

# **2024 ICCFA ANNUAL CONVENTION & EXPOSITION**



***Tampa, FL***

## **Schedule of Events**

**April 10–13, 2024**

**[iccfa.com/annual](https://iccfa.com/annual)**



# Welcome

## FROM THE 2024 CO-CHAIRS



**ERIN  
CREGER**



**MICAH  
SINGERMAN**

**A**s co-chairs for the 2024 ICCFA Annual Convention & Exposition, we are excited to invite you to join us at the Tampa Convention Center on April 10-13. The planning for this event began last year when we were honored to review more than 100 breakout session proposals to create a learning experience to stimulate professional growth and inspire innovation. The educational schedule we have for you incorporates sessions on how to lead and develop staff, cemetery development in the 21st century, new insights into consumer expectations, how-to's on incorporating AI into your business operations, pro-tips on hiring and retaining top talent, green burial best practices, how to develop a

pet program, and even a mock cremation trial! We also will have the opportunity to learn from two keynote speakers — Shawn Achor, one of the world's leading experts on the connection between happiness and success (his TED talk is one of the most popular of all time with over 16 million views) and Brian Solis, a world-renowned digital anthropologist and futurist, who will talk about emergent technology trends and behavior shifts impacting deathcare. On top of the education, there is a sprawling Expo Hall to explore with continuous free food & drink available, networking receptions, and the President's Banquet. Be sure to register today to join your colleagues this Spring in Tampa! Can't wait to see you!

## Expo Hall Hours

### **TUESDAY | APRIL 9**

12:00 – 6:00 pm Set up

### **WEDNESDAY | APRIL 10**

8:00 am – 2:00 pm Exhibitor Set up

2:00 pm – 4:00 pm Exhibitor Booth Inspection

4:15 pm – 7:15 pm Expo Hall Grand Opening Reception/ Exhibiting

### **THURSDAY | APRIL 11**

10:30 am – 2:30 pm Brunch/Exhibiting

3:30 pm – 5:00 pm Reception/Exhibiting

### **FRIDAY | APRIL 12**

10:00 am – 1:00 pm Brunch/Exhibiting

1:00 pm – 7:00 pm Exhibitor tear down/ Move out

# Schedule

## AT A GLANCE



### KEY

Meeting ●

Education

Registration

Event

### TUESDAY | APRIL 9

- 11:00 am – 12:15 pm Finance Committee Meeting ●
- 12:00 pm – 5:00 pm **Exhibitor Registration Open – Exhibitors only**
- 12:30 pm – 1:30 pm Executive Committee Meeting ●

### WEDNESDAY | APRIL 10

- 8:00 am – 7:00 pm **Registration Open**
- 8:30 am – 11:30 pm PLPA Committee Meeting ●
- 9:00 am – 10:00 am CCSC Committee Meeting ●
- 9:00 am – 11:00 am Sales & Marketing Committee Meeting ●
- 10:00 am – 11:00 am IMSA Business Meeting ●
- 10:00 am – 11:00 am Veterans Committee Meeting ●
- 11:00 am – 12:00 pm Membership Committee Meeting ●
- 11:00 am – 12:00 pm Women in Leadership Committee Meeting ●
- 12:00 pm – 4:00 pm **Educational Breakout Sessions**
- 2:00 pm – 4:00 pm Board of Directors Meeting ●
- 4:15 pm – 7:15 pm **Exposition Hall Grand Opening & Reception**

## THURSDAY | APRIL 11

8:30 am – 5:00 pm	<b>Registration Open</b>
8:30 am – 10:00 am	Morning Welcome Coffee
9:00 am – 10:30 am	ICCFA Annual Meeting of Members ●
10:30 am – 2:30 pm	Expo Hall Open; Brunch Served
2:30 pm – 3:30 pm	<b>Keynote Speaker Shawn Achor</b>
3:30 pm – 5:00 pm	Expo Hall Open; Happy Hour
4:30 pm – 5:00 pm	New Board Orientation ●
7:00 pm – 10:00 pm	<b>President's Banquet</b>

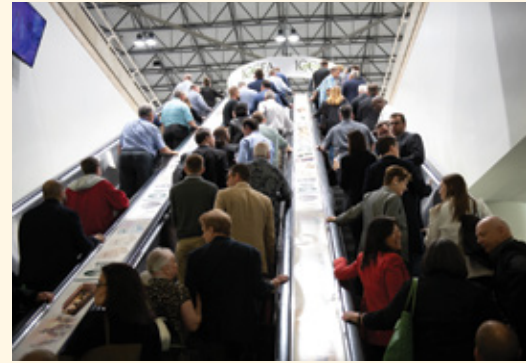
## FRIDAY | APRIL 12

8:00 am – 5:00 pm	<b>Registration Open</b>
8:00 am – 9:00 am	Prayer Breakfast
8:30 am – 10:00 am	Morning Welcome Coffee
9:00 am – 10:00 am	<b>Keynote Speaker Brian Solis</b>
10:00 am – 1:00 pm	Expo Hall Open; Brunch Served
11:30 am – 2:00 pm	ICCFA Past Presidents' Lunch
1:00 pm – 5:00 pm	<b>Educational Breakout Sessions</b>
4:00 pm – 5:00 pm	Organizational Board Meeting ●
5:00 pm – 6:00 pm	<b>Educational Foundation Reception</b>

## SATURDAY, APRIL 13

8:00 am – 1:00 pm	<b>Registration Open</b>
8:00 am – 9:30 am	Morning Welcome Coffee
8:30 am – 12:30 pm	<b>Educational Breakout Sessions</b>
1:00 pm – 3:00 pm	<b>Legal &amp; Legislative Luncheon</b>

*Program and Schedule Subject to Change.*



### KEY

Meeting ●

**Education**

**Registration**

**Event**

# Convention Program

## TUESDAY | APRIL 9

11:00 am – 12:15 pm

Finance Committee Meeting

12:30 pm – 1:30 pm

Executive Committee Meeting

12:00 pm – 5:00 pm

Exhibitor Registration Open

## WEDNESDAY | APRIL 10

8:00 am – 7:00 pm

Registration Open

9:00 am – 10:00 am

CCSC Committee Meeting

8:30 am – 11:30 am

PLPA Committee Meeting

9:00 am – 11:00am

Sales & Marketing  
Committee Meeting

10:00 am – 11:00 am

## IMSA Business Meeting

## Veterans Committee Meeting

11:00 am – 12:00 pm

## Membership Committee Meeting

11:00 am – 12:00 pm

## Women in Leadership Committee Meeting

12:00 pm – 1:00 pm

## Breakout Sessions

### Cemetery Consumer Service Consumers Council Panel Discussion



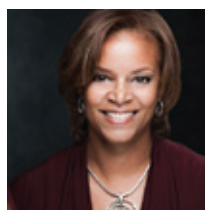
**Tom Daly CCE**  
CHS Consulting Group/  
Cemetery Helpful Solutions

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.

Thomas Daly, CCE has been in the cemetery profession since 1967, he has served as President & CEO of a Boston, MA cemetery corporation, Founder and managing Partner of CHS Consulting Group and is now the Administrator, executive officer of an independent active cemetery. Tom has served on the Board of Directors of ICCFA and is the Presidents appointment to the Cemetery Consumer Service Council. He has been a presenter & speaker at past ICCFA Conventions, Regional and State Cemetery Associations.

