



ICCFA
THE EXPERIENCE
2026

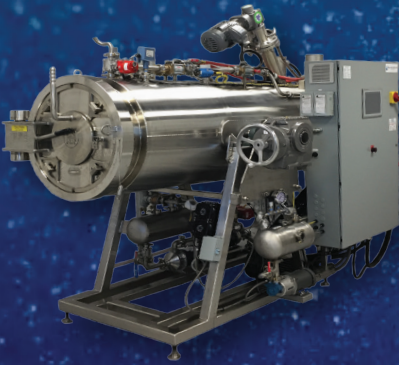
APRIL 29 - MAY 1, 2026 | FORT WORTH, TX | ICCFA.COM/ANNUAL

On-site Program



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Welcome

From the 2026 Co-Chairs



Nick Timpe, CSE
webCemeteries



Janis Diamond
Dignity Memorial

Welcome to the 2026 ICCFA Experience! As this year's co-chairs, we are thrilled to welcome you to Fort Worth — a city known for its hospitality, resilience, and proud sense of tradition — for an event designed to inform, inspire, and energize you, and to reimagine what a deathcare event can be.

From the very beginning, our goal was simple: create an Experience that brings the most relevant conversations, cutting-edge ideas, and meaningful connections together in one dynamic space. This year's program does exactly that. With education delivered across multiple stages on the Expo Hall floor, learning isn't just confined to breakout rooms — it's woven into the heart of the action. From AI and technology to sales strategy, memorialization, marketing, leadership, and evolving consumer expectations, the sessions you'll experience are timely, practical, and designed for real-world impact.

The Expo Hall is more than an exhibit space — it's where innovation comes alive. Between educational sessions, networking opportunities, and hands-on interaction with the profession's leading suppliers, this is where ideas turn into solutions and conversations turn into partnerships. Be sure to catch standout programming like America's Got Ashes, a high-energy,

competition-style session that tackles one of the most pressing challenges facing our profession with creativity, insight, and a little fun.

We're also excited to welcome our keynote speaker, Chris Bashinelli, whose powerful message on authentic connection will challenge you to rethink how trust, empathy, and human connection drive lasting success — in business and beyond.

Alongside the education and exhibits, we've built in time to connect, celebrate, and come together as a profession. Join us for the President's Welcome Reception, free and open to all attendees and exhibitors, for an evening of conversation and connection. We'll then gather for the President's Banquet, a ticketed event that honors leadership, service, and excellence within ICCFA — an evening worthy of the journey that brought us all here.

Thank you for being part of the 2026 ICCFA Experience. We hope you leave Fort Worth inspired, equipped with new ideas, and excited about what's next for your organization and our profession. We're glad you're here — and we look forward to experiencing it all with you.

Expo Hall Hours

Tuesday | April 28

1 - 6 PM Exhibitor Set-up

Wednesday | April 29

8 AM - 5 PM Exhibitor Set-up

Thursday | April 30

9 AM - 5 PM Experience Hours

Friday | May 1

9 AM - 1 PM Experience Hours

1 - 9 PM Exhibitor tear down/
move out

Saturday | May 2

8 - 10 AM Carrier Pick-up
only

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Experience Registration

Wednesday, April 29 at 8:00 AM through Friday, May 1 at 4:00 PM, ICCFA Registration will be located in 12th Street Lobby Foyer of the Fort Worth Convention Center. The schedule is as follows:

Tuesday, April 28

12:00 PM to 6:00 PM
(Exhibitor registration only)

Wednesday, April 29

8:00 AM to 5:00 PM

Thursday, April 30

8:00 AM to 5:00 PM

Friday, May 1

8:00 AM to 1:00 PM

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 2026 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 April 30, when the final votes will be reported and the new Board of Directors announced.

Banquet Ticket Sales

Tickets for the President's Banquet may be purchased at the ICCFA

registration desk until Wednesday, April 29 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 14 CE hours at the Experience, 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 or Virginia. ICCFA has gone paperless and all CEs will be earned and tracked through the ICCFA app.

