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**INTERNATIONAL CEMETERY, CREMATION AND FUNERAL ASSOCIATION
ELECTS LEE LONGINO AS PRESIDENT-ELECT**

STERLING, VA (June 9, 2023) – Lee Longino was elected president-elect of the International Cemetery, Cremation and Funeral Association (ICCFA) during the 2023 Annual Convention & exposition in Kansas City, Missouri, on May 16-19, 2023.

Longino serves as Senior Managing Director for the Major East Business Unit for SCI's Major Markets which consists of 300 funeral homes and cemetery locations in Alabama, Florida, Georgia, Maryland, Mississippi, Virginia, and Washington, D.C. As a second-generation funeral director and embalmer with 35-years of service in the deathcare profession, his teams serves approximately 40,000 families each year while overseeing approximately 2,000 associates. Longino holds a degree in business management from LeTourneau University, an MBA in accounting from The University of Texas at Dallas and is a graduate of the Dallas Institute of Funeral Service.

Longino has been an active member of the ICCFA for many years, including serving on the Board of Directors as the Vice President on the Internal Affairs and External Affairs, and as co-chair of the 2016 ICCFA Annual Convention & Exposition. He is also active in the FCCFA, serving as a Past-President, continuing to serve on the

legislative committee, and was instrumental in the committee to merge the FFDA and FCFCA to create a unified association. Longino has passionately participated in fundraising projects for breast cancer research and for supporting candidacies across the state of Florida.

When asked about his new position with the ICCFA, Longino said, “I am extremely passionate about our profession and am constantly seeking out ways to drive relevancy. It’s truly my goal to leave our business better than I found it, and serving alongside with the ICCFA will allow me to further that goal.”

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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.