



ICCFA Leadership Summit

October 15-17, 2024
The St. Anthony Hotel
San Antonio, Texas

Schedule of Events

Tuesday, October 15, 2024

8:00 AM – 5:00 PM

Anacacho Foyer

REGISTRATION & INFORMATION

8:00 – 9:00 AM

Morrison Boardroom

EXECUTIVE COMMITTEE MEETING

9:15 – 10:45 PM

Cavalier Room

ICCFA BOARD OF DIRECTORS MEETING

11:00 AM – 12:30 PM

Morrison Boardroom

FINANCE COMMITTEE MEETING

12:30 – 5:30 PM

Brakenridge Park Golf Course

12:30 – 1:30 PM

GOLF TOURNAMENT LUNCH AT COURSE

1:30 – 5:30 PM

ICCFA GOLF TOURNAMENT

2:30 – 4:30 PM

Cavalier Room

WINE TASTING

4:30 – 5:30 PM

Cavalier Room

UNWINE WITH WOMEN IN LEADERSHIP

Join the ICCFA's Women in Leadership Committee for a relaxed and engaging roundtable discussion. This is a wonderful opportunity to share insights, connect with fellow women in the profession, and explore solutions to any challenges you may be facing. Come for the conversation, stay for the camaraderie!

6:30 – 8:00 PM

St. A Sky Terrace

WELCOME RECEPTION

Wednesday, October 16, 2024

8:00 AM – 5:00 PM

Anacacho Foyer

REGISTRATION & INFORMATION

8:15 – 9:00 AM

Anacacho Foyer

WELCOME COFFEE & BREAKFAST

9:00 AM – 12:00 PM

Anacacho Ballroom

A CULTURE OF EXCELLENCE | BUILDING SUCCESS FROM WITHIN

As an award-winning employment brand, The Ritz-Carlton shares best practices on how to activate and sustain a culture where valued and empowered employees own the customer experience. Their trusted processes take the guesswork out of selection, onboarding, upskilling and retention of talent. Attendees ready to transform their organization will walk away with actionable ideas to elevate experiences and engage employees.

Distinctive Topics

- The Ritz-Carlton Culture: An in-depth review of The Ritz-Carlton Gold Standards: The Credo, Motto, The Three Steps of Service, The Employee Promise, and the 12 Service Values.
 - Simple, Sustainable Processes: Learn about the selection process at The Ritz-Carlton and how they onboard, reward and recognize our talent.
 - Employee and Customer Engagement: The foundation of driving customer engagement is having engaged employees. Employee mindset has everything to do with whether your business survives or thrives, because engaged employees create engaged and loyal customers.
 - Importance of Empowerment: Empowering employees is an imperative component of their legendary service. At The Ritz-Carlton, empowerment means that their Ladies & Gentlemen can make decisions that impact the well-being of our guests. The Ritz-Carlton's empowerment model reduces problem resolution costs and creates consistently exceptional service.
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12:00 – 2:00 PM

LUNCH ON OWN

2:00 – 2:15 PM

Anacacho Ballroom

EDUCATION FOUNDATION PRESENTATION

2:15 – 5:15 PM

Anacacho Ballroom



BRAVE LEADERSHIP THROUGH BOUNDARIES AND BEYOND

Kristi Mallory

This session has been carefully designed to empower professionals in the deathcare profession, providing them with the essential tools to navigate the complexities of leadership with courage and clarity.

Why Attend?

In a profession that often deals with sensitive and emotionally charged situations, effective leadership is crucial. This program offers you the opportunity to develop a robust skill set that will not only enhance your professional capabilities but also positively impact your team and the families you serve. By participating, you will:

- **Enhance Your Leadership Skills:** Learn practical, actionable strategies to lead with confidence and compassion.
- **Build Stronger Teams:** Foster a culture of growth, trust, and open communication within your organization.
- **Navigate Challenges with Ease:** Equip yourself with the tools to handle difficult conversations and situations effectively.
- **Live Authentically:** Align your professional life with your personal values, leading to greater fulfillment and purpose.

Join us for this empowering experience and become the brave leader your organization needs. Don't miss out on this unique opportunity to elevate your leadership skills. We look forward to seeing you there!

Kristi Mallory is an executive coach with a leadership and organizational dynamics background. With nearly thirty years of experience, including a tenure as a VP in manufacturing, Kristi leverages her expertise to guide executives in leading with empathy, competence, and courage.

Her academic credentials include an MA in Organizational Leadership from the Townsend Institute at Concordia University in Irvine, CA. Kristi is also a certified coach with the International Coach Federation (ICF), known for her practical and authentic coaching style where she provides honest feedback and tangible results for leaders facing challenges.

Beyond coaching, Kristi is an adjunct professor at Concordia University, where she teaches graduate-level courses on organizational leadership and executive coaching. She is the creator of Momentum for Women, a Brené Brown certified Dare to Lead™ facilitator, and the author of The Four Habits That Sabotage Exceptional Leaders.

6:00 – 7:15 PM

Peacock Alley

RECEPTION

Thursday, October 17, 2024

8:30 – 11:30 AM

Anacacho Foyer

REGISTRATION & INFORMATION

8:30 – 9:15 AM

Anacacho Foyer

COFFEE & BREAKFAST

9:00 – 11:00 AM

Anacacho Ballroom

GOVERNMENT & LEGAL AFFAIRS MEETING & UPDATE

Moderators: **Keenan Knopke**, CCFE, *Curlew Hills Memory Gardens, Inc.*;
Poul Lemasters, Esq., ICCFA; **Christine Toson, CCE**, *The Tribute Companies*

Rise and shine for your Government and Legal Update. And yes – a great free breakfast. Perhaps we should have started off with the FREE Breakfast, but the truth is that this perhaps the busiest the ICCFA Government & Legal has been in some years. Make sure you attend this open meeting format to hear the latest issues – both Federal and State – plus have the ability to comment and ask about issues in your part of the world, too.

11:00 AM – 12:30 PM

LUNCH ON OWN

12:30 – 4:15 PM

OPTIONAL OFF-SITE PROPERTY TOUR

Join us for a tour of Mission Park Funeral Chapels, Cemeteries & Crematories, the first perpetual care cemetery in the state of Texas. It is now the oldest family owned cemetery in San Antonio. The tour will start at Mission Park Funeral Chapels and Cemetery Dominion where you'll find memorials dating back to the late 1800's, branches offering broad shade and peaceful corners for reflection. From there, you'll travel to the new state of the art - not yet opened Mission Park Funeral & Life Center NW Facility to complete your day.

- **12:30 PM:** Leave The St. Anthony Hotel
- **1 – 2 PM:** Arrive at the Mission Park Funeral Chapels and Cemetery Dominion for tour with Chairman & CEO, Robert “Dick” Tips
- **2 PM:** Leave the Mission Park Funeral Chapels and Cemetery Dominion
- **2:30 – 3:30 PM:** Arrive at the Mission Park Funeral & Life Center NW facility for tour with Mr. Tips of brand-new, not yet open, state-of-the-art life center
- **3:30 PM:** Leave the life center and head back to The St. Anthony Hotel

Thank you to



our sponsors!



The St. Anthony Hotel Map

10TH FLOOR



6TH FLOOR



3RD FLOOR



2ND FLOOR



1ST FLOOR



ICCFA
INTERNATIONAL CEMETERY, CREMATION
AND FUNERAL ASSOCIATION

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