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

Certifications will be awarded on the General Session stage on Thursday, April 30 during the ICCFA Board Report & Awards. Are you interested in learning how to receive a certification? Stop by the ICCFA Welcome Hub 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, with a Texas Chic twist. Think tailored silhouettes, luxe fabrics, and tasteful Western-inspired details such as embroidery, turquoise accents, or cowboy boots.

Daily Digest

Experience attendees will receive an email each morning containing announcements and highlights of the 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 Experience on social media. The official hashtag is #iccfa2026. We encourage you to tag the ICCFA in your photos and posts on Facebook, LinkedIn, Instagram, and Twitter (X).

#ICCFA2026



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Committee Meeting Schedule

Pet Loss Professional Alliance Committee Meeting	Wednesday, 9:00 AM – 10:00 AM
Pet Loss Professional Alliance Meet & Greet	Wednesday, 10:00 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 – 11:30 AM
Membership Committee Meeting	Wednesday, 12:00 PM – 1:00 PM
Women in Leadership Committee Meeting	Wednesday, 12:00 PM – 1:00 PM
IMSA Exhibitor Meeting	Wednesday, 3:30 PM–4:30 PM

Educational Sessions at a Glance

Wednesday, April 29

MEETING ROOM 102	
10:00 – 10:50 AM	<p>Bridging Generations & Building Trust: The Current & Future of Funeral Home Success</p> <p>Court Bluford, Lissiland</p>
11:00 – 11:50 AM	<p>That Cemetery is the First Place I Want to Go!</p> <p>Donald Wilson, Evergreen Memorial Trust</p>
1:00– 1:50 PM	<p>Become The Funeral Home That ChatGPT Can't Stop Talking About</p> <p>Trevor Brown, FirstCall Marketing</p>
2:00 – 2:50 PM	<p>Green Light on Green Funerals</p> <p>Darren Crouch, Passages International</p>

MEETING ROOM 103	
10:00 – 10:50 AM	<p>Don't Let This Happen to You: Lessons from the Global Direct Cremation Outbreak</p> <p>John Finlay, Fortitude Research and Marketing</p>
11:00 – 11:50 AM	<p>Obituaries 2.0: Protecting Your Families, Your Brand, and Your Bottom Line</p> <p>Rehan Choudry, Chptr</p>
1:00– 1:50 PM	<p>Data-Driven Decision Making to Drive Cemetery Profitability and Growth</p> <p>Matthew Borowski, Chronicle; Kara Ludlum, Chronicle</p>
2:00 – 2:50 PM	<p>What Works for Women at Work</p> <p>Presented by ICCFA's Women in Leadership Committee and led by Gwen Mooney, CCFE, Cave Hill Cemetery</p>

Educational Sessions at a Glance

Thursday, April 30

MAIN STAGE

<p>10:00 – 11:50 AM</p> <p>NOTE: 2 Hour Session</p>	<p>America’s Got Ashes</p> <p>Host: Poul Lemasters, Esq., ICCFA</p> <p>Judges: John Bolton, CCE, CCRE, CSE, CXE, Park Lawn Corporation; Ashlinn Goodman, Security National Financial Corporation; Ryan Thogmartin, DISRUPT Media; Cheryl Schoonmaker, consumer advocate</p>
<p>2:30 – 3:30 PM</p>	<p>KEYNOTE: Authentic Connection: The Superpower to Better Sales and True Business Growth</p> <p>Chris Bashinelli</p>

NGL STAGE

<p>10:00 – 10:50 AM</p>	<p>Find Your Inner Spark</p> <p>Natalia Lazarus</p>
<p>11:00 – 11:50 AM</p>	<p>What Does Gathering Look Like to You?</p> <p>Glenda Stansbury, Insight Books; Brent Patterson, Ingram, Smith and Turner Funeral Home</p>

CARRIAGE STAGE

<p>10:00 – 10:50 AM</p>	<p>Balancing Care and Boundaries: Improving CX by Caring for Yourself</p> <p>Lori Bolton, CCFE, CSE, CXE, Park Lawn Corporation; Jennifer Flaum, HeartLight Center; C. Lynn Gibson, PhD, DPhil, Smith Life & Legacy</p>
<p>11:00 – 11:50 AM</p>	<p>From Risk to Reward: The Unexpected Lessons of Pet Deathcare</p> <p>Jodi Clock, Clock Timeless Pets</p>

