENT AND CHIEF EXECUTIVE OFFICER, FOUNDATION PARTNERS GROUP

Kent Robertson is a founder, entrepreneur and business leader with 30 years of proven leadership in both public and private settings. He has board-level experience at all levels including state and national trade associations including regulatory and legislative rulemaking. His industry experiences include the healthcare service industry, industrial services, healthcare technology, automotive and deathcare. Foundation Partners and its partners have been involved in many different aspects of ICCFA over the last 10 years.

Kent is responsible for the operations of more than 250 funeral homes and cemeteries in 21 states. Foundation Partners Group serves more than 100,000 families annually through its network of cemeteries, funeral homes and crematoria. FPG employees more than 1600 team members. His experiences and responsibilities help inform an objective perspective and bring commercial experience to the ICCFA.



## Jeremy Weaver

REGULAR

DIRECTOR OF SUPPORT, CARRIAGE SERVICES

Jeremy Weaver is a licensed funeral director and embalmer in the state of Texas and has been in the funeral home & cemetery profession since 1995. He has a broad base of management experience with funeral homes & cemeteries.

He is also proud of a multiyear focus on the cremation consumer, crematories, and development of cremation gardens in various states throughout the south. Currently, Jeremy works with Carriage locations in Florida and Louisiana.

Jeremy is a strong supporter of local and national associations and a firm believer in the value that membership and participation brings our profession. Currently, he is an officer or board member of the following associations: North Texas Funeral Directors Association (NTFDA), Texas Funeral Directors Association (TFDA), Southern Cemetery Crematory Funeral Association (SCCFA), and the Texas Cemeteries and Crematory Association (TCCA).

As a member of the Board of Directors for ICCFA, he would look forward to associating with top individuals from the industry to fortify and expand the industry on a national level. He would embrace every opportunity to grow as a devoted member of this community. Being involved with multiple state associations will facilitate more opportunities to speak on their behalf as a voice for these organizations and the industry.

# 2023 Candidates

## Professional/Supplier Applicants

(1 Professional/Supplier member shall be elected to serve a 2-year term)



**Andy Buckman**

PROFESSIONAL/  
SUPPLIER MEMBER

EXECUTIVE VICE PRESIDENT OF SALES AND MARKETING,  
EXPRESS FUNERAL FUNDING

Andy Buckman currently serves as executive vice president of sales and marketing for Express Funeral Funding and represents the funding vertical consisting of (Express Funeral Funding, We Fund Funerals, Jefferson Financial and Policy Express) brands at our quarterly board meetings. His career started in the industry in 2012 after joining EFF as a national account manager. Since then, Andy has held various rolls within the company and was promoted to division operations manager in 2015, director of sales in 2016 and executive vice president in 2019. Prior to his career in the deathcare industry, he spent five years in corporate America handling subrogation negotiations for the healthcare industry. He graduated Magna Cum Laude from Grand Canyon University with a bachelor’s degree in business administration in 2007.

Andy has attended ICCFA’s Annual Convention every year since 2014 along with DEAD Talks. He and his team annually attend 30 state level conventions along with dozens of regional/district meetings. He has also presented sessions for multiple states associations across the country as well as writing articles on various financial topics for industry publications.



# 2023 Candidates



## Mike Harens

PROFESSIONAL/  
SUPPLIER MEMBER

NATIONAL ACCOUNT MANAGER, COLDSRING

Since 2016 Mike Harens has rolled up his sleeves to learn as much as possible about this industry; its history, the importance of it, the products and services offered, the “who’s who”, and the obstacles and opportunities to improve

us all as an industry.

Mike has taken a leading role in educating both industry professionals and consumers on the importance and impact of permanent placement of cremated remains through social media platforms.

At a state level, he has spoken at the Minnesota Association of Cemeteries (MAC) and attend their annual meetings. In 2019, he joined the ICCFA Sales & Marketing Committee and went on to co-chair the 2022 DEAD Talks Sales event.

He is an active volunteer in his local community through Great River Educational Arts Theatre (GREAT) and volunteers with a team of employees at Coldspring for community events.



## Don Winsett

PROFESSIONAL/  
SUPPLIER MEMBER

VICE PRESIDENT OF NATIONAL BUSINESS DEVELOPMENT TEAM, THE DAVEY TREE EXPERT CO.

Don Winsett is a 30-year veteran of the green services industry and a pacesetter thought leader. He’s an oft-quoted industry expert and a frequent speaker on tree

maintenance, storm readiness, irrigation management, and landscape industry success.

For the past eight years, Don has led Davey’s business development team through a visionary growth plan, connecting the Company’s research-based best practices with customer experience innovation, exponentially expanding Davey’s already-impressive client portfolio.

