

2025 Schedule at a Glance

April 30 – May 3, 2025

iccfa.com/annual



Welcome

From the 2025 Co-Chairs



Ann Marie St. George
*Cooperative Funeral
Fund Inc*



Shane Pudenz
Carriage

As co-chairs for The ICCFA Experience, we couldn't be more excited to have you join us at the Mandalay Bay Resort and Casino April 30–May 3, 2025. Planning for this event began before last year's even ended, driven by our excitement to disrupt everything you've experienced before! The 2025 updated schedule features two action-packed days, with the Expo Hall showcasing "Three Stages: One Experience" in an unmatched lineup of events. We've done away with breakout rooms and have brought the education to the expo floor with sessions as timely as how catering can expand your bottom line, strategies for retaining top talent, new and meaningful ways to serve cremation families, and how to leverage AI technology. Also new this year will be informal "Ask the Experts" hours held throughout the day in the ICCFA Hub located in the ICCFA booth.

Our keynote speaker, Clint Pulver, is known as a leading authority on employee retention. He will draw from his more than 20 years as a professional drummer, to lead a high-energy, interactive drumming experience as he discusses

navigating generational complexities, communication challenges and leadership missteps.

As you can see, we have made the Expo Hall the heart of the action. Packed with cutting-edge technology, merchandise and exclusive, first looks at the latest industry trends, this vibrant space is more than an exhibit—it's an Experience! Whether you're there to network, discover game-changing products, or just soak in the electric atmosphere, the exhibit hall is the place where inspiration and opportunity collide.

And we weren't content to just disrupt your Expo Experience! We have also moved our President's Welcome Reception & Banquet to become our headline event Wednesday evening so both attendees and exhibitors can come together, reconnect, and share dinner and a show!

Don't miss your chance to be at the center of it all! Register for your ICCFA Experience today and we look forward to seeing you in Las Vegas!

Expo Hall Hours

Tuesday | April 29

1 – 6 PM Exhibitor Set-up

Wednesday | April 30

8 AM – 6 PM Exhibitor Set-up

Thursday | May 1

9 AM – 6 PM Experience Hours

Friday | May 2

9 AM – 4 PM Experience Hours

4 – 9 PM Exhibitor tear down/move out

Saturday | May 3

8 – 10 AM Carrier Pick-up only

Schedule at a Glance

KEY

Meeting •

Education

Registration

Event

Tuesday | April 29

12 – 5 PM

Exhibitor Registration Open – Exhibitors Only

4:15 – 5:45 PM

Board of Directors Meeting •

6 – 8 PM

Board of Directors Dinner

Wednesday | April 30

8:30 AM – 5 PM

Registration Open

9 – 10 AM

CCSC Committee Meeting •

9 – 11 AM

PLPA Committee Meeting •

10 AM – 12 PM

Sales & Marketing Committee Meeting •

10 – 11 AM

Veterans Committee Meeting •

11 AM – 12 PM

IMSA Business Meeting •

12 – 1 PM

Membership Committee Meeting •

12 – 1 PM

Women in Leadership Committee Meeting •

10 AM – 3 PM

Educational Sessions

5 – 10 PM

President's Welcome Reception & Banquet

Thursday | May 1

8:30 AM – 6 PM	Registration Open
8:45 – 9 AM	Ribbon Cutting
9 – 10 AM	Morning Welcome Coffee
9 AM – 6 PM	Expo Hall Open
10 AM – 12 PM	Educational Sessions
11:30 AM – 2 PM	Past President's Lunch
12 – 2 PM	Lunch with Exhibitors
2 – 3 PM	ICCFA Annual Meeting of Members •
3 – 4 PM	Keynote Speaker, Clint Pulver
4 – 6 PM	Expo Hall Open with Reception
4 – 6 PM	Educational Sessions
4:30 – 5 PM	Organizational Board Meeting •

KEY

Meeting •

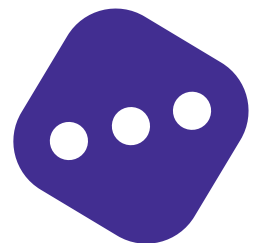
Education

Registration

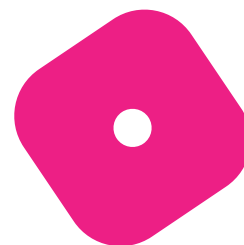
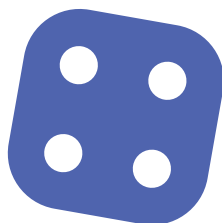
Event

Friday | May 2

8 AM – 5 PM	Registration Open
8 – 9 AM	Prayer Breakfast
9 – 10 AM	Morning Welcome Coffee
9 – 4 PM	Expo Hall Open
9 – 12 PM	Educational Sessions
12 – 2 PM	Lunch with exhibitors
2 – 4 PM	Expo Hall Open with Reception
2 – 4 PM	Educational Sessions
4 – 6 PM	The Irwin W. Shipper Legislative Session & Reception



Program and Schedule Subject to Change



Experience Program

Tuesday | April 29

12 – 5 PM

Exhibitor Registration Open

6 – 8 PM

Board of Directors Dinner

4:15 – 5:45 PM

Board of Directors Meeting

Wednesday | April 30

8:30 AM – 5 PM

Registration Open

9 – 10 AM

CCSC Committee Meeting

9 – 11 AM

PLPA Committee Meeting

10 AM – 12 PM

Sales & Marketing Committee Meeting

10 – 11 AM

Veterans Committee Meeting

11 AM – 12 PM

IMSA Business Meeting

Educational Sessions

10 – 10:50 AM

Tough Love for the Telephone – A Gut Check on the Call Experience



Nicki Wiedeman, CSE
Dead Ringers

Embraced creating Customer Experiences for your client families? Yes? Have you considered how your

phone is answered starts the journey? Maybe? No? All of our work to create experiences goes nowhere if we don't consider including phones in the process. The very first hello sets the stage. Nicki will share tips and techniques on how to set the tone on the phone.