### Cremation: It's Not About the Price



**Angelique Simpson**  
Matthews International

This session will take a deep dive into the cremation trends and focus on why all funeral service professionals need to alter the

revenue gap in order to survive. We will tackle ways to empower staff to share ALL of the options with EVERY family, every time. The session will provide tangible tips in navigating the shift of more families choosing cremation- and spoiler alert, "it's not about the price!"

Angelique is a much sought after-high energy speaker and facilitator. Bringing passion and enthusiasm to every event she attends, Angelique makes learning exciting! Angelique has over 30 years of experience motivating and educating professionals in bringing their BEST self to the table every time. As the Professional Development Director for Matthews Aurora Funeral Solutions for the past seven years, she is honored to share her enthusiasm and passion for the funeral service profession everyday.

Program and Schedule Subject to Change.

## Exploring the Lost Art of Embalming



**Shun Newbern CFSP**  
Metropolitan Mortuary

This presentation will identify a number of ideas and suggestions that will help funeral directors and embalmers

better promote our services through embalming. It will identify methods that can be employed to better improve staff's personalization and good restorative art skills when meeting with family members. The attendee will understand proper chemical selection, chemical mixture, arterial injection and post treatments of tissue to minimize the risks for excellent art application.

*Shun has nearly 30 years of dedicated funeral service experience and the owner of Metropolitan Mortuary, in Jurupa Valley, CA. At Metropolitan he provides affordable excellence through themed services full of the unexpected. He educates consumers about the value of an open casket viewing and demonstrates this through embalming and the art of restoration. His unexpected service results in proving healing to hurting hearts and establishing return business. Shun is a licensed embalmer, funeral director, crematory manager, and cemetery manager. The presentation will bring a fresh insight and proven techniques that every practitioner can incorporate to improve embalming results.*



1:30 pm – 2:30 pm

## Breakout Sessions

### Cemetery Development in the 21st Century: Queen of Peace Cemetery



**Zachary Rasmussen**  
Tribute Design Systems, LLC

Between 2018 and 2023, Tribute Design Systems had the privilege of working with the Diocese of Rockville

Centre / Catholic Cemeteries of Long Island on development and creation of a brand-new 97 acre cemetery, 21 miles east of Manhattan. The project involved demolition of an existing horse farm, site development, incorporation of in-ground burials, as well as \$20 million dollars worth of cemetery architecture to support operations. Challenges of the project included coordinating with a strict local municipality, efficient use of development space, and detailing 'traditional' architectural ascetics. This was all conducted during a worldwide pandemic. In the end, Queen of Peace Cemetery now acts as the shining beacon and the choice location for perpetual resting for Long Island's Catholic parishioners.

*As the Manager of Design, Precast & Construction for The Tribute Companies, Zach Rasmussen has a combined experience of practicing architectural design of over 20 years. Zach has an undergrad architectural degree from the University of MN - TC, and a masters degree from the University of WI - MKE. He takes experience learned while working with his father in the Trades, to develop architectural designs that not only evoke interest and flare, but also exhibit a level of practicality and constructability. Zach has been leading the design department at Tribute for 7 years, continuing to provide his clients with architectural designs that will last for perpetuity.*

## Communicating with Ease: Building Trust Through Authentic Dialogue



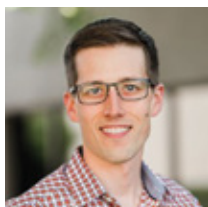
**Tiffanie Kellog**

In the intricate world of the deathcare profession, where every interaction is layered with emotions and expectations; understanding behavioral styles

becomes paramount. Tiffanie Kellog invites you to this presentation where insights meet actionable strategies. In this session attendees will master the art of swiftly discerning the behavioral styles of those you interact with and learn how to harness this newfound knowledge to enhance interactions, whether with pre-arranged or at-need clients. At the heart of this program lies the Platinum Rule — a principle that goes beyond the golden standard. It's about treating individuals the way they want to be treated. By embracing this philosophy, deathcare professionals can navigate client relationships with heightened empathy and efficiency. Such an approach streamlines the process while enriching the experiences for all parties involved.

*Tiffanie Kellog is a business coach and professional speaker residing in Tampa, dedicated to helping others make more money in less time.*

## Creating a World-Class Customer Experience



**Vincent Roberge**  
Johnson Consulting Group

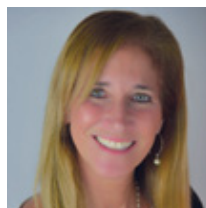
Family satisfaction survey data tells us that the vast majority of people choose a funeral home or cemetery because of

prior experiences – whether their own or someone they trust. Clearly a driver of market share growth, customer experience (CX) has long been considered a strength at many funeral homes and cemeteries.

I'll discuss how to leverage this strength to create more brand ambassadors for your organization. I'll also share the framework needed to foster a true CX culture at your workplace, which will translate into higher employee morale and performance.

*Vince Roberge is a Licensed Funeral Director and has worked as a Business Consultant for Johnson Consulting Group since 2019, serving as a trusted partner to funeral home and cemetery business owners. His consulting areas of expertise include performance management, strategic planning, incentive compensation plans, and pricing. Vince is certified by the DiJulius Group as a Customer Experience Coach and works with funeral home and cemetery clients on transforming their customer experience. He also facilitates Johnson Consulting Group's biannual Leadership and Management Program in Scottsdale, Arizona.*

## Ways to Support Families Who are Helping Children Cope with Death



**Ellen Sabin**  
Watering Can Press

Dealing with the death of a family member is difficult for everyone. It is especially hard for children. Adults try their hardest

to help children touched by a death, but often don't know the best ways to do so. This session will offer tips to share with families on ways to support the children they love. It will arm you with suggestions that support their grieving efforts, deepen your connections to clients, and provide value to families.

*Program and Schedule Subject to Change.*

Ellen Sabin is an entrepreneur, author, and founder of Watering Can Press; a publisher that creates books that “grow kids with character.” She’s written an award-winning grieving book for children and families called *The Healing Book*. She has also written other books on topics that support children in finding positive role models, being kind to peers with autism, financial literacy, and many more. Companies and professionals use her books to connect with their clients for marketing, sales, and client service purposes.

3:00 pm – 4:00 pm

## Breakout Sessions

### Unlocking the Future: Surprising Discoveries from Consumer Insights



**George Owens**  
SoCal Approach

We used artificial intelligence to read through and organize feedback from nearly 5,000 consumers to determine which

products and services they believed would be important in the future. The results were surprising — but not in the ways you might think! Join George Owens, President of SoCal Approach, as he shares insights about consumer wants and needs, how to apply them to improve your business today, and make sure your business is prepared for a new generation of consumers.

George Owens is the founder and Principal Consultant of SoCal Approach Marketing and Consulting Group. He has spent more than 25 years listening to the voice of the customer and helping companies apply those insights to improve operations and profitability. Prior to founding SoCal Approach, George served for more than a decade

as a Managing Director in the marketing department of SCI. Additionally, George previously led research efforts with J.D. Power one of the world’s foremost marketing intelligence firms.