Educational Sessions at a Glance

Friday, May 1

MAIN STAGE

10:00 – 10:50 AM	<p>Abandoned Urns: Confronting the Hidden Crisis in Cremation Memorialization</p> <p>Honnalora Hubbard, Coldspring</p>
11:00 – 11:50 AM	<p>AI in Deathcare: Practical Tools, Generational Shifts, and the Future of Funeral Service</p> <p>Jeff Butler</p>

NGL STAGE

8:00 – 8:50 AM	<p>The Viral Content Playbook Every Funeral Company Is Missing</p> <p>Ryan Thogmartin, DISRUPT Media</p>
12:00 – 12:50 PM	<p>Experience Reimagined: Meeting the Demands of Today’s Consumer</p> <p>Sherri Hauer, Forest Lawn Memorial Park; Jenn Parvin, Batesville; Devin Dardanes, B&N Industries</p>

CARRIAGE STAGE

8:00 – 8:50 AM	<p>Building the Bridge: How Cemetery & Funeral Operators Fuel a High-Performing Sales Team</p> <p>René Negrete, Carriage</p>
12:00 – 12:50 PM	<p>Hands-On Uses for AI in Your Operation</p> <p>Nick Timpe, CSE, webCemeteries</p>

MEETING ROOM 102

1:00 –
2:50 PM
NOTE:
2 Hour
Session

The Irwin W. Shipper Legislative Session and Luncheon

3:00–
3:50 PM

AI for Deathcare Leaders: The Risks, The Reality, and How to Get It Right

Ryan Lynch, PlotBox; Sean McAllister, PlotBox; Kirsten Ono, PlotBox; Mara Schein, PlotBox

MEETING ROOM 103

1:00 –
1:50 PM

Farewell with Purpose: Eco-Innovation in Pet Loss Services

Ana Palencia, Señoriales Corporación de Servicio

2:00 –
2:50 PM

A New Tool for a New Era: Natural Organic Reduction in Funeral Care

Mandy Stafford, Return Home

3:00–
3:50 PM

Using Company Culture to Create a Competitive Advantage

Annie O'Mara, SCI Direct – National Cremation & Burial Society





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Schedule At A Glance

KEY

Meeting •

Education

Registration

Event

Tuesday, April 28

9:00 – 10:45 AM Board of Directors Meeting •
 12:00 – 6:00 PM **Registration Open - Exhibitors Only**
 1:00 – 5:00 PM **Off-Site Tour of Greenwood Memorial Park**

Wednesday, April 29

8:00 AM – 5:00 PM **Registration Open**
 9:00 – 10:00 AM CCSC Committee Meeting •
 9:00 – 10:00 AM Pet Loss Professionals Alliance Committee Meeting •
 10:00 – 11:00 AM Pet Loss Professionals Alliance Meet & Greet •
 10:00 AM – 12:00 PM Sales & Marketing Committee Meeting •
 10:00 – 11:30 AM Veterans Committee Meeting •
 10:00 AM – 2:50 PM **Educational Sessions**
 12:00 – 1:00 PM Membership Committee Meeting •
 12:00 – 1:00 PM Women in Leadership Committee Meeting •
 3:30 – 4:30 PM IMSA Exhibitor Meeting | All Exhibitors Welcome •
 5:00 – 6:30 PM **President's Welcome Reception | Open to all**
 6:30 – 10:00 PM **President's Banquet | Ticketed event**