Nicki has served the profession for 34 years and she has spent the past 8 years working with Dead Ringers. Dead Ringers has given her the opportunity to bring data driven insight to our phone skills in the deathcare profession. She has expertise in preneed insurance sales and stellar customer service. She spent 26 years with Forethought, now Global Atlantic. She has conducted sales training to hundreds of licensed insurance agents, funeral directors, cemetery, and pet loss professionals over the years. Nicki has a strong background in strategic business consulting and skilled facilitation. Prior to joining Dead Ringers, Nicole spent her last 3 years at Global Atlantic managing an out-bound call center. This experience, along with the many funeral and cemetery calls she has observed and directly made, provides what it takes to know a good call from a dismal call. Cremation is an area of focused attention and growing expertise for Nicki. Her vision is to assist death care organizations in creating meaningful connections when clients make that first call.

11 – 11:50 AM

Strategies for Attracting and Retaining Talent in the Deathcare Profession



Jane Askin
PlotBox

Join us for an insightful session addressing key challenges in the deathcare profession: recruiting and

retaining skilled professionals amid rising burnout. Tailored for deathcare operators, this presentation covers innovative strategies for attracting new talent and retaining a motivated, resilient workforce. As a Great Place to Work-accredited company with recognition on the UK's Best Workplaces lists, we'll share practical approaches to support both current and prospective employees. Key topics include:

- Identifying burnout factors unique to death-care
- Recruitment techniques for compassionate individuals
- Building a supportive, growth-oriented work environment
- Enhancing job satisfaction through technology and training
- Developing retention strategies to foster loyalty and reduce turnover

You will gain actionable insights to build an engaged, high-performing team delivering top-tier care.

Jane graduated from Queen's University Belfast with a law degree and has spent her 20-year career in HR, Learning & Development and Organizational Development roles, mostly within the high-growth IT Sector. Jane holds a diploma in Executive coaching from AoEC and is a member of the Association for Coaching. She is also a chartered member of the CIPD. Jane joined PlotBox in 2019 as Head of Culture and Talent and is passionate about preserving culture and aligning core values with behaviors; she uses her pragmatic and people-centric approach, along with

her ability to lead and manage change, to deliver business outcomes.

12 – 1 PM

Membership Committee Meeting

12 – 1 PM

Women in Leadership Committee Meeting

1 – 1:50 PM

Serving Comfort: How Food & Beverage Can Feed Your Bottom Line



Caleb Klein
Loving Ceremony

Discover how integrating food and beverage services into your funeral home or cemetery offerings can create more personalized, meaningful experiences while unlocking new revenue streams. This session will guide you through the process of planning and structuring these services, with a focus on dynamic pricing that ensures families can make the best choice for their needs while maximizing the use of your facilities. We'll explore how to offer tiered options—from light refreshments to full catering services—using flexible pricing models that adapt to different budgets. Together, we'll plan for the possibilities and explore how catering services can transform your business by enhancing customer satisfaction and making the most of your operational capacities. Join us to learn how thoughtful planning can turn food and beverage into a key driver of both comfort and profitability.

Caleb M. Klein, CFSP, has been immersed in the funeral industry since 2003, progressing from an assistant to managing three funeral homes. Drawing from his dual expertise in funeral services and the restaurant industry—where he advanced from

busboy to Chef Partner and General Manager—Caleb specializes in using personalized approaches to enhance client experiences. As founder of Loving Ceremony and a seasoned trainer, Caleb has helped shape innovative catering offerings for funeral homes. He has previously presented at the AFCCA Annual Conference and seminars, sharing his unique perspective on anticipating client needs and offering tailored solutions for meaningful services.

2 – 2:50 PM

Power of Positivity

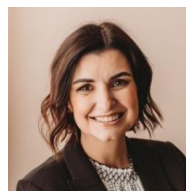
WOMEN IN LEADERSHIP COMMITTEE:



Jennifer Olvera, CCE
Green Hills Memorial Park



Gwen Mooney
Cave Hill Cemetery



Delana Pratt, CSE
Cairn Partners



Tiffany Gallarzo
Green Hills Mortuary

In a profession and world that can often feel challenging, the ICCFA Women in Leadership Committee invites you to discover and harness the Power of Positivity in both your work and personal life. Drawing inspiration from Jon Gordon's work, we'll explore ways to avoid the "Energy Vampires" that drain our optimism and resilience. Through positive thinking and a proactive mindset, you'll gain tools to manage stress effectively, boost your immunity, and cultivate a sense of happiness and satisfaction. This session will empower you with renewed motivation to tackle obstacles and achieve goals beyond your expectations.