His passion and dedication to the industry is best exemplified by active leadership involvement in the International Society of Arboriculture (ISA). He is also a member of FCCFA, serves on the Sales and Marketing Committee for the ICCFA, was a co-chair of 2019 DEAD Talks Sales Conference and is a member of numerous associations across the country.

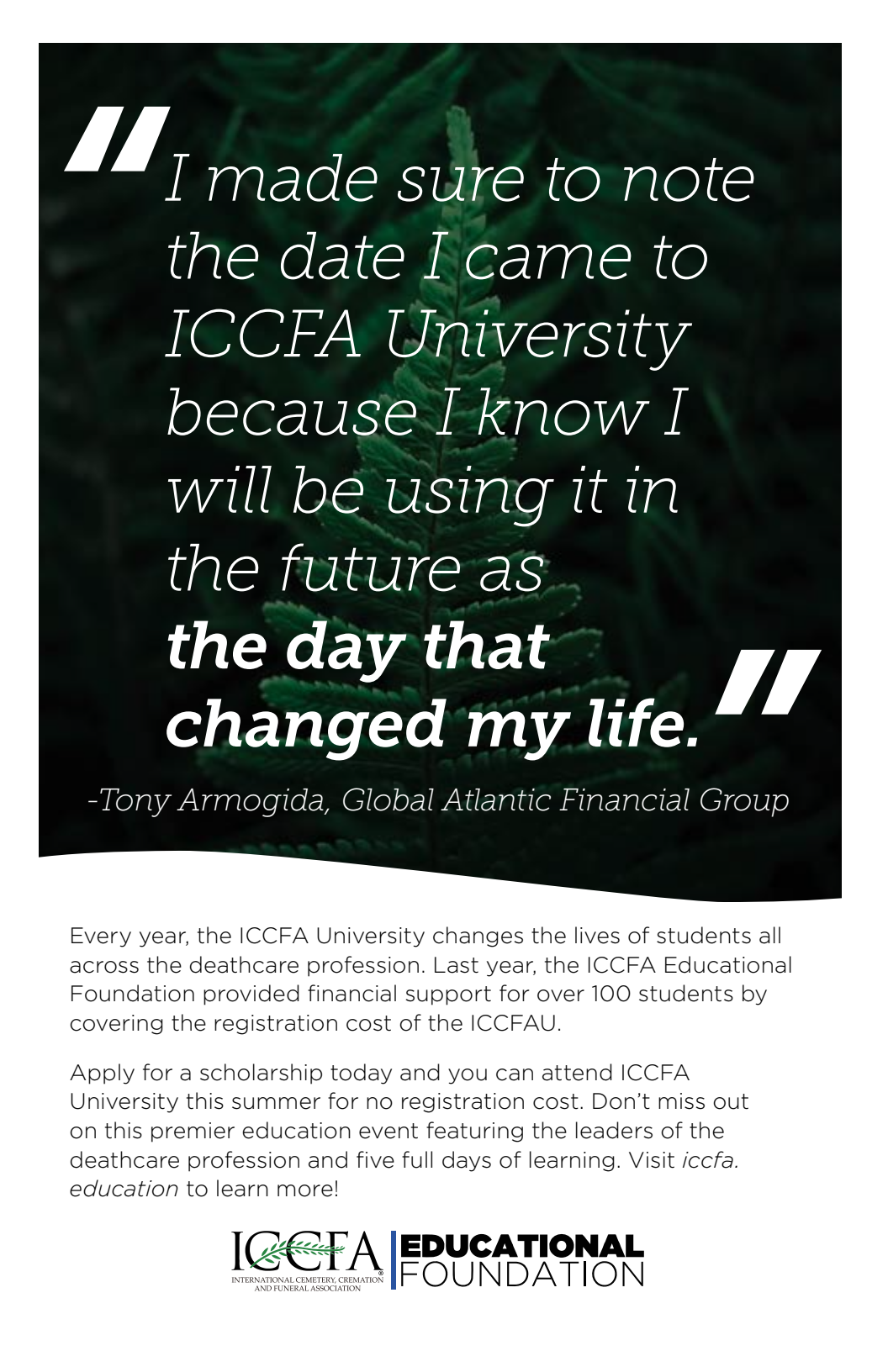
A close-up, slightly blurred image of an American flag, showing the stars and stripes. The flag is the background for the top half of the page.

# Flag Folding Demonstration

Wednesday, May 17 at 1 pm  
U.S. Department of Defense  
booth #1040

This flag folding and presentation demonstrated by a United States Marine Corps funeral honors team will show how a United States interment flag is folded and presented to the next of kin.

Visit with the staff in the booth to find out more about requesting military funeral honors from all military branches of service.