Thursday, April 30

6:30 – 7:30 AM **Dead on Your Feet – Morning Walk**
 8:00 AM – 5:00 PM **Registration Open**
 9:00 AM – 5:00 PM **Expo Hall Open**
 9:00 – 10:00 AM Grand Opening & Welcome Coffee
 10:00 – 11:50 AM **Educational Sessions**
 11:30 AM – 1:30 PM **Past President's Lunch | Invite Only**
 12:00 – 1:30 PM Lunch & Networking
 1:45 – 2:30 PM ICCFA Annual Board Report & Awards
 2:30 – 3:30 PM **Keynote Speaker – Chris Bashinelli**
 3:30 – 5:00 PM Expo Hall Open with Happy Hour
 4:30 – 5:00 PM New Board Orientation •
 5:15 – 6:15 PM Organizational Board Committee Meeting •

Friday, May 1

6:30 – 7:30 AM **Dead on Your Feet – Morning Walk**
 8:00 AM – 4:00 PM **Registration Open**
 8:00 – 9:00 AM Prayer Breakfast
 8:00 – 9:00 AM **Educational Sessions**
 9:00 AM – 1:00 PM **Expo Hall Open**
 9:00 – 10:00 AM Welcome Coffee
 10:00 AM – 12:50 PM **Educational Sessions**
 10:30 AM – 12:00 PM Brunch & Networking
 1:00 – 3:50 PM **Educational Sessions (outside Expo Hall)**
 1:00 – 2:50 PM **The Irwin W. Shipper Legislative Session & Luncheon**

SAVE THE DATE **DEAD**Talks

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Wednesday, April 29

8:00 AM - 5:00 PM
12TH STREET
LOBBY

Registration Open

9:00 - 10:00 AM
MEETING ROOM
203 C

CCSC Committee Meeting

9:00 - 10:00 AM
MEETING ROOM
204 B

Pet Loss Professionals Alliance (PLPA) Committee Meeting

10:00 - 11:00 AM
MEETING ROOM
204 B

Pet Loss Professionals Alliance (PLPA) Meet & Greet

10:00 AM - 12:00 PM
MEETING ROOM
203 AB

Sales & Marketing Committee Meeting

10:00 - 11:30 AM
MEETING ROOM
204 A

Veterans Committee Meeting

10:00 - 10:50 AM
MEETING ROOM
102

Bridging Generations & Building Trust: The Current & Future of Funeral Home Success

FUNERAL HOME

SALES &
MARKETING

Court Bluford

Lissiland

Funeral service professionals face a unique challenge: honoring tradition while staying relevant in a rapidly changing world. This session will share proven, practical strategies that helped transform Court's parents' funeral business from struggling with just 2-3 services a year to handling 4-7 a month without chasing leads. You'll explore how grassroots marketing through tools like Google Business Profile, NextDoor, and Facebook (groups), can

create consistent inbound calls and community trust. Beyond marketing, Court will tackle building meaningful aftercare programs/solutions, and ensuring your funeral home remains the go-to choice across generations. Attendees will leave with simple, repeatable tactics they can implement immediately. Most importantly, this presentation emphasizes bridging the generational gap so funeral homes remain trusted pillars for both today's families and the next generation.

10:00 - 10:50 AM
MEETING ROOM
103

FUNERAL HOME

CEMETERY

CREMATION

SALES &
MARKETING

Don't Let This Happen to You: Lessons from the Global Direct Cremation Outbreak

John Finlay

Fortitude Research and Marketing

“Direct cremation” is a term that makes many funeral directors cringe, but in the UK and Europe, it’s a downright epidemic that has sent shockwaves through the traditional funeral market since 2020. What went wrong? And what can we do to avoid the same mistakes.

Join John Finlay, a long time US and UK funeral professional as he identifies some of the mistakes the Europeans have made, learn some surprising facts about these “direct cremation” customers, and uncovers tips on how your locations can avoid these traps and turn “direct cremation” consumers into customers.

11:00 - 11:50 AM
MEETING ROOM
102

CEMETERY

COMMUNITY
OUTREACH

SALES &
MARKETING

That Cemetery is the First Place I Want to Go!

Donald Wilson

Evergreen Memorial Trust

Beyond funerals, many cemeteries struggle to attract visitors—but it doesn't have to be that way. In this session, a seasoned cemeterian recognized for outstanding community outreach shares proven events and programs he has hosted or sponsored that brought thousands of new visitors—and valuable leads—into his properties. Learn how a little creativity and intentional thinking can transform cemeteries into vibrant community spaces by celebrating their unique attributes, whether historic or new, and discover practical, actionable strategies for building community partnerships that benefit everyone and leave your cemetery top of mind.