Jennifer Olvera, a lifelong resident of Southern California, is the Manager of Community Engagement and Safety at Green Hills Memorial Park, where she's

worked for over 25 years. She actively represents her company in the community and serves on several boards, including her roles as Chair of the Lomita Chamber Board and Chair of the Torrance Police Foundation. Jennifer's extensive volunteer work includes leadership roles with the Kiwanis Club of Torrance and past involvement with the Torrance Area Chamber of Commerce, YMCA, and various local organizations. Recognized for her commitment, she has received awards such as the Outstanding Military Volunteer Service Medal and the J. Walker Owens Volunteerism Award. A Certified Cemetery Executive, Jennifer holds a Certificate of Honor as a Quarter Century Member in her field.

Gwen M. Mooney has served as President and CEO of The Historic Cave Hill Cemetery in Louisville, KY, since 2015, overseeing its 300-acre grounds and two related entities. A licensed funeral director and embalmer in Ohio and Kentucky, she previously led Gwen Mooney Funeral Homes at Spring Grove Cemetery in Cincinnati. Gwen is active on the ICCFA Board, has held various leadership roles, and frequently speaks at industry events. She also serves on the Board of Directors for the Kentucky Vietnam Veterans Memorial Foundation and is a member of the Rotary Club of Louisville. Outside of work, Gwen enjoys traveling with her husband and spending time with their children and grandchildren.

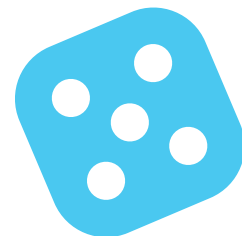
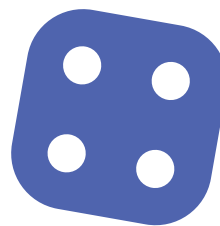
After 14 years working in Public Relations, Delana Pratt started her death care career in 2010 as an Account Executive with Forethought Financial Services. Assurant Solutions hired her in 2015 for the role of Regional Sales Director on the Arrangement Continuation Visit (ACV) team. Delana trained funeral homeowners, managers, at-need and preneed staff at implantation and execution of the ACV program. In 2017 she entered the tech side of death care while employed with Funeral Decisions, working with the Customer Relationship Management tool. Delana joined Cairn Partners in April of 2018, taking on the new role of Director of Outreach and Development. In this role, she mentors Planners to achieve an optimum level of performance. Delana is a Certified Preplanning Consultant as well as a Certified Celebrant.

Tiffany Gallarzo, immediate past president of the California Funeral Directors Association, is the Director of Operations at Green Hills Mortuary in Rancho Palos Verdes, CA. Previously, she was Market Manager for Service Corporation International's Orange County/San Diego market and Vice President at Fairhaven Memorial Park, where she spent over 20 years overseeing sales, marketing, and community events. A licensed funeral director, insurance agent, and cemetery salesperson, Tiffany holds a bachelor's degree in psychology from California State University, Long Beach. She also teaches branding, sales, and customer service at ICCFA University.

5 – 10 PM

President's Welcome Reception & Banquet

Join us for The ICCFA Experience kickoff at the President's Welcome Reception and Banquet, featuring dinner, drinks, and a comedy performance by Cristela Alonzo. The evening includes a reception, the Celebration of Remembrance, and the ICCFA Presidential transfer as Lee Longino passes the torch to incoming President Robert Gordon, Jr. A special highlight will be honoring Jay D. Dodds, recipient of the 2025 ICCFA Educational Foundation's Lasting Impact Award, for his exceptional career of leadership and mentorship. *A ticket to this event is included with every full attendee registration.



Thursday | May 1

Thursday | May 1

9 AM - 6 PM

Registration Open

8:45 - 9 AM

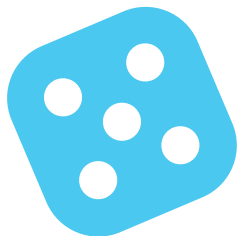
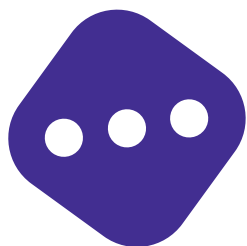
**ICCFA Experience Hall
Ribbon Cutting**

9 - 10 AM

**Morning Welcome Coffee in the
Expo Hall**

9 AM - 6 PM

Expo Hall Open



Educational Sessions

10 - 11 AM

Catering: Feeding Your Revenue Roundtable



HOST:

Lori Bolton, CSE, CXE
Park Lawn Corporation



PANEL:

Ashlinn Goodman
Envision Strategic Partners



Marilyn Jones Gould
MJK Marketing



Caleb Klein
Loving Ceremony



Kim Weis
SCI

This round table session explores the unique and exciting opportunities of providing catering services in a funeral setting. We will dive into the balance of empathy, and culinary excellence while creating experiences for families and driving revenue in our businesses.

Lori Bolton, CSE, CXE has over 2 decades of experience in cemetery and funeral home management and developing technology solutions in the deathcare profession. She started her career in cemetery sales and management and owned a final expense company in Northern California. Her professional experience includes business consulting and business development for Catholic Funeral and Cemetery Services and Johnson Consulting Group. She has spent years studying how Customer Experience impacts the bottom line. She has two Customer Experience Certifications and is a member of the

Customer Experience Professional Association (CXPA). She also serves as a member of the ICCFA Sales and Marketing Committee; and is Dean of the CX and Hospitality College at the ICCFA University.