### Digital Marketing is not Rocket Science...but it is Scientific



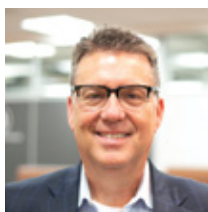
**Troy Brake**  
Vertin Funeral Homes

Changing consumer preferences, rising cremation rates, declining average revenue per call, and fierce competition

for the attention of families, are just a few of the many challenges facing funeral home owners in 2024. As a business owner, you understand that you must find ways to grow your business and serve more families. Increasingly, consumers are engaging with our industry via digital touchpoints, which is both a blessing and a curse depending on your mastery of the space. It’s a gift if you have a sound digital marketing strategy, but can also be an existential threat if you lag behind your competitors. In this seminar, Troy will use his years of experience leading marketing departments to explain the various elements of modern digital marketing and how you can bring them together in a smart and affordable way to grow your funeral business in 2024 and beyond.

Troy has held executive roles within deathcare for nearly two decades; first at Batesville Casket and later at Vertin Company. With experience on the supplier and provider sides, Troy has a unique perspective on the challenges facing funeral homes and winning strategies in the increasingly difficult environment they face. During his time at Batesville, Troy created and led their technology business, lead their marketing department, and oversaw their international division. Now as Vertin’s VP, Marketing & Business Development, he is responsible for growing each of their 90 existing locations and acquiring new businesses for Vertin’s expanding organization.

## Dealing with Conflict



**Ron Clyde**  
Directors Investment Group

There are few settings in society where conflict is more prevalent than in the funeral home.

Today's families are influenced, confused, and even conflicted by rapidly changing societal factors, especially when a death occurs, or end-of-life planning decisions must be made. This session will discuss many of the skills that funeral directors and funeral home owners may use for managing the escalation of conflict and techniques for resolving conflict in a productive and permanent manner to help families move towards a meaningful funeral experience.

*Ron Clyde holds the position of Director of Special Projects at Directors Investment Group in Abilene, TX. In this role, he oversees the development of new products and manages internal change initiatives.*

*Ron brings a wealth of knowledge and experience to his work, backed by a bachelor's degree in Economics, a master's degree in Education, and a graduate certificate in Conflict Management and Resolution. With 35 years of experience in corporate management and entrepreneurial ventures, Ron has established himself as a seasoned professional.*

**2:00 pm – 4:00 pm**

## Board of Directors Meeting

**4:15pm – 7:15pm**

## Exposition Hall Grand Opening & Reception

# THURSDAY | APRIL 11

**8:30 am – 5:00 pm**

## Registration Open

**8:30 am – 10:00 am**

## Morning Welcome Coffee

**9:00 am – 10:30 am**

## ICCFA Annual Meeting of Members

**10:30 am – 2:30 pm**

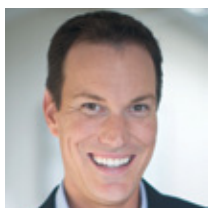
## Expo Hall Open; Brunch Served

*Program and Schedule Subject to Change.*

2:30 pm – 3:30 pm

## General Session Keynote Shawn Achor

### Big Potential: How Transforming the Pursuit of Success Raises Our Achievement, Happiness, and Well-Being



Until now, we've been taught that to be successful, we must better ourselves and rise above others. The pursuit of fulfilling our potential has been individual and isolated. Research now clearly

shows that this self-focused approach to achievement puts a cap on our happiness and success. It is only by pursuing potential in an interconnected way that we are able to achieve the heights of our potential in business and education. Only by making others better as we grow, can we see what we are truly capable of. Based on Shawn's research, new findings using Big Data revealing the ripple effect of our actions, and his work in 50 countries, he outlines a five-stage strategy for achieving interconnected success and how to apply them to your work and home life for greater energy, productivity, and success.

Shawn Achor is the *NYTimes* bestselling author of *The Happiness Advantage* and *Big Potential*. Shawn is one of the world's leading experts on the connection between happiness and success and has worked with over a third of the *Fortune* 100 companies, and with places like the NFL, the Pentagon, and the U.S. Treasury. Not to mention that his *TED* Talk is one of the most popular of all time with over 16 million views.

3:30 pm – 5:00 pm

## Expo Hall Open; Happy Hour



4:30 pm – 5:00 pm

## New Board Orientation

7:00 pm – 10:00 pm

## President's Banquet



Please join fellow attendees and exhibitors for dinner, drinks, and a show at this year's President's Banquet. Featuring comedian Josh Blue, we have moved this staple of the Annual Convention

earlier in the week, so no one has to miss out! The evening begins with a reception followed by the annual Celebration of Remembrance and dinner. An additional highlight of the evening will be the induction of Fred Lappin, CCE, into the ICCFA Hall of Fame. This award recognizes those who have demonstrated unselfish service and outstanding contributions to the ICCFA, the deathcare profession, and the public. We will also recognize the 2023 KIP Award winners and at the conclusion of the evening, the ICCFA Presidential transfer will take place as Robbie Pape ends her term and welcomes Lee Longino as ICCFA's incoming President.



# FRIDAY | APRIL 12

8:00 am – 5:00pm

## Registration Open

8:00 am – 9:00 am

## Prayer Breakfast

Join fellow worshippers for a morning of breakfast and fellowship. Thanks to generous sponsorships, the annual ICCFA prayer breakfast is free to the first 60 individuals who arrive on a first-come, first-served basis.

8:30 am – 10:00 am

## Morning Welcome Coffee

9:00 am – 10:00 am

## General Session Keynote Brian Solis

### Ignite Moments! How to Become a 'Customer Company'



What does 'great' look like to today's customer? How has their digital lifestyle or relationships with industry-leading brands changed their standards for what great customer engagement and

services look like? As 'the godfather of CX' and the author of one of the most transformative books on CX innovation, Brian will talk about what it means to

become a 'customer company' in an evolving hybrid world, one where digital and AI are blurring the lines between physical and online experiences. It all starts by purposefully becoming a 'customer company', putting people at the heart of the business. In this exciting and captivating keynote, Brian will transform traditional customer touch points into 'ignite moments.' He'll demonstrate how ignite moments deliver personalization, 'warmth', and connected experiences that people love, remember, and share.

*Brian Solis is a world-renowned digital anthropologist and futurist who has been called "one of the greatest digital analysts of our time." Forbes called him "one of the more creative and brilliant business minds of our time." He is also an award-winning author and global keynote speaker on disruptive trends and technologies and their impact on businesses, markets, and societies.*

10:00 am – 1:00 pm

## Expo Hall Open; Brunch Served

11:30 am – 2:00 pm

## ICCFA Past President's Lunch

1:00 pm – 7:00 pm

## Exhibitor Teardown

*Program and Schedule Subject to Change.*

1:00 pm – 2:00 pm

## Breakout Sessions

### Embalming the Autopsy Case: Techniques that Work



**Shun Newbern CFSP**  
Metropolitan Mortuary

The session will include best practices for embalmers and funeral directors, to include the importance of the embalmer for

the following topics:

- communication with the funeral director and the family about the valuable time to conduct an autopsy;
- sufficient time for practically difficult procedures;
- the need of sufficient arterial chemicals and sundries to master preparation for autopsy embalming for visitation or ship out;
- the need to reinvent the embalming wheel, using new technology and new ideas in proper casket presentation when there is trauma.