11:00 - 11:50 AM
MEETING ROOM
103

FUNERAL HOME

SALES &
MARKETING

Obituaries 2.0: Protecting Your Families, Your Brand, and Your Bottom Line

Rehan Choudry
Chptr

Funeral homes lost control of their obituaries during the Internet 1.0 era, as third-party platforms captured traffic, families, and revenue. Now, with the rise of AI and demand for video, there's a chance to rewrite the rules in the funeral home's favor. This session will show how obituaries—long overlooked as a commodity—are in fact one of the most powerful tools for community connection, brand visibility, and sustainable growth. We'll examine how losing control has hurt funeral homes financially and reputationally, and why the next chapter requires reclaiming this essential asset. Attendees will gain practical strategies to take back ownership, protect their brands, and leverage obituaries to build trust, deepen family relationships, and drive new revenue streams. Through real-world examples and case studies, you'll leave with a roadmap to make obituaries a cornerstone of your business success.

12:00 - 1:00 PM
MEETING ROOM
203 C

Membership Committee Meeting

12:00 - 1:00 PM
MEETING ROOM
204 A

Women in Leadership Committee Meeting

1:00 - 1:50 PM
MEETING ROOM
102

Become The Funeral Home That ChatGPT Can't Stop Talking About

Trevor Brown
FirstCall Marketing

FUNERAL HOME

SALES &
MARKETING

TECHNOLOGY

As AI tools like ChatGPT, Claude, and Google's AI Overviews change how people search, funeral homes are no longer competing with dozens of listings—AI often recommends just two or three providers per market. That makes it critical to "make the cut" by building the authority, trust, and credibility AI relies on. In this high-energy, interactive session, funeral directors will learn how to position their firm for AI recommendations through strong SEO and GEO fundamentals. Through audience participation, storytelling, and a fast-paced team challenge, you'll see firsthand how building a solid digital foundation early determines who rises to the top—and who gets left out.

1:00 – 1:50 PM
MEETING ROOM
103

CEMETERY

DATA &
ANALYTICS

OPERATIONS

Data-Driven Decision Making to Drive Cemetery Profitability and Growth

Matthew Borowski
Chronicle

Kara Ludlim
Chronicle

Effective cemetery management is transitioning from a model based on tradition to one grounded in quantitative analysis. This session provides a structured framework for implementing data-driven decision-making across an organization's core operational pillars.

The session demonstrates methodologies for analyzing three critical datasets: geospatial data for optimizing land use, sales data for revenue management, and demographic data for strategic service planning. This presentation moves beyond general concepts to provide specific, analytical techniques that turn existing records, whether paper or digital, into a powerful tool for forecasting and strategy. Attendees will leave with a clear understanding of how to leverage existing data to mitigate risk, optimize resource allocation, and drive sustainable growth.

2:00 – 2:50 PM
MEETING ROOM
102

ECO-
FRIENDLY

FUNERAL HOME

CEMETERY

CREMATION

Green Light on Green Funerals

Darren Crouch
Passages International

Green alternatives provide cemeteries and funeral homes with interesting opportunities to align with current consumer demand and significantly increase revenues. Whether you are a cemetery looking to sell more graves, a funeral home wanting to better serve families or a cremation operator looking to delivery tangible value to increase revenues, greener options can be your path forward. Join Darren Crouch, President and CEO of Passages International and the current President of the Green Burial Council to learn how.

2:00 – 2:50 PM
MEETING ROOM
103

LEADERSHIP

What Works for Women at Work

Gwen Mooney, CCFE
Cave Hill Cemetery

In leadership roles, women encounter both internal and external barriers—from self-doubt and imposter syndrome to workplace bias and double standards. This session

presented by ICCFA's Women in Leadership Committee will highlight research-based strategies and practical approaches to help women recognize and overcome these challenges. This presentation will guide participants through real-world examples, evidence-based tools, and interactive discussion to strengthen confidence, authenticity, and leadership presence.