Ashlinn Goodman is the Director of Cemetery Sales and Operations. After experiencing an unexpected death in her own family leading her into the local funeral home and cemetery to make arrangements, It was now time to put her background in education to use in another capacity. Ashlinn started educating families on pre-arranged funerals and cemetery property. With her passion to inform families and help to empower them to make end of life decisions she experienced very rapid success in the death care industry and is very passionate about customer service.

Marilyn Jones Gould is a highly respected figure in the funeral industry, known for her expertise in marketing, sales, customer service, and branding. She co-created Advance U, an online learning platform for deathcare professionals, with her daughter Courtney Gould Miller. Marilyn holds a master's in communication from Purdue and is a Certified Speaking Professional, a prestigious recognition held by only 400 speakers worldwide. She has been honored with multiple industry awards, including the NFDA Initiative Award. Marilyn also developed Guiding Grief™, a 26-video library designed to support grieving families.

Caleb M. Klein, CFSP, has been immersed in the funeral industry since 2003, progressing from an assistant to managing three funeral homes. Drawing from his dual expertise in funeral services and the restaurant industry—where he advanced from busboy to Chef Partner and General Manager—Caleb specializes in using personalized approaches to enhance client experiences. As founder of Loving Ceremony and a seasoned trainer, Caleb has helped shape innovative catering offerings for funeral homes. He has previously presented at the AFCCA Annual Conference and seminars, sharing his unique perspective on anticipating client needs and offering tailored solutions for meaningful services.

Kimberly M. Weis began her career in the funeral home industry in 2006, initially working as an Event Planner. In this role, she focused on creating personalized and meaningful Celebrations of Life. Over time, her expertise and leadership abilities earned her a promotion to Director of Event Management, where she now oversees and advises multiple Celebration of Life teams. In addition to her funeral industry experience, Kimberly has over twenty years of expertise in catering, further enhancing her ability to create memorable and tailored experiences for families.

10 – 11 AM

From Ashes to Meaning – Transforming Direct Cremation Into a Service



Christie Moore
Mansfield Funeral Home & Cremations

As the demand for direct cremation continues to rise, many families find themselves grappling with how to honor their loved ones in a meaningful way. This session will guide funeral directors and industry professionals on how to elevate a simple direct cremation into a personalized, memorable service that provides comfort and closure. Through creative storytelling, thoughtful ceremony additions, and a focus on family needs, we'll explore how to turn a cost-effective option into a dignified, emotional farewell.

Christie K. Moore is a seasoned leader and speaker in the funeral service industry, currently serving as CEO of Mansfield Funeral Home & Cremations in Texas. Under her leadership, the funeral home consistently ranks among the best in the state. Christie is known for her compassionate, personalized approach to funeral services, which has made her a respected figure in the industry. She regularly speaks at industry

events, sharing her expertise on service innovation, community impact, and elevating the memorial experience for families. Her contributions continue to shape the future of funeral care with grace and empathy.

11 AM - 12 PM

Creating Community Experiences Roundtable



HOST:

Shane Pudenz
Carriage



PANEL:

Erin Creger
Security National Funeral
Homes & Cemeteries



Robert Gordon, Jr., CCE
Cypress Lawn



René Negrete
Inglewood Park Cemetery

This round table discussion will explore the art and science of crafting engaging community events that draw people to your funeral home and/or cemetery.

Learn how to create unforgettable

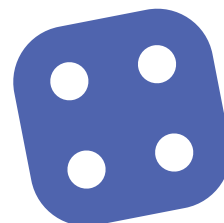
experiences that boost your name recognition, strengthen community bonds, and position you as the destination facility when the need arises.

Shane T. Pudenz serves as the Vice President of Sales and joined Carriage in October of 2020. Prior to joining Carriage, Mr. Pudenz worked in several roles at Service Corporation International from 2012 to 2020 where he successfully lead multimarket sales organizations as Sales Director in addition to other roles he held prior. Mr. Pudenz has a Bachelors Degree in Mass Communications from Grandview University in Des Moines, IA.

With over 25 years in sales leadership, Erin Creger is Chief Sales Officer at Security National Financial Corporation's Funeral Homes & Cemeteries Division, known for driving growth, building high-performing teams, and fostering a culture of success. An award-winning leader, she has a strong track record in full-cycle sales and talent development, including earning the national 'Rookie of the Year Award' at Larkin Mortuary. Erin co-founded the Death Care Collective to empower women in the funeral profession and serves on the ICCFA Sales & Marketing committee. In her free time, she enjoys traveling with her family and hiking in Utah's mountains.

Robert Gordon Jr., a California native and San Diego State University graduate, has over 40 years in the funeral and cemetery industry. Beginning his career at his family's Oakdale Mortuary, he later served as Director of Sales for El Camino Group and then as Market Sales Director at Service Corporation International, overseeing 12 locations across Orange and San Diego counties. Now President and CEO of Cypress Lawn Cemetery Association, Robert is a licensed funeral director and cemetery broker. He and his wife have five children.

