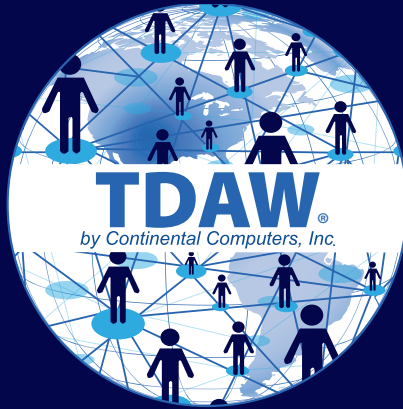


On-site Program

April 30 – May 3, 2025
Mandalay Bay Resort & Casino
Las Vegas, NV



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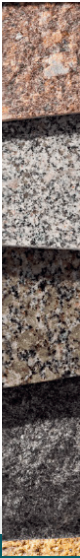
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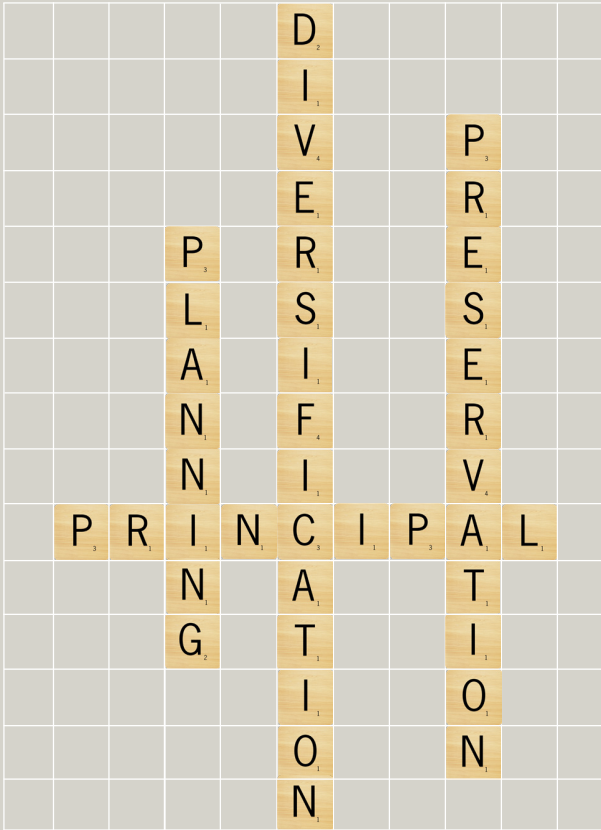
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The CFF Experience 2025

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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 center of the Expo Hall.

Our keynote speaker, Clint Pulver, a top expert in employee retention, will lead an interactive experience, to explore generational complexities, communication challenges, and leadership missteps. The Expo Hall is the heart of the action, packed with cutting-edge tech, merchandise, and deathcare trends—it's more than an exhibit, it's an Experience! Whether networking, discovering products, or soaking in the atmosphere, the Expo is where inspiration and opportunity collide. Plus, we've moved the President's Welcome Reception & Banquet to Wednesday night for attendees and exhibitors to reconnect over dinner and a show!

Thank you for attending The ICCFA Experience! We're so glad you could join us for this exciting event.

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

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Convention Registration

Tuesday, April 29 at 12:00 NOON through Friday, May 2 at 4:00 PM, ICCFA Registration will be located in Bayside B Foyer of the Mandalay Bay Resort & Casino. The schedule is as follows:

Tuesday, April 29

12:00 PM to 6:00 PM: Bayside B Foyer (Exhibitor registration only)

Wednesday, April 30

8:00 AM to 5:00 PM: Bayside B Foyer

Thursday, May 1

8:00 AM to 6:00 PM: Bayside B Foyer

Friday, May 2

8:00 AM to 4:00 PM: Bayside B Foyer

Prayer Breakfast

Admittance into the Friday morning Prayer Breakfast is provided at no charge to the first 60 people to show up at the event, compliments of sponsorships.

Board of Directors Voting

Voting for the 2025 Board of Directors is being conducted electronically via AssociationVoting.com. The primary contact from all Regular members in good standing was contacted by email with a secure link to cast their company's vote(s). The election period opened March 27, and will remain open until May 1, when the final votes will be reported and the new Board of Directors announced.

Ticket Sales

Tickets for the President's Banquet may be purchased at the ICCFA registration desk until Wednesday, April 30 at noon. Please note that a ticket to the President's Reception

& Banquet is included with all full attendee and spouse registrations. Additional tickets for the President's Banquet (\$225) may be purchased at the ICCFA registration desk.

Continuing Education Credits

Funeral directors can earn up to 15 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. ICCFA has gone paperless and all CEs will be earned and tracked through the new ICCFA app.

CCE, CCFE, CFuE, CPLP, CCrE and CSE Certification

Certifications will be awarded on the General Session stage on Thursday, May 1 during the Meeting of Members. Are you interested in learning how to receive a certification? Stop by the ICCFA Welcome Lounge for information on our certification designation program.

Dress Code

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. Dress to impress at this year's President's Reception and Banquet in cocktail attire, and for a touch of flair, we encourage you to wear black and red to compliment the vintage circus theme of the evening!

Daily Digest

Convention attendees will receive an email each night containing announcements and highlights of the next day's events.

Smoking/Alcohol Policy

For the comfort and health of all attendees, smoking is not permitted at ICCFA functions. Anyone seeming to be intoxicated will be refused alcoholic beverage service.

Social Media

Share your experience at the Convention on social media. The official hashtag is #iccfa2025. You may also post photos and updates to the ICCFA's Facebook (/iccfa), X (formerly known as Twitter) (@iccfa) and Instagram (@iccfa) pages.

#ICCFA2025



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Committee Meeting Schedule

PLPA Committee Meeting	Wednesday, 9:00 AM – 11:00 AM
CCSC Committee Meeting	Wednesday, 9:00 AM–10:00 AM
Sales & Marketing Committee Meeting	Wednesday, 10:00 AM–12:00 PM
Veterans Committee Meeting	Wednesday, 10:00 AM–11:00 AM
Membership Committee Meeting	Wednesday, 12:00 PM–1:00 PM
Women in Leadership Committee Meeting	Wednesday, 12:00 PM–1:00 PM
IMSA Business Meeting	Wednesday, 3:30 PM–4:30 PM