3:30 - 4:30 PM
MEETING ROOM
103

IMSA Exhibitor Meeting

Open to all exhibitors. Join IMSA for a discussion on trade show experiences, industry trends, and supplier challenges. Share feedback, identify best practices, and help develop recommendations for future events.

5:00 - 6:30 PM
BALLROOM FOYER
(2ND FLOOR)

President's Welcome Reception | Open to All

The ICCFA invites you to kick off the 2026 ICCFA Experience at the President's Welcome Reception, featuring an open bar.

6:30 - 10:00 PM
BALLROOM ABC
(2ND FLOOR)

President's Welcome Banquet | Ticketed Event

Join us for the President's Banquet, featuring dinner, drinks, and a comedy performance by Matt Friend. The evening includes the Celebration of Remembrance and the ICCFA Presidential transfer as Robert Gordon Jr., CCE, passes the torch to incoming President John Bolton, CCE, CCRcE, CSE, CXE.

A special highlight of the evening will be the induction of Darin Drabing into the ICCFA Hall of Fame, honoring his more than four decades of leadership, his rise through every level of the profession, and his unwavering commitment to service, innovation, and excellence. We will also honor Ray Frew, CCFE, recipient of the 2026 ICCFA Educational Foundation's Lasting Impact Award, recognizing his pioneering role in advancing education and his decades of leadership that have strengthened the profession and its future workforce.

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

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Cody Jones, Owner
Callaway-Jones Funeral & Cremation Centers
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ICCFA26



Thursday, April 30

6:30 - 7:30 AM
12TH STREET
LOBBY

Dead on Your Feet - Morning Walk

Meet at the 12th Street Lobby Entrance of the Convention Center as a central location from all the hotels to start your morning walk.

8:00 AM - 5:00 PM
12TH STREET
LOBBY

Registration Open

9:00 AM
12TH STREET
LOBBY

ICCFA Experience Expo Hall Ribbon Cutting

9:00 - 10:00 AM
ICCFA FOOD
& BEVERAGE
LOUNGE IN EXPO
HALL

Morning Welcome Coffee

9:00 AM - 5:00 PM
EXHIBIT HALL A-F

Expo Hall Open

10:00 - 11:50 AM
MAIN STAGE

America's Got Ashes

Poul Lemasters, Esq.
ICCFA

FUNERAL HOME

CEMETERY

CREMATION

Across the country, millions of urns are sitting forgotten in closets, garages, and storage spaces. America's Got Ashes (AGA)—a lively, competition-style session hosted by Poul Lemasters, Esq.,—shines a light on this growing issue and highlights creative solutions from across the profession.

Part forum and part game show, AGA invites deathcare professionals to share innovative programs, events, and tools that help families pick up cremated remains, understand memorialization options, and move remains from “left at home” to meaningful, permanent places of honor. A panel of judges will evaluate ideas for creativity, practicality, impact, and scalability.

10:00 - 10:50 AM
NGL STAGE

PERSONAL
GROWTH

MOTIVATION

Find Your Inner Spark

Natalia Lazarus

Inspired by her book *The Inner Race*, ultra-distance runner and health coach Natalia Lazarus reveals how pursuing bold goals can reignite purpose, resilience, and clarity—no matter where you are in life. This session isn't about marathon training; it's about navigating transitions, overcoming fear, and discovering what's possible when you take action toward the life you want, whether you're facing a career shift, an empty nest, or simply seeking a deeper sense of fulfillment.

Fresh off completing The Great World Race—seven marathons on seven continents in seven days—Natalia shares powerful lessons from a journey that nearly didn't happen. Just one month before the race, she could barely walk and had every practical reason to quit. Instead, she reshaped her mindset, adapted her plan, and pushed through 183.4 miles and countless moments of doubt to reach the final finish line transformed. In this motivating talk, Natalia will share how to confront challenges head-on, reframe fear, and move beyond perceived limitations to uncover your true potential.