René Negrete is the Senior Vice-President of Sales and Marketing, leading the sales and marketing. In his role, he drives and implements disruptive technologies in client acquisition, customer engagement, and sales execution. He joined the Inglewood Park Cemetery team in April 2021 after twelve years in progressive leadership roles at Service Corporation International (SCI). Rene earned his B.A. in Communication at the University of Southern California and his M.S. in Management and Leadership from the Graziadio School of Business and Management at Pepperdine University.



11 AM – 12 PM

Creating the Most Meaningful Experience When the Choice is Cremation



Michael Escalante
Envision Strategic Partners

This session offers funeral professionals actionable insights and strategies to elevate service

standards for families choosing cremation. Attendees will learn about five key decisions that shape the cremation experience, focusing on how to transform direct cremation services into meaningful and memorable moments for clients. By the end of the session, participants will be equipped with practical tools to enhance client interactions, improve service offerings, and create a more meaningful and respectful experience for families navigating the cremation process.

Michael Escalante graduated from The University of Texas at Dallas with a B.S. in Psychology and Neuroscience. He transitioned from a years-long career working in high-end restaurants, taking his profound knowledge of service and translating it into serving families in death care. Getting his start in the funeral industry in Dallas, TX, Michael quickly found fulfillment professionally in helping families in both pre-need and at-need roles. Currently residing in Southern California, Michael currently works with Envision Strategic Partners as the Director of Training and Development, training counselors to provide meaningful send-offs and long-lasting memories via pre-need sales.

11:30 AM – 2 PM

Past President's Lunch

By invitation only.

12 PM – 2 PM

Lunch with Exhibitors in the Expo Hall

2 – 3 PM

ICCFA Annual Meeting of Members

Join your fellow ICCFA members at the Annual Meeting of Members to learn about key association priorities and upcoming initiatives that will shape the future of ICCFA, as well as recognize the leaders and difference-makers within your association.

3 – 4 PM

Keynote Session

I Love It Here – Create an Organization People Never Want to Leave



Clint Pulver

Today – employees are looking for leadership that supports, encourages, and gives them the tools they need to grow,

adapt, give back, and create real impact. In this unforgettable presentation designed to inspire, Clint expertly demonstrates the ground-breaking WHY of mentorship over old school management techniques and HOW every employee is just one caring person away from a phenomenal success story.

As a keynote speaker and retention expert, Clint offers the insider leadership secrets for elevating team and individual engagement, cultivating creative and collaborative environments, and inspiring both themselves and those that they lead.

In this powerfully moving session, Clint will share how to:

- Adapt to a rapidly changing workforce

- Communicate effectively with a multi-generation team
- Create a culture that cultivates, celebrates, and encourages diversity
- Understand the four keys to mentorship within the role of leadership
- Develop a greater understanding of your purpose as a leader and mentor
- Adopt implementation strategies of how to create cultural change

Clint will also draw from his more than 20 years as a professional drummer, to lead a high-energy, interactive drumming experience that will foster unity, and a renewed sense of loyalty and trust.

Known as the leading authority on employee retention, Clint helps organizations retain, engage, and inspire their team members from the front desk to the board rooms and everyone in between. He expertly helps audiences navigate generational complexities, communication challenges, leadership missteps, and culture cues.

Clint strongly believes that a single moment in time can change a person's life. He has traveled the world speaking to a wide spectrum of diverse audiences, challenging them to dream, excel, connect, and believe--both in themselves and in the power of others. His mantra? "It's not about being the best in the world...it's about being the best FOR the world."

4 - 6 PM

Expo Hall Open with Reception



Educational Sessions

5 - 6 PM

Creating Cultural Excellence Roundtable



HOST:

Doug Gober
Foresight



PANEL:

Andres Aguilar
Señoriales Corporacion de Servicios



Landon Bickley
Tukios



Allen Siverls
The Triumph Group, LLC.

In today's dynamic business landscape, a strong and inclusive workplace culture is essential to attract, retain, and motivate top talent. This interactive round table session will delve into the key strategies and practices to foster a thriving organizational culture that empowers employees, enhances productivity, and drives innovation.

Doug Gober has over 46 years of experience in the funeral service industry, beginning as a sales representative in the casket industry. He has received numerous national awards, including the ICCFA Lasting Impact Award in 2023, and has served as a consultant on international marketing and merchandising projects. Doug has held leadership roles with The Doody Group, Carriage, and Live Oak Bank, where he provided strategic development, marketing, and financing expertise. In 2014, he founded Gober Strategic Capital and later partnered with The Foresight Companies to offer expanded

business solutions for funeral and cemetery owners. A Certified Public Accountant, Doug holds a Business Degree in Accounting from the University of Alabama and is based in New Orleans.

Andres Aguilar Heck is the President and Board Member of Señoriales Corporación de Servicio, a family-owned business providing funeral, cemetery, and cremation services in Guatemala and Mexico. With over 20 years of experience in marketing, sales, technology, and administration, he leads a team of 2,100 people and oversees the sale of more than 20,000 pre-need contracts annually. Andres holds a Bachelor's in Marketing and an MBA, and is certified in Life Coaching and Grief Management. He is actively involved in the ICCFA, serving in various roles, and currently serves as President of ALPAR and Vice President of the International Cremation Federation.

Landon Bickley is the VP of Customer Retention/National Accounts at Tukios. He started as a support person but realized sales was his calling. Landon has personally helped over 700 individual locations transition to a Tukios website. He is passionate about people and creating Raving Fans for Tukios. When not at work, he's in the mountains; biking, skiing, or chasing his kids, who think he's just an overgrown kid with a job.