*Shun has nearly 30 years of dedicated funeral service experience and is the owner of Metropolitan Mortuary, in Jurupa Valley, CA. At Metropolitan he provides affordable excellence through themed services full of the unexpected. He educates consumers about the value of an open casket viewing, and demonstrates this through embalming and the art of restoration. His unexpected service results in proving healing to hurting hearts and establishing return business. Shun is a licensed embalmer, funeral director, crematory manager and cemetery manager. The presentation will bring a fresh insight and proven techniques that every practitioner can incorporate to improve embalming results.*

### Preserving Celebrations in a Cremation-centric World



**MODERATOR: Kent Robertson**  
Foundation Partners Group



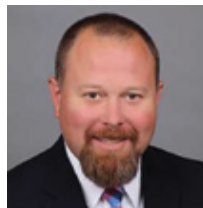
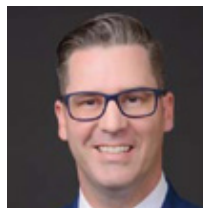
**PANELISTS:**

**Barbara Kemmis, CANA;**

**Mark J. Krause, Foundation Partners Group;**

**Cole Waybright, Foundation Partners Group;**

**Joe Sharps, Musgrove Mortuary at West-Lawn**



As the cremation rate across America continues to rise, funeral directors, cremationists, and cemeterians are challenged to find new and innovative ways to preserve the celebrations of life that are so important in bringing closure to grieving families, as well as to preserving their bottom lines. Rising cremation rates do not have to mean lower profits. Innovative and creative deathcare professionals are streamlining their operations and creating new revenue streams by educating and catering to the unique needs of cremation families. This session will feature a panel of influential cemetery, cremation, funeral service and

memorialization leaders. The panel will share proven strategies and practical “how to” advice on topics including consumer and staff education, signature services and approaches to service packaging, consumer trends, and cemetery strategies and design that help reframe the discussion around permanent memorialization.

*Kent Robertson (MODERATOR) is President & CEO of Foundation Partners Group, a national leader in innovative funeral and cremation services with more than 260 locations serving more than 150,000*

families each year. Kent is an experienced executive and visionary corporate leader who oversees the company's long-term growth, vision and strategy. The company has nearly doubled in size since Kent joined as Chief Operating Officer in March 2020. Kent is a member of the ICCFA Board of Directors.

Barbara Kemmis is Executive Director of the Cremation Association of North America. After more than 20 years of experience in association leadership, Barbara knows that bringing people together to advance common goals is not only fun, but the most effective strategy to get things done. A Certified Association Executive (CAE), Barbara previously served as Director of Member Services at the American Theological Library Association and Vice President of Library & Nonprofit Services at the Donors Forum (now Forefront).

Mark J. Krause is Foundation Partners Group Vice President of Government & Industry Relations and former President of Krause Funeral Homes & Cremation Services. He is a fourth-generation funeral director and has been in funeral service since 1976. Mark is a founder and past President of the Funeral Service and Cremation Alliance of Wisconsin (FSCA), Past President of Preferred Funeral Directors, International (PFDI) and served as ICCFA President from 2008-2009. He served as a professor and Dean at ICCFA University, has chaired numerous national and state funeral profession conventions, and regularly contributes to industry publications.

Cole Waybright is Vice President of Sales Operations for Foundation Partners Group and a Licensed Funeral Director. He is a graduate of Alderson-Broadbent University and the Cincinnati College of Mortuary Science. After starting his career as a funeral director at independent funeral homes in Ohio and West Virginia, Cole moved to Service Corporation International (SCI). Throughout his career Cole has held a variety of leadership positions in both at need and preneed sales, as well as cemetery sales. Cole is the former chair of the West

Virginia Funeral Directors Association PAC and was on the board of the West Virginia Cemetery and Funeral Home Association.

Joe Sharps is a Licensed Funeral Director, Embalmer and Manager of Musgrove Mortuary at West-Lawn, in Eugene, Oregon. Prior to working for Musgrove Family Mortuary, he taught embalming and other funeral education classes at Mt. Hood Community College. He holds a degree in Funeral Service Education from Mount Hood Community College and a Sociology degree from the University of Oregon. Joe is an active community volunteer and environmental conservationist.

## Digital Marketing: Turning Challenges into Opportunities



**Welton Hong**  
Ring Ring Marketing

This session is designed to empower funeral homes to thrive amidst the current demographic shifts. We will explore effective

digital marketing strategies, tailored for the unique dynamics of the funeral industry, that drive growth even in times of declining death rates. The session also emphasizes maximizing preneed and at-need calls, and preparing for the inevitable surge of Baby Boomer passings. Attendees will leave with actionable insights and tools to not only safeguard their current market position but also to seize upcoming opportunities in their local market.

Welton is a leading expert in helping funeral homes convert leads from online directly to the phone line. He's the author of the book *Making Your Phone Ring with Internet Marketing for Funeral Homes* and a regular contributor to ICCFA's *Memento Mori*, the American Funeral Director magazine, and several other publications.

Program and Schedule Subject to Change.

## Navigating the Future of Deathcare: The Power of Mentorship in our Changing Workplace



**Lisa Baue**  
Your Funeral Coach

Drawing on 40+ years of experience as a woman leading businesses in the traditionally male-centric deathcare

profession, in this workshop Lisa Baue will reveal the transformative power of mentorship, especially as Millennials and Gen Z step into leadership roles. She will underscore how effective mentor-mentee relationships can significantly influence the bottom line and profitability of businesses. Attendees will walk away with an understanding of the profound impact mentorship programs can have, not only on individual growth and leadership development but also on the overall success and sustainability of their enterprises.

*Lisa is a 44-year licensed funeral director and the former President/CEO of Baue Funeral Homes Crematory and Cemetery in St. Charles, MO. She grew her family's small one location business to four funeral homes, a flower and gift shop, an 80-acre cemetery, a centralized cremation & care center, a cremation society, and a pet cremation business serving over 2500 families a year. Lisa sold her business in 2019 and in 2021, founded a coaching and consulting business which helps death care professionals grow themselves and their companies. Lisa also hosts one of the Top 5 podcasts in the profession that discusses business best practices, leadership learning, women in the profession, and caring and mentoring staff.*

2:30 pm – 3:30 pm

## Breakout Sessions

### Honoring Lives Online: Weaving Digital Legacies into the Fabric of Funeral Planning



**Robyn Sechler**  
GoodTrust

"Honoring Lives Online" will explore strategies to navigate the delicate balance between making digital assets accessible to family

members for remembrance, while also responsibly managing and shutting down unnecessary accounts to protect privacy and prevent vulnerabilities. By delving into real-world examples, practical steps, and the emotional considerations involved, this presentation equips funeral industry professionals with the tools to guide families in preserving a meaningful digital legacy while mitigating potential risks. Join us to discover how to honor lives online while safeguarding their digital footprint.

*Robyn Sechler, VP of Marketing at GoodTrust, is a passionate advocate for preserving legacies. Robyn has been helping families protect what matters through estate planning and memory preservation for many years. Her personal and professional experiences have made her an expert in legacy preservation, and she uses that passion to help others plan for their future. In her free time, Robyn enjoys spending time with her husband, 3 kids, and mini-Goldendoodle.*

## The Science of Leading People



**Aaron Butler**  
Domani Preneed

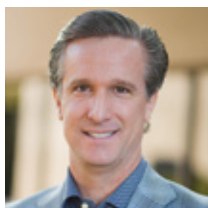
As a leader in your organization, one of the most crucial skills needed is the ability to lead and develop people — but people are

tricky. Adults learn differently. They can resist change. And, frankly, when you're running a funeral home, it can be difficult to find the time to have the consistent conversations and coaching your team needs.

This session is built to upgrade you as a leader and mentor, by providing you with the cognitive science and data of how we learn and develop as people, as well as take-away strategies, exercises and resources to improve your abilities in significantly less time.