10:00 - 10:50 AM
CARRIAGE STAGE

SELF-CARE

CUSTOMER
EXPERIENCE

Balancing Care and Boundaries: Improving CX by Caring for Yourself

Lori Bolton, CCFE, CSE, CXE

Park Lawn Corporation

When empathy crosses into emotional exhaustion, both professionals and families suffer. This workshop provides strategies for maintaining healthy boundaries while offering heartfelt service—grounded in the idea that caring for yourself allows you to care more deeply for others. Through reflection and guided exercises, participants will discover how to process their own grief, protect their mental health, and create a better experience for the families they serve.

11:00 - 11:50 AM
NGL STAGE

CUSTOMER
EXPERIENCE

FUNERAL HOME

CELEBRANTS

CEMETERY

CREMATION

What Does Gathering Look Like to You?

Glenda Stansbury

Insight Books

Brent Patterson

Ingram, Smith and Turner Funeral Home

Many discussions in the deathcare profession are focused on the contemporary customer who is not interested or does not find value or meaning in our offerings. Funeral

professionals sometimes find difficulty in the arrangement process, specifically with cremation customers, because we are utilizing words and descriptions that do not resonate with them such as “traditional” or “service” or “church” or “chapel”. The result too often is “direct cremation” or “direct burial” with no opportunity for a tribute or a ceremony or a gathering because families only see what they have already experienced and do not wish to have again because it does not speak to them.

Recent research published by Foresight informs us that only 37% of the public believe that they are receiving adequate or complete information about their options. If they don’t understand what is possible, then they will choose to do nothing. Or if we have nothing else to offer beyond what we consider “traditional” then they will find ways to do it away from your firm or cemetery.

In this presentation we will discuss new ideas for arrangement language that opens doors for further conversation, how to utilize Celebrants to create meaningful gatherings, how to offer and implement ceremonies and family involvement, how to brand your firm through pictures and video and social media.

11:00 – 11:50 AM
CARRIAGE STAGE

PET LOSS

FUNERAL HOME

SALES &
MARKETING

From Risk to Reward: The Unexpected Lessons of Pet Deathcare

Jodi Clock
Clock Timeless Pets

In the traditional deathcare profession, pet cremation is often treated as an afterthought or a B2B service for veterinary clinics. But what if the pet-to-consumer model is the key to unlocking a new kind of legacy planning? This session will explore the surprising and compelling insights we’ve gained from building a consumer-facing pet deathcare business that now serves nearly 1,000 above and beyond boutique in home euthanasia vet clinic families a year.

We’ll share the story of our risky, but ultimately successful, pivot and offer a new perspective on growth, best practices, and community trust.



11:30 AM - 1:30 PM

Past President’s Lunch | By Invitation Only

12:00 - 1:30 PM
ICCFA FOOD
& BEVERAGE
LOUNGE IN EXPO
HALL

Lunch & Networking

1:45 - 2:30 PM
MAIN STAGE

ICCFA Annual Board Report & Awards

Join us as we reflect on the past year and celebrate ICCFA leadership and achievements. The program includes the President's Report by Bob Gordon Jr., CCE, recognition of outgoing and incoming Board members, appreciation for committee chairs, induction into the ICCFA Century Club, honoring the 2025 Keeping It Personal Award winners, remarks from the Educational Foundation, and presentation of the Scott R. Sells Excellence Award.

2:30 - 3:30 PM
MAIN STAGE

GENERAL KEYNOTE SESSION

KEYNOTE



Authentic Connection: The Superpower to Better Sales and True Business Growth

Chris Bashinelli

What if the real secret to sales success wasn't persuasion—but connection?

Today's customers are more discerning than ever. According to Edelman, 90% will walk away from a brand they don't trust. And yet, in our rush to "influence" or "close the deal," we often sacrifice the very thing that fuels long-term growth: authentic human connection!

In this game-changing keynote, National Geographic Explorer and Scientist of Human Connection, Chris Bashinelli, reveals the overlooked superpower in business: putting people first. Drawing on years of global research— from living with nomads on the Mongolian steppe to learning from financial advisors in Fort Worth – Bash shows that when we are fully present, deeply empathetic, and driven by service, we unlock the kind of trust that leads to exponential sales growth.