Allen Siverls has held various executive management positions in the funeral industry for over 34 years. He has been an instructor at Pittsburgh Institute's online program for over 15 years, teaching Small Business Management. He is also a graduate of the ICCA University Grad Program (2024). He has an MBA, a BA in Sociology, and an associate degree in Applied Technology. He is a Toastmaster, achieving the designation of Distinguished Toastmaster. He is a Kappa Alpha Psi Fraternity member and belongs to NFDA, ICCFA, OGR, OFDA, Buckeye FDA, and CANA.

5 - 6 PM

The Art and Science of Bundling – Strategies to Grow Cremation Revenues



Michael Johnson
SCI



Adena Tutino
SCI

Discover how to grow cremation revenue by blending data-driven insights, consumer preferences, and value-based marketing to craft

service and merchandise offerings that resonate with families while boosting profitability. This session explores strategies for aligning offerings with evolving consumer trends, cultural relevance, and personalized experiences. Learn how the "power of three" simplifies decision-making with structured packages tailored to diverse budgets and preferences. Additionally, gain insights into the importance of continuous analysis to track demographic, cultural, and economic shifts, and find the right balance between flexibility and standards to enhance communication and trust between arrangers and consumers.

Michael Johnson was named Vice President of Revenue Management in 2022. In this role, he oversees Funeral and Cemetery Pricing, Merchandising, Cemetery Development and Procurement. Mr. Johnson joined SCI in 2002, where he was Area Sales Director over the State of Virginia. In 2004, he joined the Corporate Support Center in New York City as a Pricing Manager. Mr. Johnson was promoted to Director of Strategic Pricing in 2007 and moved to the corporate office in Houston, TX. He was promoted to Managing Director of Strategic Pricing in 2009 and Senior Managing Director of Revenue in 2017. Mr. Johnson holds a dual Bachelor degree in Economics and Japanese from Brigham Young University.

4:30 - 5 PM

Organizational Board Meeting

By invitation only.

Friday | May 2

Adena Tutino was named Director Funeral Revenue and Merchandise in 2023. In this role she manages all funeral product, merchandising, procurement, vendor management and contract negotiations. Adena joined SCI in 2016, as Manager Corporate Alliances, then in 2020 she joined Supply Chain as Manager Merchandise, and was promoted in 2023 to current role in the Revenue Management department. Adena's career started with Kraft Foods in Supply Chain, she also held roles in Public Relations in Los Angeles, in Corporate Alliances in Washington, D.C. and in Consulting with startup businesses in Buenos Aires, Argentina. She also holds a MBA from Case Western Reserve University and MIM (Master International Management) from Thunderbird University School of Global Management.

Friday | May 2

8 AM – 5 PM

Registration Open

8 – 9 AM

Prayer Breakfast

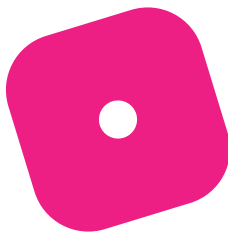
Join fellow worshipers for a morning of breakfast and fellowship. Thanks to generous sponsorships, the annual ICCFA prayer breakfast is free to the first 60 individuals who arrive on a first-come, first-served basis.

9 – 10 AM

Morning Welcome Coffee in the Expo Hall

9 AM – 4 PM

Expo Hall Open



Educational Sessions

9 – 10 AM

Making Call Volume Go Up When Death Rates are Down



Pierce Dempsey
Leaf Cremation

In today's competitive deathcare market, relying on just one or two marketing channels is no longer enough. This session will demonstrate how funeral homes, cremation centers, and cemeteries can maximize growth by leveraging all available marketing channels. We'll discuss how businesses often neglect powerful opportunities for growth by underutilizing available tools, from personal interactions to online platforms. Attendees will discover how committing to a comprehensive, multichannel strategy can ensure sustained call volume and profitability, even when death rates are down.

Pierce Dempsey is a fourth-generation deathcare professional and a graduate of ICCFA University and its Graduate Program. He oversees operations for Leaf Cremation's two cremation centers in Georgia and Ohio, while also leading marketing and technology efforts for three cemeteries in metro Atlanta. His strategic approach to marketing, from implementing grass-roots hospice programs to a more comprehensive digital strategy, has led to consistent market share and revenue growth over the last 5 years. Pierce believes in hard work and the enjoyment of it. Outside of work, he loves golfing, reading, and spending time with his wife, Ashley, and their two sons.

9 – 10 AM

Navigating the Intersection of AI & Empathy – Innovating Death Care Services without Compromising Compassion



Alexandra Mysoor
Alix

The death care industry is facing a critical inflection point where innovation is essential – and while

AI is upending every industry, the challenge for this profession lies in integrating this technology without compromising the empathy-driven, family-focused care that defines funeral services. Alexandra Mysoor, co-founder and CEO of Alix, the AI-powered, human-driven estate settlement platform, will share her insights into how the death care industry can smartly and cost-effectively embed AI into services – diving into how AI will enhance personalized, customized death care, reduce administrative burdens, and drive family satisfaction and loyalty. Alexandra will also share how death care providers can leverage AI to become comprehensive support hubs for their families with minimal effort – transforming the industry as we know it.