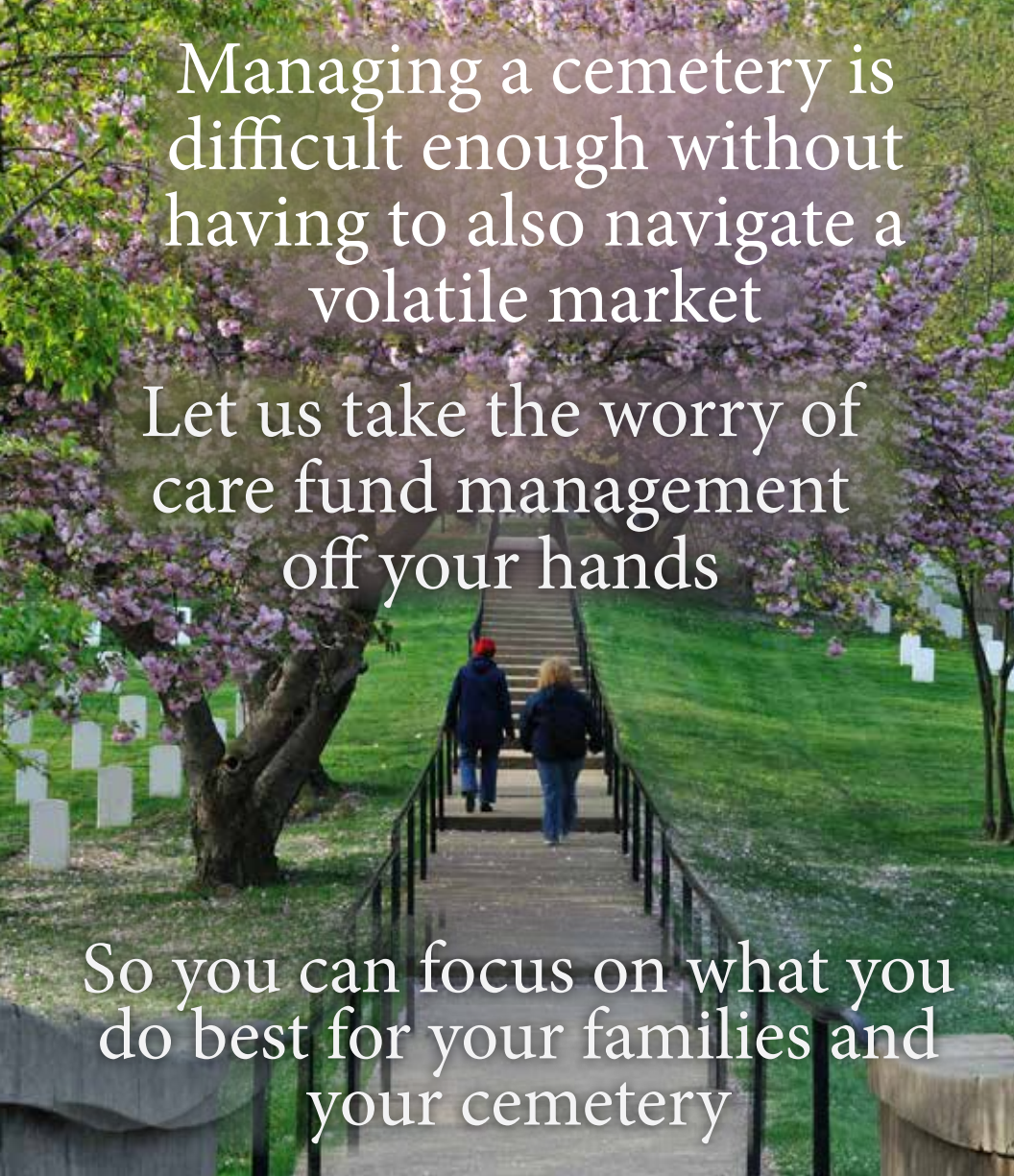
**“** I made sure to note  
the date I came to  
ICCFA University  
because I know I  
will be using it in  
the future as  
**the day that**  
**changed my life.** **”**

*-Tony Armogida, Global Atlantic Financial Group*

Every year, the ICCFA University changes the lives of students all across the deathcare profession. Last year, the ICCFA Educational Foundation provided financial support for over 100 students by covering the registration cost of the ICCFAU.

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# CALENDAR OF EVENTS

## ICCFA University

**July 21–26, 2023**

Emory Conference Center at Emory  
University  
Atlanta, GA  
[iccfa.com/university](http://iccfa.com/university)

## ICCFA Leadership Summit

*In Collaboration with the Death Care Collective*

**October 24–26, 2023**

Loews Ventana Canyon Resort  
Tucson, AZ  
[iccfa.com/fall](http://iccfa.com/fall)

## DEAD Talks Sales Conference

**January 2024**

**Dates and location to be announced!**  
[iccfa.com/sales](http://iccfa.com/sales)

## ICCFA Annual Convention & Exposition

**April 10–13, 2024**

Tampa Convention Center and Tampa  
Marriott Water Street  
Tampa, FL  
[iccfa.com/annual](http://iccfa.com/annual)

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