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ICCFA'S GOVERNMENT & LEGAL COMMITTEE EMBARKS ON 2024 CAPITOL HILL ADVOCACY INITIATIVE

STERLING, VA (March 15, 2024) – The Government and Legal Committee of the International Cemetery, Cremation, and Funeral Association (ICCFA) reconvened on Capitol Hill from March 7-8, 2024, reaffirming their dedication to advocacy efforts within the deathcare profession. In partnership with Dykema and their Federal Government Policy Team, the committee held constructive discussions with senators, representatives, their staff and officials from the Federal Trade Commission. Their collective efforts shed light on pressing issues impacting the deathcare profession, driving ICCFA's legislative agenda forward.

"As always, our time on the Hill is productive and enlightening," said Poul Lemasters, Esq., ICCFA's General Counsel. "This opportunity allows us to provide external stakeholders with insight into the intricacies of the deathcare profession. It serves as a platform for our members to gain valuable understanding of the regulatory and political landscape surrounding our profession."

Committee members and ICCFA staff convened face-to-face meetings with representatives from significant congressional committees, including the Senate Finance Committee, Senate Commerce Committee, Small Business Committee, the House Ways and Means Committee and the House Energy & Commerce Committee. The discussions centered around the association's tax and commerce legislative and regulatory priorities, focusing on critical legislation such as the Funeral and Cemetery Trust Modernization Act, the Consensual Donation Research and Integrity Act (CDRI), the Funeral Rule, Non-Compete Rule and the proposed "Junk Fee Rule." This visit afforded key legislators and regulators a crucial opportunity to engage directly with ICCFA representatives on federal policy matters directly impacting the profession that may not have been on their radar.

"These meetings allowed us the opportunity to educate those drafting the rules and enacting policies that directly affect how we provide services and operate our businesses. As an industry, if we do not take the time to engage and educate our elected officials, their staff and federal

agencies like the FTC, we risk having only voices outside our industry being heard," said Sam Mazzu, III, Carriage Services' Managing Director of Legal & Assistant General Counsel. "During these meetings, it allowed us to raise awareness of critical issues and be positive representatives for our industry. As my grandmother liked to tell me growing up, if you don't speak up, no one will hear you. Fortunately, these meetings presented us with a great opportunity to "speak up" for our industry and strongly advocate on its behalf."

The offices that ICCFA members met with included Senators Marsha Blackburn (R-TN), John Cornyn (R-TX), Ron Johnson (R-WI), Marco Rubio (R-FL), Debbie Stabenow (D-MI), and Todd Young (R-IN), and Representatives Jodey Arrington (R-TX 19), Vern Buchanan (R-FL 16), Dan Crenshaw (R-TX 2), Drew Ferguson (R-GA 3), Beth Van Duyne (R-TX 24), Dan Kildee (D-MI 8), Gwen Moore (D-WI 4), and Linda Sanchez (D-CA 38).

A comprehensive trip summary will be in an upcoming edition of ICCFA's publication, Memento Mori. To learn more about the ongoing endeavors of ICCFA's Government and Legislative Committee, please visit iccfa.com/advocacy.

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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.