As CEO and Co-founder of Alix, Alexandra Mysoor brings human-driven, technology-powered estate settlement solutions to families and providers nationwide. From the first conversation to the final signature, Alix brings tailor-fit, streamlined settlement to every estate, ensuring families make the right decisions and have more time for what matters most. Alexandra previously founded Mysoor Industries, a multinational conglomerate, and has been featured on CNBC, NPR, Vogue, and more. She holds a B.A. from UC Berkeley and studied Fashion Design at FIDM. An entrepreneur and adventure junkie at heart,

Alexandra is moving to New York City with her family later this year.

10 – 11 AM

Community-Driven Secrets to Reclaiming Leads and Increasing Call Volume



Courtney Gould Miller
Tribute Technology

Unlock the hidden potential of your community connections to drive real growth in your funeral home

business. In this session, you'll discover an innovative approach that turns everyday website visitors into valuable leads through automated nurturing streams. Learn how to build lasting relationships with local hospice providers, engage in meaningful community events, and create powerful follow-up systems that transform missed calls into long-term connections. Courtney Gould Miller will guide you through actionable strategies that not only amplify your reach but also strengthen your firm's reputation. Walk away with tools to elevate your firm, forge deeper community ties, and stand out from the competition.

Courtney Gould Miller is a leading expert in digital marketing for funeral homes and cremation businesses. She holds degrees from Vanderbilt University and the UCLA School of Law and completed graduate studies in digital marketing at Duke. In 2016, Courtney founded MKJ Marketing's Nashville office and now serves as President of Commercial Markets at Tribute Technology, leading sales, marketing, and customer experience efforts. She also advises funeral homes on risk management and business strategy, drawing on her legal experience with Fortune 500 companies and expertise in importing deathcare products.

10 – 11 AM

Reimagining the Funeral Experience – Leveraging Technology for Growth



Zack Moy
Afterword

While traditional wisdom suggests online funeral planning equates to low-cost services, our data reveals a completely different story. Offering comprehensive online planning options can actually drive more services at your funeral home, leading to higher revenue and deeper connections with families. Technology will never replace you as a funeral director, but if used correctly, it can drastically make your teams more efficient. This data-driven talk will explore how funeral homes can harness technology to create exceptional online experiences that lead to increased revenue, higher customer satisfaction, and more efficient funeral directors. We'll delve into strategies to transform your website into a powerful sales and service tool, streamline operations, and build trust through transparency—then, we'll touch on implementing practical technology tools like task management, digital calendars, and e-signature platforms, to equip you with the knowledge and insights to thrive in the digital age.

Zack Moy is the co-founder & CTO at Afterword, a technology platform that makes funeral planning easier for everyone across North America. Afterword's work has been featured in Fortune, TechCrunch, Business Insider, and Bloomberg. Zack is an entrepreneur with nearly 15 years of engineering, product, and operations leadership experience in enterprise SaaS and developer platforms. After building products at Google as a Software Engineer, he founded Pattern in 2015, an AI-powered digital notepad for enterprise teams. Pattern was acquired by Workday in 2017, where Zack became a Director of Engineering for Workday Cloud Platform.

11 AM – 12 PM

Building Bridges – Funeral Homes and Hospice Collaboration



Greg Grabowski
Hospice Advisors

This session offers funeral service professionals invaluable insights for fostering meaningful relationships with local hospice providers. It explores how leveraging Hospice Medicare Data can unveil opportunities for collaboration, ensuring that funeral providers can offer services that truly resonate with the needs of hospice patients and their families. Successful collaboration ideas that have proven to enhance the synergy between funeral providers and hospices are shared, emphasizing the mutual benefits of such partnerships. This session highlights the crucial role of Customer Relationship Management (CRM) systems in effectively managing and nurturing these connections, ensuring every interaction is personalized and thoughtful. Finally, it underlines the importance of a well-crafted strategic plan that aligns with both the funeral provider's goals and the expectations of hospice organizations, ensuring a sustainable and impactful collaboration.

Greg Grabowski, Partner at Hospice Advisors, is a seasoned professional in hospice and palliative care, specializing in growth strategies for hospice organizations and funeral providers. He co-authored Engaging the Heart of Hospice with Lacy Robinson, reflecting his commitment to improving end-of-life care through compassion and understanding. Formerly, Greg served as Vice President of Communication at Seasons Hospice & Palliative Care and as CEO of Seasons Hospice Foundation, where he drove strategic growth and community engagement. His leadership journey includes roles with Leader Dogs for the Blind and the National Hospice Foundation.

11 AM – 12 PM

Turn Those Browsers into Buyers: Making Your “Digital Front Door” More Welcoming



Alfred White
Carriage

Discover how to elevate your online presence and make a lasting impression in the deathcare

industry. This session will explore strategies to optimize your website, engage your audience, and turn online visitors into customers. Learn actionable insights to effectively capture attention and highlight the compassionate, professional services your organization offers.

Alfred White is the Managing Director of Marketing at Carriage, where he has led the development and expansion of the marketing department. Since joining Carriage in 2022, he has played a pivotal role in shaping the company's marketing strategies, strengthening brand presence, and driving growth initiatives. With a career spanning over two decades in strategic communications, branding, and marketing leadership across various industries, Alfred brings a wealth of experience and innovation to his role. His expertise in strategic, digital marketing, and corporate branding continues to elevate Carriage as a leader in the funeral and cemetery services industry.