Educational Sessions at a Glance

Wednesday, April 30

TRADEWINDS	
10:00 – 10:50 AM	<p>Tough Love for the Telephone - A Gut Check on the Call Experience</p> <p>Nicki Wiedeman, CSE, Dead Ringers</p>
11:00 – 11:50 AM	<p>Strategies for Attracting and Retaining Talent in the Deathcare Profession</p> <p>Jane Askin, Plotbox</p>
1:00– 1:50 PM	<p>Serving Comfort Food: How Food & Beverage Can Feed Your Bottom Line</p> <p>Calvin Klein, Loving Ceremony</p>
2:00 – 2:50 PM	<p>Power of Positivity</p> <p>Women in Leadership Committee: Jennifer Olvera, Green Hills Memorial Park; Gwen Mooney, Cave Hill Cemetery; Delana Pratt, Cairn Partners; Tiffany Gallarzo, Green Hills Mortuary</p>

Educational Sessions at a Glance

Thursday, May 1

NGL STAGE	
10:00 – 10:50 AM	<p>Catering: Feeding Your Revenue Roundtable</p> <p>Host: Lori Bolton, CSE, CXE, Park Lawn Corporation</p> <p>Panel: Ashlinn Goodman, Security National Funeral Homes & Cemeteries; Marilyn Jones Gould, MJK Marketing; Caleb Klein, Loving Ceremony; Kim Weis, SCI</p>
11:00 – 11:50 AM	<p>Creating Community Experiences Roundtable</p> <p>Host: Shane Pudenz, Carriage</p> <p>Panel: Erin Creger, Security National Funeral Homes & Cemeteries; Robert Gordon, Jr., CCE, Cypress Lawn; René Negrete, Inglewood Park Cemetery</p>
5:00 – 5:50 PM	<p>Creating Cultural Excellence Roundtable</p> <p>Host: Doug Gober, Foresight</p> <p>Panel: Andres Aguilar, Señoriales Corporacion de Servicios; Landon Bickley, Tukios; Allen Siverls, The Triumph Group, LLC</p>

CARRIAGE STAGE	
10:00 – 10:50 AM	<p>From Ashes to Meaning – Transforming Direct Cremation into a Service</p> <p>Christie Moore, Mansfield Funeral Home & Cremations</p>
11:00 – 11:50 AM	<p>Creating the Most Meaningful Experience When the Choice is Cremation</p> <p>Michael Escalante, Envision Strategic Partners</p>
5:00 – 5:50 PM	<p>The Art and Science of Bundling – Strategies to Grow Cremation Revenues</p> <p>Michael Johnson, SCI & Adena Tutino, SCI</p>

Educational Sessions at a Glance

Friday, May 2

MAIN STAGE

9:00 – 9:50 AM	<p>Making Call Volume Go Up When Death Rates Are Down</p> <p>Pierce Dempsey, Leaf Cremations</p>
11:00 – 11:50 AM	<p>Building Bridges – Funeral Homes and Hospice Collaboration</p> <p>Greg Grabowski, Hospice Advisors</p>

NGL STAGE

10:00 – 10:50 AM	<p>Community-Driven Secrets to Reclaiming LEads and Increasing Call Volume</p> <p>Courtney Gould Miller, Tribute Technology</p>
11:00 – 11:50 PM	<p>Turn Those Browsers into Buyers: Making Your “Digital Front Door” More Welcoming</p> <p>Alfred White, Carriage</p>
2:00 – 2:50 PM	<p>Conflict Resolution – Not Your Circus, Not Your Monkeys</p> <p>Poul Lemasters, ICCFA</p>
3:00 – 3:50 PM	<p>Consultative Arrangement Training for the Modern Funeral Director</p> <p>Heather Lewis, Altmeyer Funeral Homes & Crematory</p>

CARRIAGE STAGE

9:00 – 9:50 AM	Navigating the Intersection of AI & Empathy – Innovating Death Care Services Without Compromising Compassion Alexandra Mysoor, Alix
10:00 AM – 10:50 PM	Reimagining the Funeral Experience – Leveraging Technology for Growth Zack Moy, Afterword
2:00 – 2:50 PM	Touring the Possibilities – Turning Your Cemetery Tours into Cemetery Sales Jodie Dupree, SCI
3:00 – 3:50 PM	Better Than the Best: Creating a One-of-a-Kind & Remarkable Service Jason Troyer, Healing Path Cemetery



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Schedule At A Glance

KEY

Meeting •

Education

Registration

Event

Tuesday, April 29

4:15 PM – 5:45 PM

Board of Directors Meeting •

6:00 PM – 8:00 PM

Board of Directors Dinner (Invite Only)

Wednesday, April 30

8:00 AM – 5:00 PM

Registration Open

9:00 AM – 1:00 PM

Committee Meetings •

10:00 AM – 3:00 PM

Educational Sessions

5:00 PM – 10:00 PM

**President's Welcome Reception
& Banquet**

Thursday, May 1

6:30 AM – 7:30 AM

Dead on Your Feet – Morning Walk

8:00 AM – 6:00 PM

Registration Open

8:45 AM – 9:00 AM

Ribbon Cutting

9:00 AM – 10:00 AM

Morning Welcome Coffee

9:00 AM – 6:00 PM

Expo Hall Open

10:00 AM – 12:00 PM

Educational Sessions in Expo Hall

11:30 AM – 2:00 PM

Past President's Lunch (Invite Only)

12:00 PM – 2:00 PM

Lunch with Exhibitors

2:00 PM – 3:00 PM

ICCFA Annual Meeting of Members •

3:00 PM – 4:00 PM

Keynote Speaker, Clint Pulver

4:00 PM – 6:00 PM

Expo Hall Open with Reception

4:00 PM – 6:00 PM

Educational Sessions

4:30 PM – 5:00 PM

New Board Orientation •

5:15 PM – 6:15 PM

Organizational Board Meeting •

6:15 PM – 7:15 PM

40 Under 40 Reception (Invite Only)

Friday, May 2

6:30 AM – 7:30 AM

Dead on Your Feet – Morning Walk

8:00 AM – 4:00 PM

Registration Open

8:00 AM – 9:00 AM

Prayer Breakfast

9:00 AM – 10:00 AM

Morning Welcome Coffee

9:00 AM – 4:00 PM

Expo Hall Open

9:00 AM – 12:00 PM

Educational Sessions in Expo Hall

12:00 PM – 2:00 PM

Lunch with Exhibitors

2:00 PM – 4:00 PM

Expo Hall Open with Reception

2:00 PM – 4:00 PM

Educational Sessions in Expo Hall

4:00 PM – 6:00 PM

**The Irwin W. Shipper Legislative
Session & Reception**



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Dean Glenda Stansbury
- **College of Cremation Services**
Dean Clift Dempsey, CCrE, CCFE
- **College of Hospitality & Customer Experience**
Dean Lori Bolton, CSE, CXE
- **College of Land Management & Grounds Operations**
Dean Gino Merendino
- **College of Leadership, Management & Administration**
Dean Gary Freytag, CCFE
- **College of Technology**
Dean Nick Timpe, CSE
- **J. Asher Neel College of Sales and Marketing**
Dean Patrick Downey, CCE
- **Todd Van Beck College of Funeral Home Management**
Dean Mathew Forastiere and
Dean Mike Watkins
- **School of Graduate Studies**
Dean Robbie Pape, CCFE



**Scan here to see the
2025 College Program!**

iccfa.com/university

Wednesday, April 30

8:00 AM – 5:00 PM
BAYSIDE FOYER

Registration Open

9:00 – 10:00 AM
SHELL SEEKERS B

CCSC Committee Meeting

9:00 – 11:00 AM
CORAL C

PLPA Committee Meeting

10:00 AM – 12:00 PM
TROPICS AB

Sales & Marketing Committee Meeting

10:00 – 11:00 AM
CORAL B

Veterans Committee Meeting

10:00 – 10:50 AM
TRADEWINDS

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

CUSTOMER
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.

