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INTERNATIONAL CEMETERY, CREMATION AND FUNERAL ASSOCIATION APPOINTS MIKE HARENS AS NEW CHAIRMAN OF THE SALES AND MARKETING COMMITTEE

STERLING, VA (February 16, 2024) – International Cemetery, Cremation and Funeral Association (ICCFA) President-elect Lee Longino has announced that Mike Harens, Vice President of National Accounts at Matthews International, will begin a new role as Chairman of the ICCFA Sales and Marketing Committee, succeeding John Bolton, CCE, CCrE, CSE, CXE, Vice President Operations - Development at Park Lawn Corporation.

Harens began his career in deathcare in 2016 and has been committed to learning as much as possible about the profession's history. He has taken a leading role in educating both deathcare professionals and consumers on the importance and impact of permanent placement of cremated remains through presentations and his social media influence. At a state level, he has spoken at the Minnesota Association of Cemeteries (MAC) and attends their annual meetings. In 2019, he joined the ICCFA Sales & Marketing Committee and went on to co-chair the 2022 DEAD Talks Sales event.

Outgoing Chairman John Bolton, who served with distinction during his extensive tenure, expressed confidence in Harens, stating, "After many years of steering the Sales and Marketing Committee ship, the time has come for me to hand the helm to fresh hands. I am filled with immense gratitude for the opportunity to have served as Chairman of this great ICCFA committee, and for the wisdom and camaraderie of the entire team. I leave behind a legacy of dedication and a spirit of collaboration. As I pass the torch to Mike

Harens, I do so with immense confidence in him, and our next generation of leaders on this committee. Their shared vision and energy will propel the educational opportunities for the January event to even greater heights.”

“I am truly honored to step into the role of Chairman for the Sales and Marketing Committee at the ICCFA,” said Harens. “As we navigate the ever-evolving landscape of the funeral service and memorialization profession, I am excited to collaborate with the talented committee members and build upon the groundwork laid by John Bolton. I look forward to the challenges and opportunities that lie ahead, and I am grateful for the trust placed in me by the ICCFA.”

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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.