12 PM – 2 PM

Lunch with Exhibitors in the Expo Hall

4 – 6 PM

Expo Hall Open with Reception

Educational Sessions

2 – 3 PM

Conflict Resolution – Not Your Circus, Not Your Monkeys. But You May be the Ringmaster!



Poul Lemasters, Esq.
ICCFA

Who is paying? Who is in control? Burial or cremation? Who's in the will? Who loved them the most? The

list of issues that can create conflict around death is never-ending. And while none of these issues are your fault, you probably are finding yourself in the position of resolving the problems. But should you? And if you do, are you aware of how to resolve conflict? This is a look into some of the most common conflicts in deathcare (did someone say cremation?) with a deep dive into conflict resolution techniques for resolving and avoiding.

Poul Lemasters, Esq., began his career in deathcare more than 30 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 gets calls for assistance in risk management, daily operational conflicts, form and contract reviews, valuations, and regulatory matters. Poul serves as ICCFA's General Counsel, and is the founder/owner of Lemasters Consulting.

2 – 3 PM

Touring the Possibilities – Turning Your Cemetery Tours into Cemetery Sales



Jodie Dupree
SCI

This session explores the art and skill behind creating an engaging, memorable cemetery tour that resonates with visitors. Participants will learn the essential elements that make a cemetery tour exceptional, from defining the tour's starting point to selecting key stops and stories that highlight the cemetery's history, unique features, and cultural significance. Additionally, the session will cover practical tips for delivering an engaging tour, including effective storytelling techniques, route planning, and visitor interaction. By the end, participants will be equipped with strategies to create tours that are educational, respectful, and captivating, offering a meaningful experience for every attendee.

Jodie Dupree, SCCFA President, has over 25 years of experience in the funeral and cemetery industry as a licensed funeral director and cemeterian with almost all of that with SCI North Carolina. He has served in a number of capacities including funeral preneed sales counselor, cemetery sales counselor, sales manager, regional sales manager, at need funeral director, cemetery and funeral home manager and for the last 13 years has served as market director overseeing funeral homes, cemeteries and crematories in North Carolina, South Carolina and Georgia. He currently oversees the day-to-day operations and sales of 50 locations in North Carolina.

3 – 4 PM

Consultative Arrangement (Sales) Training for the Modern Funeral Director



Heather Lewis
Altmeyer Funeral Home &
Crematory

This interactive session addresses the evolving challenges facing funeral professionals today, from shifting consumer expectations to an increasingly competitive market. With a foundation in servant leadership, Heather's consultative sales framework equips funeral directors and apprentices with the tools, skills, and confidence they need to engage families thoughtfully and without pressure. This immersive approach has proven effective in enhancing revenue growth and supporting directors' professional development. This session will introduce a three-pronged strategy—covering essential tools, consultative training, and ongoing support—that empowers directors to build meaningful connections with families and achieve business success. By implementing this consultative approach, deathcare professionals can elevate our service standards and enhance the overall experience for families, ensuring our directors are not only effective but also confident in their roles.

Heather began her professional path in the dynamic world of broadcast television in North Carolina, where she honed her skills as an account executive at WCTI (ABC) and WYDO/WFXI (FOX). Her time in that field allowed her to build a deep understanding of client relationships and the nuances of the media industry. Her career then took her to WITN (NBC), where she transitioned into a leadership role as a Sales Coach and Sales Manager. Here, she demonstrated her ability to mentor and guide teams, helping others succeed while also refining her own approach to management. Throughout her career, Heather's passion for leadership has been centered on the

principles of servant leadership, a philosophy that focuses on putting the needs of others first and empowering teams to reach their full potential. Heather transitioned into the death care and funeral profession with Altmeyer years ago, bringing with her the same drive, commitment to excellence, and leadership philosophy that have shaped her career thus far.

3 – 4 PM

Better Than the Best: Creating a One-of-a-Kind & Remarkable Service



Jason Troyer
Healing Path Cemetery

Traditional and digital advertising efforts are reaching fewer and fewer people. Meanwhile, personal referrals

and word-of-mouth from trusted friends continues to be the gold standard for spreading your message. But how do we get the community talking about how uniquely awesome you are? The answer is to have a one-of-a-kind and remarkable service offering. In this presentation, Dr. Jason Troyer will review examples of unique service offerings from outside and within the funeral and cemetery space and explain why being

unique is better than being the best.

Jason Troyer, PhD is a grief & ritual expert. He earned his doctorate in counseling psychology and has worked with hundreds of funeral homes and cemeteries. He is the co-founder of Healing Path Cemetery.

4 – 6 PM

The Irwin W. Shipper Legislative Session & Reception

Join us for the newly renamed Irwin W. Shipper Legislative Session & Reception, honoring his legacy of service to the ICCFA Government & Legal Affairs Committee which he skillfully chaired for 25 years, and later was named Chairman Emeritus. With a new time and spot on the schedule, this updated legal & legislative session offers insights into key federal and state issues impacting the deathcare industry, including taxes, OSHA, employment, FTC regulations, and changes in funeral and crematory laws across the U.S. and Canada. It's also the perfect opportunity to discuss the challenges you're facing with industry experts. Don't miss this chance to engage and stay informed!

All information in this program was confirmed as of November 19, 2024. Details are subject to change.