11:00 – 11:50 AM
TRADEWINDS

LEADERSHIP
AND BUSINESS
MANAGEMENT

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 deathcare
- 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.

12:00 – 1:00 PM
SHELL SEEKERS B

Membership Committee Meeting

12:00 – 1:00 PM
CORAL C

Women in Leadership Committee Meeting

1:00 – 1:50 PM
TRADEWINDS

FUNERAL HOME
OPERATIONS

CEMETERY
OPERATIONS

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.

2:00 – 2:50 PM
TRADEWINDS

LEADERSHIP
AND BUSINESS
MANAGEMENT

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.

3:30 – 4:30 PM
TRADEWINDS

IMSA Business Meeting

5:00 – 10:00 PM
ISLANDER
BALLROOM

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., CCE. A special highlight will be honoring Jay D. Dodds, recipient of the 2025 ICCFA Educational Foundation's Lasting Impact Award, for his exceptional career, dedication to mentorship, and passion for educating others on the significance of permanent placement.

**A ticket to this event is included with every full attendee registration.*



Thursday, May 1

6:30 AM – 7:30 AM

Dead on Your Feet – Morning Walk

Meet up at the Bell Stand in the lobby of the Mandalay Bay Resort & Casino.

8:00 AM – 6:00 PM
BAYSIDE FOYER

Registration Open

8:45 – 9:00 AM
BAYSIDE FOYER

ICCFA Experience Expo Hall Ribbon Cutting

9:00 – 10:00 AM
ICCFA F&B LOUNGE
IN EXPO HALL

Morning Welcome Coffee in the Expo Hall

9:00 AM – 6:00 PM
BAYSIDE AB

Expo Hall Open



10:00 – 10:50 AM
NGL STAGE

LEADERSHIP
AND BUSINESS
MANAGEMENT

FUNERAL HOME
OPERATIONS

CEMETERY
OPERATIONS

Catering: Feeding Your Revenue Roundtable

HOST:

Lori Bolton, CSE, CXE
Park Lawn Corporation

PANEL:

Ashlinn Goodman
Security National Funeral Homes & Cemeteries

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.

10:00 – 10:50 AM
CARRIAGE STAGE

CREMATION
OPERATIONS

FUNERAL HOME
OPERATIONS

CEMETERY
OPERATIONS

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 deathcare 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.

11:00 – 11:50 AM
NGL STAGE

LEADERSHIP
AND BUSINESS
MANAGEMENT

FUNERAL HOME
OPERATIONS

CEMETERY
OPERATIONS

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.

11:00 – 11:50 AM
CARRIAGE STAGE

CREMATION
OPERATIONS

FUNERAL HOME
OPERATIONS

CEMETERY
OPERATIONS

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.

2:00 – 3:00 PM
MAIN STAGE

ICCFA Meeting of Members

Join ICCFA members at the Annual Meeting to learn about key priorities, upcoming initiatives, and celebrate the leaders shaping the future of the association.

3:00 – 4:00 PM
MAIN STAGE

KEYNOTE

GENERAL 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

4:30 – 5:00 PM
MARINERS

New Board Orientation

5:00 – 5:50 PM
NGL STAGE

LEADERSHIP
AND BUSINESS
MANAGEMENT

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.

5:00 – 5:50 PM
CARRIAGE STAGE

CREMATION
OPERATIONS

FUNERAL HOME
OPERATIONS

CEMETERY
OPERATIONS

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

Michael Johnson
SCI

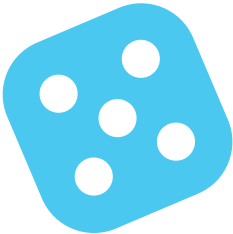
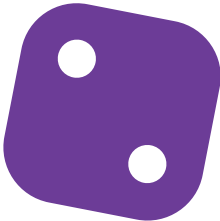
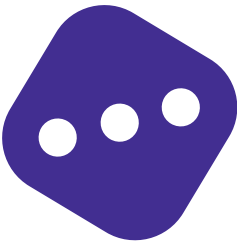
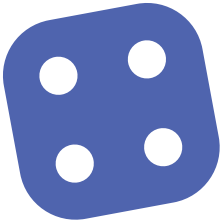
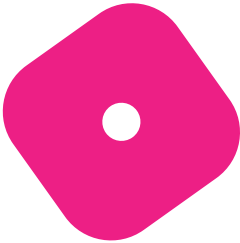
Adena Tutino
SCI

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.

5:15 – 6:15 PM
MARINERS

Organizational Board Meeting



Friday, May 2

6:30 AM – 7:30 AM

Dead on Your Feet – Morning Walk

Meet up at the Bell Stand in the lobby of the Mandalay Bay Resort & Casino.

8:00 AM – 4:00 PM
BAYSIDE FOYER

Registration Open

8:00 – 9:00 AM
MARINERS

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.

9:00 – 10:00 AM
ICCFA F&B LOUNGE
IN EXPO HALL

Morning Welcome Coffee in the Expo Hall

9:00 AM – 4:00 PM
BAYSIDE AB

Expo Hall Open

9:00 – 9:50 AM
MAIN STAGE

Making Call Volume Go Up When Death Rates Are Down

SALES &
MARKETING

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 under-utilizing 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.

9:00 – 9:50 AM
CARRIAGE STAGE

TECHNOLOGY &
INNOVATION

Navigating the Intersection of AI & Empathy – Innovating Deathcare Services Without Compromising Compassion

Alexandra Mysoor

Alix

The deathcare profession 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 deathcare profession 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 profession as we know it.

10:00 – 10:50 AM
NGL STAGE

TECHNOLOGY &
INNOVATION

FUNERAL HOME
OPERATIONS

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.

10:00 – 10:50 AM
CARRIAGE STAGE

FUNERAL HOME
OPERATIONS

TECHNOLOGY &
INNOVATION

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.