*Aaron is the Director of Field Development at Domani Preneed. Having worked in the deathcare space for nearly a decade, Aaron has spent the majority of his career as a sales leader and organization builder. He resides in Saratoga Springs, UT with his wife and three sons.*

## Plan For Success and Succession In Your Business



**Jake Johnson**  
Johnson Consulting Group

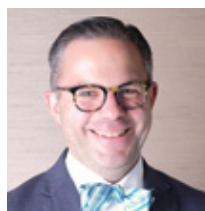
Succession planning and driving enterprise value upward should always be on our minds as owners, managers, and key

stakeholders in a business. In this session Jake Johnson will review steps to be considered when developing your succession plan. In doing so, he will identify the key drivers that build enterprise value for the owner and how can we communicate that all the way down to the frontline employees.

As President & CEO at Johnson Consulting, Jake began his career at Keystone Group Holdings (now Dignity Memorial Network) as Associate Director, Corporate Development, where his financial analysis and forecasting expertise was foundational to the firm's growth. Jake's ability to problem solve business issues contributes to his success in owning a funeral business in Sun City, Arizona. Jake's educational credentials include a BSBA degree in Management with an emphasis in Accounting and Financial Analysis from Xavier University. His foundation in accounting and EBITDA forecasting is complemented by technology savviness and management qualifications in business development and operations.

2:30 pm – 4:30 pm

## A Simple Cremation Mistake



**Don Ferfolia, Jr., Esq., CFSP**  
Ferfolia Funeral Homes Inc,  
Donald B Ferfolia Jr LTD

**Poul Lemasters, Esq.**  
Lemasters Consulting

In a world where consumers define cremation as simple, what happens when the cremation ends with a "simple mistake"? In this real-life based case, two families have received each other's set of cremated remains.

Are consumers willing to overlook and forgive this simple mistake or do they expect compensation? If it is compensation, exactly how much can this simple mistake cost your cremation business? In this program you will witness a mock trial in action. Watch as the facts, based on real cases from the deathcare profession, are presented. Participants will see the trial unfold and see how the jury decides. At the conclusion of the trial, we will talk with the jury to better understand the consumer's perspective of what it's like to be on the other end of this issue. We

will then end with take-aways so that you can use the facts to protect your business. This mock-trial and analysis will last two hours, and provide the audience steps they can implement to help protect them from liability as well as a better understanding of the consumer's view of cremation.

*Don Ferfoilia, Jr., is a fourth-generation funeral director involved with his family's funeral firm in the Southeast Cleveland area. In addition to being a funeral director he is an attorney who is a principal with the law firm of Donald B. Ferfoilia, Jr., LTD, located in Brecksville, Ohio. The combination of law, funeral service, and family business experiences have provided Don with a unique skill set that enables him to assist clients in solving many different types of problems. He enjoys helping firms deal with the daily challenges of running a closely held business including regulatory compliance, proactively managing accounts receivable issues and succession planning.*

*Poul Lemasters, Esq. began his career in deathcare more than 30 years ago working as a funeral director and embalmer. He recognized the growing risk and liability in deathcare, along with the lack of support and resources for those in this profession, and followed a path in law while continuing his work in deathcare. Today, Poul uses his unique background in both deathcare and law to provide resources and counsel to other deathcare professionals. Poul advises businesses in legal, operational, regulatory, risk analysis, sales and strategy. He is a keynote speaker across North America on a range of topics including risk management, ethics, sales, and operations. The focus of Lemasters has always been CYA — proactive prevention — helping you stay ahead of issues; and also reactive counseling — helping you when crisis and problems strike. In July 2019, Poul was named General Counsel of the ICCFA.*

**4:00 pm – 5:00 pm**

## Breakout Sessions

### Establish Your Funeral Home as the Resource Your Community Needs



**Brianne Niedermeyer**  
Homesteaders Life Company

Today's consumers can access more information about funeral services than ever before – which makes your role as a funeral

professional even more important. Your guidance is needed to help families learn about and navigate all their options and dispel common misconceptions. In this session, you'll learn practical, experience-based tips for differentiating your firm's services by establishing yourself as the trusted advisor your community needs. With these insights, you'll be better prepared to help families plan ahead for themselves or remember and honor their loved ones.

*Brianne Niedermeyer is a Training and Development Specialist with Homesteaders Life Company. Having grown up in her family's funeral home, she brings a strong background and passion for the funeral profession. Since joining Homesteaders in 2010, Brianne has earned numerous awards, including Account Executive of the Year in 2020. She holds a bachelor's degree in marketing from Iowa State University and is participating in Homesteaders' Emerging Leaders Program.*

## The Power of First-Party Data: Your Website is Worth More Than You Think



**Charlie Cole**  
Tribute Technology

Did you know your funeral home is already constantly collecting valuable data about your community? It's called first-

party data, and it's the most powerful untapped resource you've probably never heard of before... and you already have it at your fingertips! There are proven strategies to leverage this data to engage with families faster and better than ever before. Tribute Technology CEO Charlie Cole, who has extensive experience in the world of eCommerce and innovation, will outline the best practices for protecting and securing your data so you can transform data into loyal families, helping your firm grow to new heights.

Charlie Cole is Chief Executive Officer of Tribute Technology and a digital marketing expert with deep understanding of data, ecommerce, and a passion for supporting small businesses. Previously, he was Chief Executive Officer of FTD. Before joining FTD, Charlie served as the first Global Chief eCommerce Officer for Samsonite while simultaneously serving as Chief Digital Officer for Tumi. Earlier in his career, he held executive positions and led digital transformations at Assembled Brands, Schiff Nutrition and Lucky Brand Jeans.



## A Star Forever



**Ana Palencia**  
Señoriales Corporación

The loss of a beloved pet is an experience that can be profoundly painful for any animal lover. Our pets become

an integral part of our lives, and when they depart, they leave behind a void that is hard to fill. We will delve into the poignant experience of losing a pet and how we can honor their memory. Under the title "A Star Forever," we aim to emphasize the concept that our lost pets continue to shine in our hearts and memories like stars that never fade away.

Ana Palencia, a Guatemalan with a background in Legal and Social Sciences, has excelled in both the professional and academic aspects. She holds a degree in Managerial Competencies from the Tecnológico de Monterrey and has experience in project management. With a solid track record at Señoriales Corporación, Ana Palencia successfully leads programs like "Guau Señoriales", providing support to families during challenging times. Her dedication extends from Guatemala to Mexico with programs such as "Pet Dignity", offering funeral services for pets.

## Become the Leader You Would Follow



**Robbie Pape**  
Sr. Vice President & Regional Partner, Carriage Services

Strong professional women in a man's world have played pivotal roles in breaking barriers

and challenging societal norms. Determination, resilience, and leadership have paved the way for gender equality and empowered countless individuals. Women have excelled proving that gender should never limit one's potential. This session will help define leadership, help motivate and empower one to pursue their dreams, regardless of societal expectations. At the conclusion of the session, there will be an interactive discussion lead by the ICCFA Women in Leadership committee members.

*Robbie Pape is Sr. Vice President of Operations & Regional Partner for Carriage Services, and is currently the President of ICCFA. She has been active in the ICCFA for many years, serving as a board member, on the finance committee, and as secretary. She is also active in the Cremation Association of North America (CANA) where she has served as a board member. Since joining the industry in 1991, Robbie has held numerous positions including internal audit, finance, cemetery and funeral home operations and process improvement, systems implementation, cemetery records digitization, funeral and cemetery financial controls, and bronze memorial design/storage.*

4:00 pm – 5:00 pm

## Organizational Board Meeting

5:00 pm – 6:00 pm

## 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 and give thanks to our generous Foundation sponsors and congratulate Jim Price, CCCE, CCE, recipient of the 2024 Lasting Impact Award.

