



# ICCFA Leadership Summit

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REIMAGINE, REINVENT, REDEFINE

**October 21 - 23, 2025**  
**Marriott Knoxville Downtown**  
**Knoxville, Tennessee**

## **Schedule of Events**

# Monday, October 20

2:30 - 5:30 PM

## **Registration**

*Marriott Hotel, Atrium*

3:30 - 4:45 PM

## **Finance Committee Meeting**

*Marriott Hotel, Armstrong*

5:00 - 6:00 PM

## **Executive Committee Meeting**

*Marriott Hotel, Armstrong*

# Tuesday, October 21

9:00 AM - 5:00 PM

## **Registration**

*Marriott Hotel, Atrium*

9:15 - 10:45 AM

## **Board of Directors Meeting**

*Marriott Hotel, Royston*

12:00 - 5:30 PM

## **ICCFA Golf Tournament at Egwani Farms**

12:00 - 4:00 PM

## **Whiskey Tasting & Lunch at Company Distilling**

6:30 - 8:00 PM

## **Welcome Reception**

*Marriott Hotel, The Curio*

# Wednesday, October 22

Please remember that today's meeting will be held off-site. We will be taking buses to the location, so be sure to **bring everything you'll need for the day with you when you come down to breakfast**—you won't be able to return to your room afterwards.

7:30 - 8:15 AM

## Registration

Marriott Hotel, Atrium

7:45 - 8:15 AM

## To-Go Breakfast & Coffee

Marriott Hotel, Atrium

8:15 AM

## Board Buses to depart from Marriott Hotel

9:00 AM - 3:00 PM

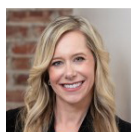
## Location: Smith Funeral and Cremation

9:00 - 9:45 AM

## Experience 1: Funeral for the Traditional Funeral at Trinity Chapel

When you arrive at the Smith Life & Legacy campus in Maryville, Tennessee, the Smith funeral home team will greet you for an opening ceremony. This ceremony honors traditional funeral practices while introducing the day's central theme: exploring how we can transform and reimagine the funeral experience for modern families.

10:00 - 10:40 AM



## Experience 2: Celebration of Life at Pavilion

Lacy Robinson, Johnson Consulting Group & Worsham College of Mortuary Science

Like good moonshine, we're distilling funeral service down to its purest essence—honoring life, not mourning tradition.

We will engage in the art of authentic celebration featuring wisdom from funeral legends past. In this experience, we will journey from mourning to meaning as we birth a new era where celebration meets commemoration.

10:55 - 11:45 AM

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### **Presentation 1: Why Hospitality? Reimagining the Funeral Experience**

*Lee Longino, Service Corporation International*

Explore why the deathcare profession is moving toward a stronger focus on hospitality and what has driven this shift in customer expectations. Learn to view your facilities through a new lens, gaining valuable insights into space utilization and discovering practical strategies to transform your spaces into revenue-generating assets.

11:45 AM - 12:35 PM

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### **Presentation 2: The Celebration Journey**

*Brooke Heldman, Dignity Memorial*

Learn how to help families feel truly seen and heard from the very first call, through their arrival, and into the creation of a meaningful event. Discover practical ways to build trust with new families, collaborate to develop a shared vision during venue tours, and work seamlessly with your team to design events that feel personal, intentional, and healing.

12:35 - 1:35 PM

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## **Lunch at the Life Event Center**

1:35 - 2:35 PM

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### **Presentation 3: Intro to Mixed-Use Properties**

*Dr. C. Lynn Gibson, DPHIL, CFSP, Smith Life & Legacy*



### **How to Convert Your Facilities Into Mixed-Use Properties**

*Christopher Griffiths, JST Architects*

TBD

3:05 - 5:35 PM

## Location: Grandview Cemetery/Pavilion

3:05 - 3:35 PM



### **Presentation 4: Cemeteries are Dying**

*Dr. Jason Troyer, Healing Path Cemetery & Dr. C. Lynn Gibson, DPHIL, CFSP, Smith Life & Legacy*

Playing it safe has now become risky -- this no-nonsense session shows how innovative thinking is the only profitable way forward.

3:40 - 5:20 PM

## Rotating Afternoon Sessions



### **Reimagining Cemetery Engagement: The Healing Path**

*Dr. Jason Troyer, Healing Path Cemetery*

The Healing Path Cemetery System blends time-honored strategies with cutting-edge technology to create a powerful new model for community engagement, grief support, and lead generation.



### **Reimagining Aftercare: Building Legacy Relationships Through Nurturing Care**

*Jennifer Flaum, HeartLight Center*

Reimagine aftercare by shifting from transactional follow-up to a model rooted in nurturing, ongoing support. Explore innovative aftercare approaches that emphasize emotional care, sustained connection, and legacy building. Gain practical tools and clearly defined goals to help implement a comprehensive aftercare model that enhances community engagement and fosters lasting relationships.



### **Reimagining Cemetery Experience**

*John Bolton, CCE, CCrE, CSE, CXE, Park Lawn Corporation*

Reimagine cemeteries as vibrant memorial parks that honor both life and legacy. By challenging long-held misconceptions, we can transform these spaces from solely somber resting places into dynamic venues for remembrance, community gathering, and joyful reflection. This shift in perspective reveals cemeteries as multifaceted community assets that foster connection, celebration, and continued bonds with loved ones.

5:25 - 5:35 PM

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### **Group Discussion and Takeaways**

*Dr. C. Lynn Gibson, DPHIL, CFSP, Smith Life & Legacy*

6:45 - 7:45 PM

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### **Reception**

*Marriott Hotel, The Gallery & Patio*

## **Thursday, October 23**

8:30 - 11:15 AM

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### **Registration**

*Marriott Hotel, Atrium*

9:00 - 9:30 AM

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### **Coffee & Hot Breakfast**

*Marriott Hotel, Fulton*

9:30 - 11:00 AM

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### **The Irwin W. Shipper Government & Legislative Update**

*Christie Toson, CCE, The Tribute Companies and  
Poul Lemasters, Esq., ICCFA*

*Marriott Hotel, Fulton*

Rise and shine for your timely, in-depth Government and Legal Update. With one of the most active years in recent memory, the ICCFA Government & Legal team is navigating a wide range of pressing federal and state issues. Join this open forum to hear the latest developments, engage in meaningful discussion, and bring forward the challenges and questions from your own region.

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