11:00 – 11:50 AM
MAIN STAGE

FUNERAL HOME
OPERATIONS

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.

11:00 – 11:50 AM
NGL STAGE

TECHNOLOGY &
INNOVATION

SALES &
MARKETING

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 profession. 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.

2:00 – 2:50 PM
NGL STAGE

LEGAL &
LEGISLATIVE

FUNERAL HOME
OPERATIONS

CEMETERY
OPERATIONS

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.

2:00 – 2:50 PM
CARRIAGE STAGE

CEMETERY
OPERATIONS

SALES &
MARKETING

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.

3:00 – 3:50 PM
NGL STAGE

FUNERAL HOME
OPERATIONS

SALES &
MARKETING

Consultative Arrangement 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.

3:00 – 3:50 PM
CARRIAGE STAGE

SALES &
MARKETING

FUNERAL HOME
OPERATIONS

CEMETERY
OPERATIONS

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.

4:00 – 9:00 PM

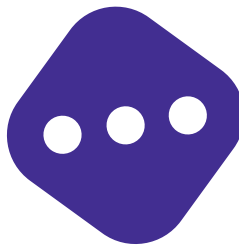
Exhibitor Teardown

4:00 – 6:00 PM
TRADEWINDS

LEGAL &
LEGISLATIVE

The Irwin W. Shipper Legislative Session & Reception

Join us for the inaugural 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 profession, 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 deathcare experts. Don't miss this chance to engage and stay informed!



Regulations Are Changing. Are You Ready?

New laws affect your business daily, from FTC Funeral Rule updates to OSHA compliance and tax policy shifts. The ICCFA ensures you're informed, protected, and represented where it matters most.

What ICCFA Advocacy Does for You:

- Monitors key legislation that impacts the deathcare profession
- Engages lawmakers to protect your interests
- Provides expert guidance on regulatory changes

Don't navigate these challenges alone—join the only association that speaks for the entire deathcare profession.



Become a member today at
iccfa.com/join

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INTERNATIONAL CEMETERY, CREMATION
AND FUNERAL ASSOCIATION

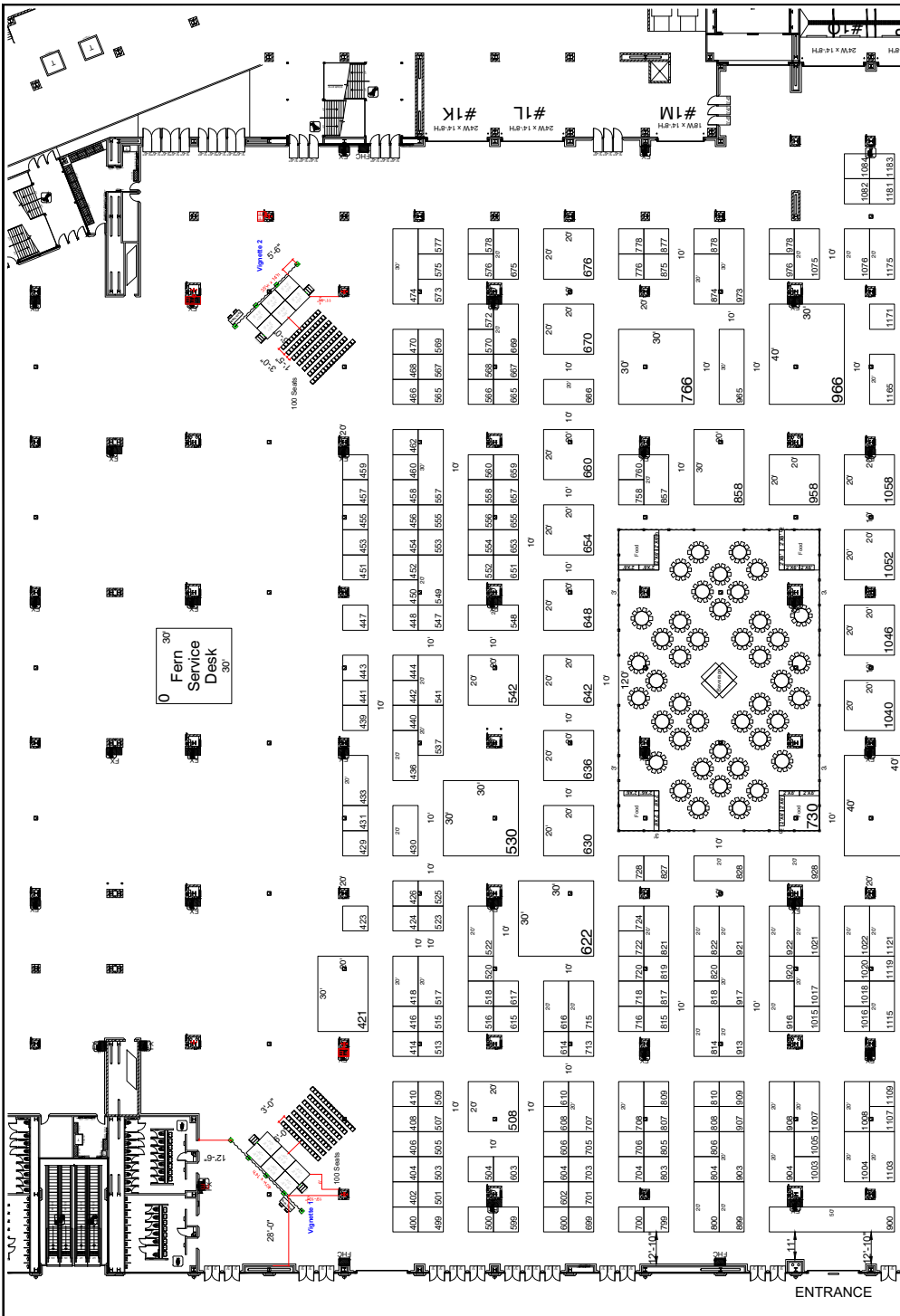
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ICCFA
THE **EXPERIENCE**
2026