Throughout his storied career, Jim has made it his mission to give back to the profession and advance the future of deathcare through education. From 2015 to 2023, he took on the role of President and Chairman of the ICCFA Educational Foundation. Under his leadership, the Foundation experienced incredible growth in donations received, scholarships awarded, and impactful initiatives established. Price's commitment to service remains unwavering as he continues to serve as a Trustee for the ICCFA Educational Foundation, along with his membership in both the Government & Legal Affairs Committee and Veterans Committee.



# SATURDAY | APRIL 13

8:00 am – 1:00 pm

## Registration Open

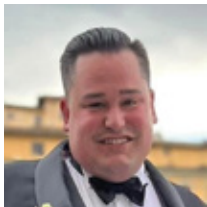
8:00 am – 9:30 am

## Morning Welcome Coffee

8:30 am – 9:30 am

## Breakout Sessions

### Developing A Pet Program



**Andrew Parsell**  
Parsell Funeral Homes & Crematorium

You've got an amazing opportunity ahead of you! With over 1.5 million pet cremations

per year, there's no doubt that the need for pet businesses is huge. With this seminar, you'll gain the tools and knowledge you need to identify your market needs, start your pet program, and make sure your pet parent customers get the outstanding service they deserve. Let's get started on this exciting journey and make the most out of your business.

Andrew T. Parsell is an inspiring trailblazer and dynamic leader in the death care industry! As Vice President of Parsell Funeral Homes & Crematorium and Parsell Pet Crematorium with six locations in Southern Delaware, he has been setting the standards since 2008. Not only that, but he is also an active contributor on the Delaware Board of Funeral Services, ICCFA Board of Directors, and PLPA Committee.

### The Death-Positive Pipeline: A Modern Take on an Ancient Profession



**Christa Ovenell**  
Death's Apprentice Education & Planning

Death Cafes, end-of-life doulas, and "Tik Tok" morticians — this isn't your grandpa's funeral

parlour. Over the past ten years, "death-positivity" has swept into fashion among the younger generation. Join educator Christa Ovenell as she demystifies death doulas, Instagram memes and why your new apprentice has tattoos. In the process you might just find the item that is missing from your GPL!

Christa Ovenell is the founder of Death's Apprentice Education & Planning, a company specializing in holistic advance care planning for individuals, groups, and forward-thinking organizations. In 2017, at nearly 50 years old, Christa made a bold mid-life career shift, leaving an established career in higher education & curriculum design to follow a calling she'd tried to ignore for decades. She left the security and prestige of the ivory tower behind and embraced a new title: Apprentice Funeral Director and Embalmer. Now licensed in the field, she is also an end-of-life doula and death educator on a mission to get people more comfortable thinking about, talking about, and planning all aspects of life and death.

Program and Schedule Subject to Change.

## **Viking Funerals and Star Trek — Dare to be Different**



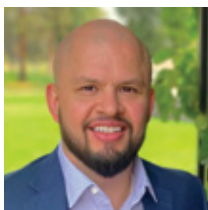
**Joe E Pray**  
Pray Funeral Home, Inc.

Join five time ICCFA “Keeping It Personal” winner Joe E Pray as he talks about the mindset of the current funeral consumer,

specifically their preference for celebrations of life, which often result with families choosing to “Do It Yourself” (DIY). He will explore reasons behind their choice to circumvent the help of professional funeral directors and planners and give examples of using imagination to suggest meaningful and creative ideas during the arrangement conference.

*Joe E Pray is a fourth generation funeral director in a Centennial funeral firm in the small town of Charlotte, Michigan. He learned early on in his career that most people don't like funerals, don't want to talk about funerals, and don't want to attend funerals. With that in mind, Joe E has constantly worked to make funerals meaningful using imagination and creativity. The funeral planning that has developed at Pray's has resulted in many over the top funerals that family and guests truly felt were helpful, healing, and uplifting.*

## **Immediate Solutions to Solving the Sales Puzzle**



**Jorge Vara II**  
Fairmount Memorial Association

Are you puzzled when someone asks for your plan to increase sales this year? Jorge will share ideas, processes, and solutions

that you can immediately implement to increase sales. Sales can be a puzzle of many departments and this session will enable attendees to see how they can grow sales regardless of what department they represent. Attendees will leave this session with the mindset that they impact sales no matter what department they represent.

Jorge Vara II has worked in the sales profession for over 20 years across the industries of professional sports, oil and gas, consulting and deathcare. For the last 15 years, he has served in sales leadership growing top line revenue in each role. He is currently serving as the Director of Sales at Fairmount Memorial Association based in Spokane, Washington. Prior to joining Fairmount in 2020, he served as a sales manager at Service Corporation International from 2015 to 2020 in Seattle and Oklahoma City. His greatest joy at work is seeing individuals and organizations break their sales records.

**10:00 am – 11:00 am**

## **Breakout Sessions**

### **Pet Loss Pointers: How Small Gestures Can Create Comfort & Enhance Brand Loyalty**



**Andy Lopez**  
SoCal Approach

The loss of a pet is deeply impactful and the interactions you and your business have with those families outside of

helping with funeral arrangements are crucial. Join Andy Lopez as he discusses some of the ways he was positively impacted during his own recent pet loss and learn how small steps can make a priceless impression on the families you serve and build loyalty and trust with your business.

Andrés (Andy) López is the Chief Revenue Officer for SoCal Approach, a research, marketing, and consulting firm that specializes in solving the complexities of the funeral profession. Andy chairs various committees in both professional and non-profit sectors and is passionate about leveraging technology to help veterans access much needed resources and employment opportunities. Andy

proudly served in the U.S. Marine Corps Feb 1991- Sept 1994 and is a disabled veteran and is a Life Member of DAV and PUFL Member of the American Legion.

## Blocked, Burned out, Blasé: How to Engage Your Staff to Become Creative and Enthusiastic Professionals



**Glenda Stansbury**  
Insight Books



**Brent Patterson**  
Tribute Memorial Care  
Southwest

One of the most pressing issues in funeral service today is staffing. Finding and keeping funeral professionals is an on-going topic of conversation. Statistics show that within the next 10 years, approximately

2,000 Baby Boomer funeral directors will be retiring. Statistics also show that mortuary school enrollment is up 24%.

So, why are we struggling to find people to hire, while watching other staff walk out the door? Perhaps it's time to think differently about work culture, support and expectations to provide an inviting and healthy work environment. We will provide ideas, suggestions, and food for thought as we look toward the future of our profession and providing the right environment to grow and nurture employees.

Glenda Stansbury is a licensed funeral director/embalmer who has worked in funeral service for 25 years. She is the co-creator and lead trainer for In-Sight Institute Certified Celebrants, training over 5200 Celebrants since 2000. She is an instructor at the University of Central Oklahoma and Worsham Mortuary College, the dean of the ICCFA 21st Century College and the 2022 recipient of the ICCFA Foundation Lasting Impact Award.

Brent Patterson is a licensed funeral director and manager of Tribute Memorial Care Southwest in Tuttle, Oklahoma. Brent spent 20 years in the wedding and event industry, producing events for the Governor's Ball, the wedding for one season of *The Bachelor* and working with Oprah Winfrey's company, as well as fundraising and event planning for several non-profit agencies. He received his license in 2021 and established Tribute Memorial Care Southwest as part of the Service Group of Oklahoma.