APRIL 29 – MAY 2, 2026





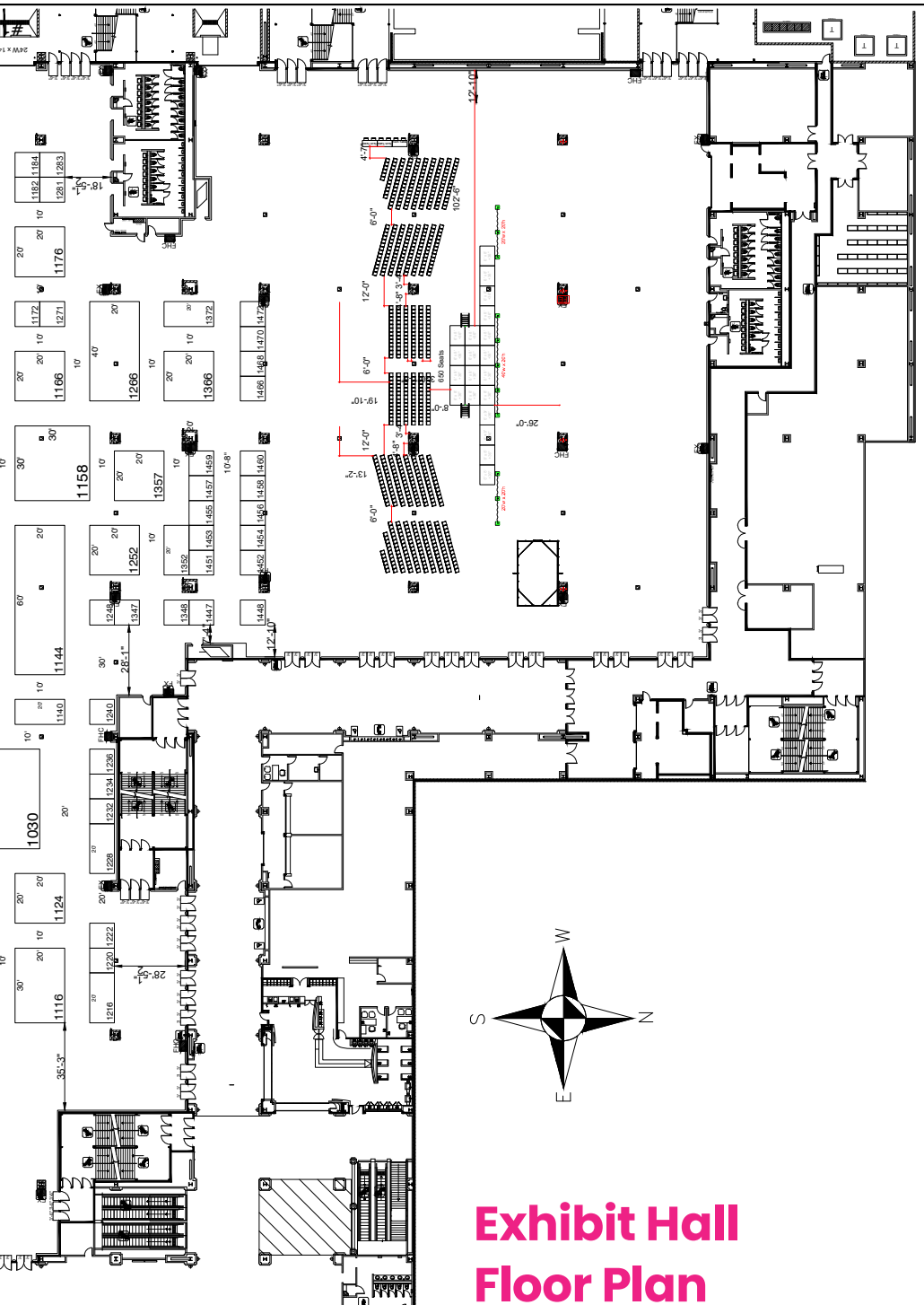


Exhibit Hall Floor Plan

LEGISLATIVE | REPRESENTATION & ADVOCACY

- Legislative and legal activity updates in *Washington Update* e-mail, *Legislative Update* in *Memento Mori* magazine
- Complimentary telephone consultations with experts (20 minutes per issue; one time only) including Funeral Rule compliance review

EDUCATION | TRAINING & CERTIFICATION

- Continuing education credits
- Executive certification program
- Cremation certifications
- Celebrant Training at ICCFA University
- Scholarships to attend certain ICCFA events at no registration cost
- ICCFA Webinar Catalogue
- On-demand Crematory Operator Certification Program
- OSHA Certified Safety Training

NETWORKING | IDEA SHARING & BEST PRACTICES

**DEAD
Talks**



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OTHER BENEFITS

- Subscription to *Memento Mori*
- ICCFA *Wireless* e-newsletter
- Cremation Hotline
- Listing in the online ICCFA Member Directory
- 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)

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

ICCFA.COM

2025 Exhibitors

COMPANY		BOOTH #
360 Eternal	First Timer	675
4 Seasons Custom Clothiers		615
Above Intl Transport Solutions	First Timer	504
Adams Granite Company		508
Aftercare.com	PLPA	1228
Air Essentials, Inc.		554
Air-Scent International	First Timer	507
American Cemetery Supplies Inc		776
American Crematory Equipment Co.	PLPA	965
American Funeral & Cemetery Trust Services - (AFCTS)		651
American Mortuary Coolers		1015 & 858
Argent Trust/FSI		444
ASD - Answering Service for Directors		530
Assurance Funeral Funding		555
Audiobiography	First Timer	1447
Aurora Payments	First Timer	423
B&L Cremation Systems Inc.	PLPA	1058
Bancorp, The		908
Batesville	PLPA	1158
Behar Mapping LLC	PLPA	820
Biondan North America, Inc.		656
Brownyard Group - Memorial Pro		1466
Bryant Crematory Services, LLC.	PLPA	1283
C&J Financial, LLC		724
Cadence	First Timer	414
Cargo Sales International		516
Carrier Mausoleums Construction U.S.A., Inc.		1016
Caterpillar Inc.	First Timer	421
Catholic Extension		439
Cemetery Funeral Supply		1171
Cemetery360, Inc.		828
CemSites	PLPA	664
Ceramica Inc.	PLPA	416
Champion Company, The		1172
Chronicle LTD		604
Church & Chapel Metal Arts, Inc.		922
CIMS Cemetery Software		1281

Clark Grave Vault		513
ClearPoint Federal Bank & Trust		1008
Coldspring	PLPA	958
Continental Computer Corporation		928
Cooperative Funeral Fund, Inc.		799
Core Scientific		424
Cremation Recycling, a division of Mid-States Recycling		1271
Crowne Vault/Cressy Memorial	PLPA	808
Dakota Granite	First Timer	670
Davey Tree Expert Company, The		1352
Davis Whitehall Company, The	PLPA	713
Dead Ringers		525
Department of Defense - Office of Casualty, Mortuary Affairs and Military Funeral Honors		549
DISRUPT Media		1076
Dodge Company		715
Domani Preneed		909
Doric Products, Inc.		1366
Duncan Stuart Todd Ltd.		565
Eagle's Wings Air (EWA)		809
Earthborne, Inc.		501
Eckels		800
Ecopet (Ava's Design Studio LLC)	First Timer	505
eFuneral		904
Eickhof Columbaria, Inc.		1165
Elegance in Easels	PLPA	572
Eleven 11 Remember Me	First Timer	520
Elevia		903
Ensure-A-Seal, Inc.		819
Eternal Memory, LLC	First Timer	558
Eulogize Memorials		603
Everything After		1119
Excel Granites Inc.	First Timer	410
Expo Enterprise		552
Express Funeral Funding		669
Family Bronze		1183
Federal Eagle, LLC		1144
Final Embrace, LLC	PLPA	659
FirstCall Marketing		1348

Flowers for Cemeteries, Inc.		758
For Grief		907
Foresight		1140
Forever LT Fingerprint Keepsakes	First Timer	441
Fortitude Research and Marketing		436
Frigid Fluid Company		660
FT North America	PLPA	1266
Full-Circle Aftercare		1175
Funeral 365		1252
Funeral Business Solutions Magazine	PLPA	657
Funeral Directors Life (FDL)		537
Funeral Home Gifts	PLPA	616 & 617
Funeral Women Lead	First Timer	429
funeralOne		966 & 1004
G.H. Forbes Associates Architects P.C.		818
Galeria Braz Janusz Mizera	First Timer	566
Garfield Refining		606
Global Atlantic Financial Group		642
Global Bronze, Inc.	PLPA	676
Grave-Concerns.com	First Timer	705
Green Burial Council		976
Healing Path Cemetery	First Timer	806
Hearses By Perches		474
Hepburn Superior US Chemical		599
Heritage Flower Company		815
Holland Supply, Inc.		827
Homesteaders Life Company		899
Howard Miller Company	PLPA	810
Huntington National Bank		653
ICCFA Educational Foundation	PLPA	1003
Implant Recycling, LLC		622
IMS Technology Group	First Timer	875
Ingram Construction Company Inc.		1181
Inman Shipping Worldwide	PLPA	913
INTERA USA		1248
International Memorialization Supply Association (IMSA)	PLPA	817
Johnson Consulting Group		1022
JST Architects		567

Kates-Boylston Publications		614
Keeper Memorials	PLPA, KIP	821
KMI Columbaria Inc.		542
Krause Agency		442
Legacy.com	PLPA	1220
Life's QR	PLPA	706
Lilypay, Inc.	First Timer	1453
Live Oak Bank	PLPA	1020
LiveControl		1017
Long Island Stone Imports	First Timer	500
Matthews Environmental Solutions	PLPA	1040
Matthews Memorialization	PLPA	1030
McCleskey Mausoleum		1007
Mekus Tanager, Inc.		1109
Memorial Asset Protection Plan		1075
Memorial Business Systems		722
Memorial Reefs International LLC	PLPA	568
Memories for Surviving Kids	First Timer	440
Merendino Cemetery Care		1005
Messenger	PLPA	665
Mobimedical		548
MorTrack		600
My Headstones	First Timer	503
National Cemetery Administration	KIP	553
National Funeral Directors Association (NFDA)		426
National Guardian Life (NGL)		1048
National Mortuary Shipping and Cremation	PLPA	803
National Museum of Funeral History		517
Noble Metal Solutions		1107
Nomis Publications		1240
Nunez & Associates		1082
OpusXenta		1455
Orthometals America LLC		547
Osiris Software		916 & 602
Paradise Pictures, LLC	PLPA	921
Parting Pro		807
Passages International	PLPA	973
Passare		541
Pearl's Premium Ultra Low Maintenance Lawn Seed		704

Peleman Industries	First Timer	499
PETS LLC	PLPA	805
Phoenix Business, Community Bank & Trust	First Timer	1457
Phoenix Textile Corporation	First Timer	523
Pierce Mortuary Colleges		857
PlotBox, Inc.		648
Polyguard, LLC		630
Precious Memories		1222
Precious Metal Refining Services (PMRS)	PLPA	760
Precoa		1176
Premier Preneed Marketing	PLPA	1124
Quanzhou Prostone LTD.	First Timer	1459
Quilt	First Timer, PLPA	560
Regions Bank		1121
Resomation America	PLPA	718
Revere Ltd.		1116
Ring Ring Marketing		1357
Riviera Tailors Ltd.		1018
Run Payments	First Timer	448
Salem Stones		522
Samuel Mitchell Design		608
SCI	PLPA	418
Seacoast Bank	First Timer	518
Security National Life Insurance		509
Sepio Guard		430
Shiva Shade	PLPA	700
Sinosource International	PLPA	822
Social Media Solutions for Funeral Homes	First Timer	1234
Southern Cemetery, Cremation & Funeral Association (SCCFA)		804
Spencer USA	First Timer	573
Starmark		814
Strassacker Bronze America LLC		917
Sunbeam 369	First Timer	569
Sunseeker North America Inc.	First Timer	443
Sunset Memorial & Stone		920
SuperNova International Inc./AP Lazer		636
Surety Capital Corp		699
Swan Stonarts, Ltd.		1372
Terrybear Urns & Memorials	PLPA	707 & 708
The Flawless Bar	First Timer	703

Thumbies	PLPA	667
Tile Artisans Digital Imaging		716
TLS Global Group	First Timer	610
TribuCast		1236
Tribute Companies, The	PLPA	728
Tribute Technology		1166
Trigard	PLPA	1052
TruRebel	First Timer	515
Tukios		1216
Turn It Green		1232
United Heritage Life Insurance Company		720
UPD Urns		701
US Cremation Equipment	PLPA	1103
Veltris	First Timer	556
Victoriaville & Co. Inc.		874
Viewlogies		1182
Watering Can Press		1347
webCemeteries	PLPA	1115
Wellabe/Great Western Insurance Company		1021
Wilbert Group, The		766
Workhorse Ground Solutions		802
Xiamen Dayi Industries Co., Ltd.	First Timer	431
Xiamen Do Fine Import & Export CO., LTD	First Timer	978
Xiamen Goodstone Import & Export Co., Ltd.	First Timer	433
Xiamen Granite Stone Direct Import and Export Co., Ltd.	First Timer	655
Xiamen Zhongri Stone Import and Export Co., Ltd.	First Timer	557

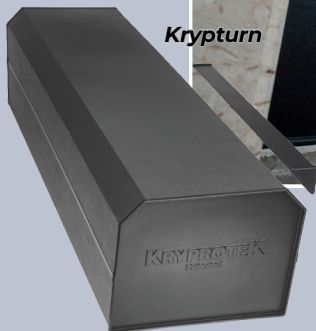


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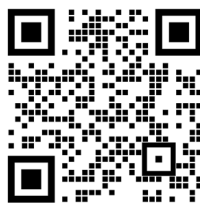
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Let's talk about
partnership.