## Adding Natural Burial to your Funeral or Cemetery Business



**Emily Miller**  
Green Burial Council

Market surveys increasingly show our clients are interested in environmentally friendly goods and services. What would it take

to offer natural burial or other green funerals in your business today? From the wisdom of the ancestral ways to the innovations in today's profession, any provider can become the leader in natural death care in your community. The Green Burial Council's teachers offer tips, best practices, and stories from GBC-certified funeral homes and cemeteries, as we pivot to meet the growing demand from families seeking a greener way to go.

Emily B. Miller is a licensed funeral director, embalmer and founder of Colorado's first environmental Burial Preserve. Emily was working as a funeral home manager when she perceived a need in the market for a different type of cemetery with a native habitat mission. Opening a cemetery also opened a dialogue between the community and funeral service providers about what these services should look like, and Emily now advocates for a greener industry through education and outreach.

Program and Schedule Subject to Change.

## Tech and Tears: How Grieving is Transformed by Technology



**Mandy Benoualid**  
Keeper Memorials

During this talk, we delve into how technology is shaping our understanding and experience of death. From digital legacies,

virtual memorials, to advancements in artificial intelligence and biotechnology, this talk explores how technology is transforming the way we grieve, remember, and even interact with the deceased.

*Mandy Benoualid is the Founder and President of Keeper Memorials, an online memorial platform that is used in over 200 countries with over 6 million memorial pages created. Mandy's work has appeared in national and international publications, she has been a featured presenter at professional funeral and cemetery conferences and was featured as an industry innovator by American Funeral Director Magazine. Mandy Benoualid is also the co-founder of TalkDeath and co-host of the #TalkDeath webseries.*

11:30 am – 12:30 pm

## Breakout Sessions

### Recruiting, Developing and Retaining an Engaged Workforce



**Karen Sheean**  
Everstory Partners

One of the biggest challenges facing leaders in both cemetery and funeral operations today is recruiting, retaining, and

developing an engaged team of employees. Getting compensation right will result in someone accepting a role, but daily engagement will create a sense of purpose, belonging, and trust, resulting in happy employees who want to stay with the organization/industry for years to come. Participants who attend this session will walk away with concrete actions and an understanding of how to build a roadmap for employee engagement.

*Karen Sheean is an innovative executive with over 25 years of leadership experience. In August of 2023, Karen joined Everstory Partners as the Chief People Officer, overseeing human resources for the company. In this role, Karen focuses on the experience, engagement and culture of Everstory's 2,200 employees. She provides senior HR counsel and oversees HR operations, including recruitment, learning and development, total rewards, and employee relations.*



## A Snapshot into Your Consumer: Attitudes and Behaviors that Define Your Future Business Model



**Chris Cruger**  
The Foresight Companies

For four years, The Foresight Companies has been surveying the consumer on their attitudes and behaviors regarding funeral

service and the cemetery profession. The goal of this research has been to deliver meaningful and factual data to educate our profession on these trends. In 2023 they expanded the survey to include members of the profession asking what they perceived consumer's attitudes and awareness of our service and offerings to be. What they found was a profession not responding to, and in some case, actively avoiding, how consumers want to do business. Using factual data in an easy-to-understand way, this presentation will highlight the most critical information, share the direction and future of the profession, and provide a snapshot into the attitudes and behaviors of your consumer. This presentation will highlight some of the most notable findings, the disconnect between the profession, the wants of the consumer, and provide some new ways of looking at these challenges.

*Chris Cruger is viewed as a thought leader within the funeral and cemetery profession. His great success is built on his exceptional ability to provide efficient solutions to the complex business challenges funeral and cemetery leaders are faced with. He continues to successfully improve Foresight's operational and transactional services.*

*Chris has the knowledge to provide efficient solutions to businesses of all sizes in our profession. His passion and desire for the development of the funeral and cemetery profession come through in everything that he does.*

## The Invisible Force — How Organizational Culture Impacts People and Profit



**Gary O'Sullivan, CCFE**  
Gary O'Sullivan Company

Organization's with strong positive cultures, have less turnover, experience higher levels of employee engagement, and

are more profitable. Every company has a culture, but is the culture they have created by design or evolved by default? Culture is an invisible force that is at work every minute of every day in your company. In this session you will learn how to design, develop, and drive a culture that just may become your greatest competitive advantage.

*Gary O'Sullivan is a consultant, keynote speaker, and entrepreneur with over five decades of experience in the industry. He started his career knocking on doors selling cemetery plots at the age of 18 and through the decades has established his own highly respected consulting and speaking firm. A Certified Virtual Trainer, he is also co-creator of The System University, the profession's only public online training platform. Gary has presented at the ICCFA University for nearly 40 years. In 2014, he was the first to receive the ICCFA's Educational Foundation's Impact Award, a recognition bestowed upon individuals who have made profound, lasting impacts on the profession.*

*Program and Schedule Subject to Change.*

## Decades of Green Burial, What We Did Right



**Ed Bixby**  
Global Green Burial Alliance;



**Elizabeth Fournier**  
Cornerstone Funeral Service

According to a recent survey, 72% of cemeteries are stating an escalated demand for green burial practices and about 61% of people would be interested in exploring “greener” funeral options because of their

environmental benefits and money savings. The global green funeral and cemetery market size is currently almost \$600 million. With two decades of proven and successful green burial experience, industry leaders Ed Bixby and Elizabeth Fournier will show you how to grow green capital by leading with humanity. Learn from their journey down the green path of death care.

*Ed Bixby is the Founder of Global Green Burial Alliance and the Owner of Destination Destiny, a nationwide natural options for funeral and celebration company based in New Jersey. In 2007, Ed began his green cemeterian quest to revitalize overgrown or neglected cemetery property with realized goals to restore old gravesites and create natural burial spaces to give back to the community. Ed has a proven history of managing many successful green burial grounds across the United States.*

*Elizabeth Fournier owns and operates Cornerstone Funeral Services, the first green funeral home in the Portland, Oregon area. She had the pleasure of overseeing her first green burial back in 2005. She is the author of The Green Burial Guidebook: Everything You Need to Plan an Affordable, Environmentally Friendly Burial and presenter of TEDx “Going Green: The Last Act of Environmental Volunteerism.” Elizabeth was part of the very first Natural Organic Reduction (human composting)*

at Herland Forest in Washington in 2020. People Magazine wrote, “Elizabeth Fournier is doing her part to change the way Americans bury their dead.”

1:00 pm – 3:00 pm

## Legal & Legislative Luncheon



**Poul Lemasters**  
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, the 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.

*Poul Lemasters, Esq. began his career in deathcare more than 22 years ago as a funeral director and embalmer. He quickly recognized that the growing risk and liability in deathcare along with the lack of support and resources for those in this profession made for a deadly combination. Today, Poul uses his unique background in both deathcare and law to provide resources and counsel to other deathcare professionals. He receives calls for assistance in risk management, daily operational conflicts, form and contract reviews, valuations, and regulatory matters. Poul advises several funeral homes, crematories, cemeteries, and trade associations across the U.S. In July 2019, Poul was named General Counsel of the ICCFA.*



# GROW WITH US

## LEGISLATIVE

REPRESENTATION & ADVOCACY

- Legislative and legal activity updates in the *ICCFA Magazine* and *WirelessLegal* and management strategies
- Complimentary telephone consultations with experts (20 minutes per issue; one time only)

## EDUCATION

TRAINING & CERTIFICATION

- Continuing education credits
- Certification programs
- Cremation certifications
- Celebrant training
- Scholarships

## NETWORKING

IDEA SHARING & BEST PRACTICES

**DEADTalks**  
.....Remaining Relevant

**2024 ICCFA ANNUAL  
CONVENTION & EXPOSITION**  
Tampa, FL



## DISCOUNTS

Performance  
tracking  
services

Mystery  
shopping  
services

Customized  
insurance  
solutions

Office supplies

Merchant  
services

Identity theft  
protection

...and more!

## OTHER BENEFITS

- Subscription to *Memento Mori*
- ICCFA *Wireless* e-newsletter
- Cremation Hotline
- ICCFA online provider directory listing
- Consumer mediation services
- Lot exchange program (additional fee required)
- Optional, complimentary membership in the Pet Loss
- Professionals Alliance (PLPA)
- Optional (additional fee required), membership in the Jewish Funeral Directors of America (JFDA)
- Funeral Service Credit Union

FOR MORE INFORMATION ON THESE AND OTHER MEMBER BENEFITS, VISIT US AT

**ICCFA.COM**



# Tampa, Florida

## **Tampa Convention Center**

333 S. Franklin St  
Tampa, FL 33602

## **Tampa Marriott Water Street Hotel**

505 Water St  
Tampa, FL 33602

## **Explore Tampa's Dining Cruises**

Set sail on Yacht StarShip with the ultimate dining cruise and cocktail adventure on the waterways of Downtown Tampa. Take in spectacular views of Downtown Tampa while enjoying a Brunch, Dinner, or Special Event Cruise!

[yachtstarship.com/event/tampa-cruise-tickets/](https://yachtstarship.com/event/tampa-cruise-tickets/)

## **Tampa Transportation Options**

Enjoy your journey in Tampa Bay where it's easy to get mobile with a mix of transportation options. The free TECO Historic Streetcar carries you from downtown's glittering towers to the brick streets and cigar boutiques of Ybor City. Hop on and off the Pirate Water Taxi at stops along the Hillsborough River and Garrison Channel. Take Tampa Bay on two wheels by renting from Coast Bike Share or quickly and easily navigate the city on a motorized scooter.



## Ybor City (aka Cigar City)

Tampa Bay's historical and cultural roots lie in Ybor City. Many of the buildings echo the charming brick exteriors of converted cigar factories, in homage to the area's celebrated history as the Cigar Capital of the World. Tantalize your tastebuds with new flavors as you explore by yourself or with Ybor City Food Tours or Hop on the TECO Line Streetcar and enjoy a free ride into historic Ybor City just over a mile from Downtown.

[www.visittampabay.com/districts/ybor-city/](http://www.visittampabay.com/districts/ybor-city/)

## Tampa Marriott Water Street Hotel

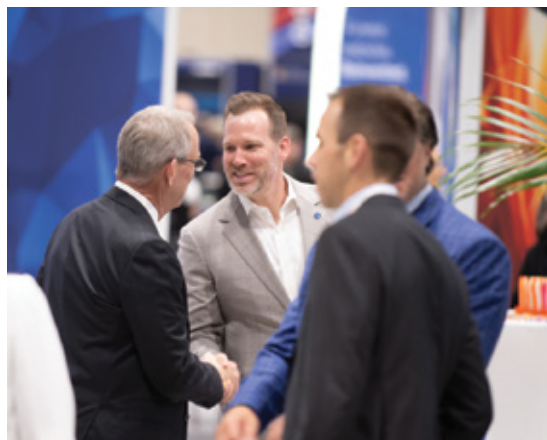
We strongly encourage event attendees to make reservations at our host hotel, Tampa Marriott Water Street Hotel, before Thursday, March 14, 2024. The ICCFA has reserved a block of rooms at a discounted rate of \$299 a night (not including taxes and fees). The redesigned waterfront hotel sits adjacent to the convention center and is connected to the JW Marriott Tampa Water Street via a glass skybridge on the third floor. Conveniently located near the Tampa Riverwalk, Florida Aquarium, Amalie Arena, and Sparkman Wharf, ICCFA Annual Convention & Expo attendees will have everything they need and more during their stay.



# 2024 Annual Registration

Registration Rates	EARLY BIRD through March 1, 2024		REGULAR starting March 2, 2024	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Cemetery, Crematory & Funeral Home	\$750	\$1,055	\$835	\$1,105
Supplier	\$1,005	\$1,270	\$1,055	\$1,325
Non-Industry Guest/Spouse <i>Someone who does NOT work in the industry</i>	\$405		\$405	

Please go to [iccfa.com/annual](https://iccfa.com/annual) to register



# Registration Information

## What Does Your Registration Include?

Full member, non-member and supplier/professional registrations include admission to all Expo Hall functions and Convention educational sessions, as well as the President's Banquet.

The ICCFA Prayer Breakfast is complimentary, thanks to sponsorships. Entry to the prayer breakfast is limited to the first 60 attendees to arrive.

The Spouse registration is offered only to individuals not employed in the cemetery, funeral service, and related professions. It includes daily admission to all expo hall functions and to the President's Banquet.

## Registration Policies

Attendees registered by March 1, 2024, will receive the early registration discount. Only registered individuals with a badge or ticket(s) may attend convention events.

## Notes About Special Events

**President's Banquet:** Each full attendee and spouse registration includes a ticket for the President's Banquet on Thursday, April 11, 2024. Non-registered individuals may purchase a ticket via the Convention registration form or on-site at the ICCFA registration desk. Tickets may be purchased up to 24 hours prior to the event.

**Educational Foundation Reception:** Thanks to generous sponsorships, each full attendee and spouse registration includes a ticket for the Educational Foundation Reception on Friday, April 12, 2024.

## Continuing Education Credits

Funeral directors can earn up to 13 CE hours at the convention, pending individual state approval. Please note that due to onerous filing and/or fee requirements, the ICCFA no longer applies for

CE credits from Pennsylvania, Texas, or Virginia.

Attendance certificates will be available at the ICCFA registration desk and ICCFA staff will validate your certificate on-site.

## Dress

Business casual attire is the norm throughout the convention for daytime events. A light sweater or jacket may be helpful when attending educational sessions, as session rooms may be chilly.

## Photography/Videography Policies

No photography or videography will be permitted in the expo hall except by pre-approved members of the trade press and the official show photographer(s), who will be identified as such by their badges. Unauthorized cameras, as well as electronic devices such as cell phones that are being used to take photographs/videos, will be removed from the expo hall.

## Cancellation Policies

Cancellations must be received in writing via email, fax, or mail no later than March 1, 2024, to receive a refund. Full registrations are subject to a \$100 cancellation fee per registration. Purchased event tickets are subject to a \$10 cancellation fee per ticket. No refunds will be given after March 1, 2024. No-shows will not receive a refund.

Send cancellation requests to: ICCFA Meetings Coordinator Erica Baker at [erica@iccfa.com](mailto:erica@iccfa.com), fax 703.391.8416, or mail ICCFA, 107 Carpenter Dr, Ste 100, Sterling VA 20164

## Badge Replacement Policy

Persons requiring a badge to be reprinted for any reason prior to entering the expo hall and breakout educational sessions will be charged a \$20 replacement fee.



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