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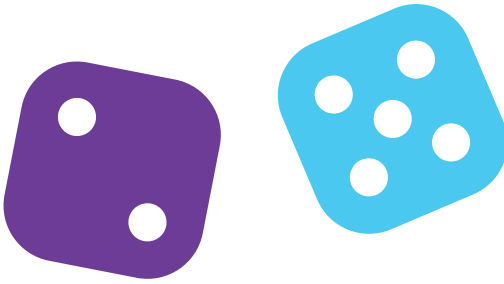


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2025 Board of Directors Voter's Guide

The Election period for the 2025 ICCFA Board of Directors opened on **March 27, 2025**, and will close on **May 1, 2025**. An announcement of the winners will be made during the 2025 ICCFA Experience on **May 1, 2025 at 2 PM** after all votes have been posted and a detailed audit of the election has taken place. An official memo will be posted at the ICCFA Welcome Lounge, **May 1, 2025**, in the Expo Hall.

Electing new board members to serve the association is one of the active responsibilities of membership, and we are privileged to have an amazing slate of members who want to actively participate in the future of ICCFA. In accordance with the ICCFA Bylaws, six (6) Regular members shall be elected to serve a term of three (3) years and one (1) Professional/Supplier member shall be elected to serve a term of two (2) years.

On **March 26, 2025**, the primary contact for all active ICCFA Regular members will have received an email from AssociationVoting.com with login credentials to cast their vote(s). If you have questions about your business's voting status, please visit Jason Brown at the ICCFA Welcome Lounge.

2025 Candidates

(6 Regular members shall be elected to serve a 3-year term)



Stacy Adams

REGULAR

MANAGING PARTNER OF OPERATIONS, TRINITY MEMORIAL GARDENS/NSMG

Throughout her 33-year tenure in deathcare, Stacy has held various roles, ranging from funeral director to senior management/owner, in both family-owned establishments and a larger independent company, NorthStar Memorial Group. Each position has shown her expertise and leadership. Stacy's experience includes overseeing countless ceremonies and managing funeral homes, cemeteries, and crematories—all while ensuring the team provides personalized care that honors the unique wishes and traditions of each family. Stacy is also an active member of several professional organizations, including a 28-year involvement with the ICCFA, contributing to the ongoing improvement and ethical standards of the industry. Her commitment to community service extends to participation in local support groups and charitable initiatives, providing grief support, education, and various programs aimed at assisting those in need.



Andrés Aguilar Heck

REGULAR

PRESIDENT, SEÑORIALES CORPORACIÓN DE SERVICIO

Andrés is the Executive President of Señoriales Corporación de Servicio, a family-owned business offering funeral, cemetery, and cremation services in 15 cities across Guatemala and Mexico. With over 20 years of experience, he leads a team of 2,100 and has expertise in marketing, sales, and administration. He holds a marketing degree from Arizona State University and an MBA from Thunderbird School of Global Management. Andrés is President of ALPAR, Vice President of the International Cremation Federation, and has served with the ICCFA and FIAT-IFTA. He has spoken in multiple countries, including Brazil, Chile, and the USA.

2025 Candidates



Evans Baldwin

REGULAR

TRANSITION EXECUTIVE, FOUNDATION PARTNERS GROUP

Since 2021, Evans has been Transition Executive at Foundation Partners Group, overseeing the transition of a 20-location family-owned funeral home business acquired by a private equity firm, serving 20,000 families annually. His role includes developing transition plans, managing teams, and maintaining high service standards. Previously, he spent seven years as Vice President of Sales & Marketing at Baldwin Brothers Memorial Care Services, where he led a team of 50 counselors and achieved \$20MM in preneed funeral sales with 30% annual growth over eight years. Prior to that, he was Family Service Director, coordinating pre-arranged funeral services with compassion and professionalism.



Shawna de la Cruz

REGULAR

VICE PRESIDENT OF PARK OPERATIONS, FOREST LAWN MEMORIAL-PARKS & MORTUARIES

Shawna has worked in the funeral profession for 26 years holding various positions within the field up to her current position as Vice President of Park Operations with Forest Lawn Memorial-Parks & Mortuaries. She is a licensed Embalmer, Funeral Director, Cemetery Manager and Crematory Manager. She sees the opportunity to be a member of the Board of Directors for ICCFA as a call to service and a way to give back to the profession that has given so much in return.



Jason Diemer

REGULAR

VICE PRESIDENT, GREENLAWN FUNERAL HOMES

Jason represents the fifth generation of his family's business, established in 1905. He began his journey at the age of 12, accumulating 29 years of experience. Greenlawn Funeral Home encompasses five locations, including a cemetery, vault manufacturing, a monument center, a floral shop, and a crematory, all of which Jason helps manage. The company offers unique services such as incorporating ashes into fireworks for commemorative displays and providing their own preneed funeral program.

2025 Candidates

(6 Regular members shall be elected to serve a 3-year term)



Daun Thomas Frankland

REGULAR

PRESIDENT, COLUMBIA MEMORIAL PARK, INC. D/B/A COLUMBIA GARDENS CEMETERY

Growing up in the Superintendent's House at Columbia Gardens Cemetery, Daun has always been deeply connected to the cemetery. With degrees in Art History and Art Studio, she started a career in interior design, founded Thomas Matthews Antiques in the U.S., and later launched Paris At My Feet, an antique consulting service in France. These roles honed her customer service and management skills, which she applied when she became President and Superintendent of Columbia Gardens Cemetery in 2015. Daun oversees all operations, from modernizing software and improving landscaping to mentoring staff and enhancing the cemetery's visibility. Under her leadership, the cemetery achieved Level II Arboretum status and became a Wreaths Across America site, honoring veterans.



Lauren Blevins Hogan, CCFE, CPLP

REGULAR

REGIONAL VICE PRESIDENT OF OPERATIONS, PARK LAWN EAST, WILLIAMS FUNERAL HOME & CREMATORY

Lauren joined Park Lawn as Director of Operations when her family's firm was acquired in 2021 and was promoted to Regional Vice President in 2023, overseeing Tennessee, Virginia, Georgia, North Carolina, and South Carolina. Originally from Columbia, TN, she holds a bachelor's in business administration from Belmont University and an MBA from Trevecca Nazarene University. A licensed funeral director, crematory operator, insurance agent, and certified celebrant, Lauren previously ran her family business. She has held leadership roles in SCCFA, C.A.T., and ICCFA, where she now serves as VP of External Affairs and Chair of the Pet Loss Professionals Alliance.

2025 Candidates



Caressa Hughes

REGULAR

ASSISTANT VICE PRESIDENT, GOVERNMENT AND INDUSTRY RELATIONS, SCI

Caressa has over 30 years of experience working in various jobs relating to governmental affairs. Currently, she is the Assistant Vice President of Government and Industry Relations for SCI and oversees all functions of the corporation's state and federal government and industry relations. Previously, she worked in various governmental roles for large corporations and state trade associations. She was a registered lobbyist for a large independent lobby firm in Austin, Texas and represented over 20 different diverse clients before the Texas Legislature. She serves on various professional boards and hold a B.A. from the University of Texas at Austin.



John Silvestri

REGULAR

CHIEF FINANCIAL OFFICER, CHEROKEE MEMORIAL PARK & FUNERAL HOME

After growing up in SoCal, John attended college in the Napa Valley and received his 4-year degree in Business Management. He began working in the non-profit sector in 2008. In 2014, he was hired as the chief financial officer at Cherokee Memorial Park and Funeral Home in Lodi, CA. He has been taking every opportunity to gain knowledge about the industry and do what he can to help others be successful. His mentor, Walt Scheffer, has been in the industry for over 50 years and has been instrumental in seeing John succeed. John holds a cemetery salesperson license and is actively studying for the CA Crematory Manager, Cemetery Manager and Cemetery Brokers license tests.

2025 Candidates

(1 professional supplier member shall be elected to serve a 2-year term)



Curtis Funk

SUPPLIER

FOUNDER/CEO, TUKIOS

Curtis has been a software entrepreneur for over 20 years. During that time, he has been building and providing products and services for the funeral profession. His company, Tukios, is one of the largest technology providers in deathcare. Tukios works with thousands of funeral homes around the globe, and their products engage with tens of millions of people each month. Curtis is recognized as a thought leader in funeral service, and often asked to present on the latest technology, artificial intelligence, and company culture. Along this same vein, he is also the host of a podcast called “PodCasket” where they introduce the legends who have shaped the deathcare profession. In addition to Tukios, Curtis is an investor in a range of sectors, including venture capital, private equity, startups, and real estate.



Jennifer Kaset

SUPPLIER

VP, SALES AND BUSINESS DEVELOPMENT, NATIONAL GUARDIAN LIFE INSURANCE COMPANY

With nearly two decades in the death care profession, Jennifer has devoted her career to helping funeral homes expand their future market share through tailored marketing strategies centered around preneed. Her extensive experience has enabled her to build strong, meaningful relationships with funeral homes and industry leaders nationwide. Known for her compassionate leadership and inspiring enthusiasm, Jennifer excels in innovative thinking and strategic planning as she remains deeply committed to advancing the funeral service profession. Jennifer joined National Guardian Life Insurance Company (NGL) in 2019 as a Regional Vice President and was promoted to Vice President, Sales and Business Development in 2023. Jennifer is inspired by connecting and empowering others. Driven by success, she works to deepen existing relationships and develop new partnerships as she provides NGL partners with resources to assist with their business development.

2025 Candidates



Doak Marasco

SUPPLIER

MANAGER OF STRATEGIC PARTNERSHIPS, THE DAVEY TREE EXPERT COMPANY

Doak has more than 20 years of experience in the fields of arboriculture, urban forestry, and natural resource management, including 20 years of employment with The Davey Tree Expert Company, 3 months as a field arborist with Casey Trees in Washington D.C., and a 10-month term of service with AmeriCorps National Civilian Community Corps. He is a Board-Certified Master Arborist, Municipal Specialist, and a Tree Risk Assessment Qualified Arborist through the International Society of Arboriculture. He has a B.S. in Urban Forestry from The Pennsylvania State University. He was first introduced to cemetery grounds care while conducting a tree inventory for Glenwood Cemetery in Houston, Texas in 2008. Since 2016, the vast majority of Doak's time has been spent developing solutions for cemetery landscapes, where he has helped dozens of managers make informed decisions that impact the health, safety, sustainability, and resilience of their "green assets".



CALENDAR OF EVENTS

ICCFA University

July 18-23, 2025

Emory Conference Center at Emory University
Atlanta, GA
iccf.com/university

ICCFA Leadership Summit

October 21 - 23, 2025

Marriott Knoxville Downtown
Knoxville, TN
iccf.com/fall

DEAD Talks Sales Conference

January 13-15, 2026

Park MGM Las Vegas
Las Vegas, NV
iccf.com/sales

ICCFA Experience

April 29 - May 2, 2026

Fort Worth Convention Center
Fort Worth, TX
iccf.com/annual

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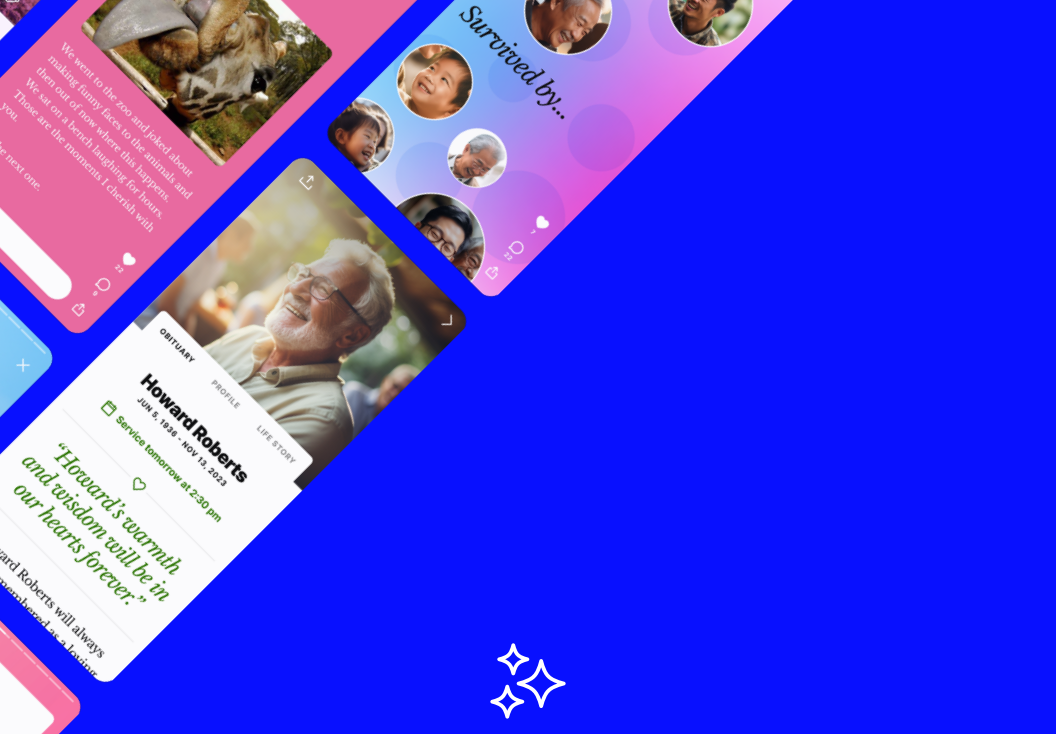
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