This is not about manipulating your clients— it's about meeting them with genuine care, turning "them" into "us," and building bonds that last far beyond the sale. Whether you're leading a sales team or building client relationships one conversation at a time, this keynote will transform the way you sell—and the way you connect.

Key Takeaways:

- Bash’s patented “Discover Our In” method to build instant, lasting trust
- Practical tools to become fully present and emotionally attuned to clients
- How to shift from transactional selling to transformational relationships
- The science behind empathy—and how to apply it in real sales conversations
- Strategies to build a “People-First” Sales Culture that fuels growth and loyalty

3:30 – 5:00 PM
ICCFA FOOD
& BEVERAGE
LOUNGE IN EXPO
HALL

Expo Hall Happy Hour

4:30 – 5:00 PM
MEETING ROOM
202 CD

New Board Orientation

5:15 – 6:15 PM
MEETING ROOM
202 CD

Organizational Board Meeting



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Friday, May 1

6:30 – 7:30 AM
12TH STREET LOBBY

Dead on Your Feet - Morning Walk

Meet at the 12th Street Lobby Entrance of the Convention Center as a central location from all the hotels to start your morning walk.

8:00 AM – 4:00 PM
12TH STREET LOBBY

Registration Open

8:00 – 9:00 AM
MEETING ROOM 104

Prayer Breakfast

Join fellow attendees for breakfast and fellowship. Thanks to generous sponsors, the Annual Prayer Breakfast is open and free to the first 60 attendees.

8:00 – 8:50 AM
NGL STAGE

The Viral Content Playbook Every Funeral Company Is Missing

Ryan Thogmartin

DISRUPT Media

Short-form video now drives visibility, trust, and consumer decision-making in the deathcare profession, as platforms like Facebook, Instagram, and YouTube rely on interest-based algorithms—not follower counts. In this hands-on, high-energy workshop, funeral directors, cemetery professionals, and crematory operators will learn why short-form video is the most effective marketing tool for 2026 and how any firm can use it to stay top of mind, build community trust, increase preplanning, and grow call volume. This is not a slide deck session—participants will create scroll-stopping content in real time, using proven examples from funeral providers who are already going viral and seeing real business results.

Building the Bridge: How Cemetery & Funeral Operators Fuel a High- Performing Sales Team

René Negrete

Carriage Services

In many cemeteries and funeral locations, sales and operations technically work for the same families – but

MARKETING

SOCIAL MEDIA

FUNERAL HOME

CEMETERY

CREMATION

8:00 – 8:50 AM
CARRIAGE STAGE

SALES &
MARKETING

OPERATIONS

FUNERAL HOME

CEMETERY

9:00 - 10:00 AM
ICCFA FOOD
& BEVERAGE
LOUNGE IN EXPO
HALL

9:00 AM - 1:00 PM
EXHIBIT HALL A-F

10:00 - 10:50 AM
MAIN STAGE

FUNERAL HOME

CEMETERY

CREMATION

often feel like they're playing on different teams. This workshop is designed specifically for operators who want to better support their sales teams and, in turn, drive revenue, customer satisfaction, and long-term loyalty.

Morning Welcome Coffee

Expo Hall Open

Abandoned Urns: Confronting the Hidden Crisis in Cremation Memorialization

Honnalora Hubbard
Coldspring

Across the country, millions of cremated remains sit in closets, basements, and storage—never given a permanent resting place. These abandoned urns are not just forgotten containers; they represent a growing crisis in how we honor, heal, and preserve the legacies of those we love. Families are left without closure. Stories go untold. Grief is left unanchored.

This session delivers the answer to this crisis. Through powerful insights, practical strategies, and a call to action, it shows how we can move families from hesitation to healing—ensuring that every life entrusted to us is given the dignity of a permanent place of peace. You will leave with the tools, conviction, and urgency needed to confront this crisis head-on.

10:30 AM - 12:00 PM

Brunch & Networking

11:00 - 11:50 AM
MAIN STAGE

AI &
TECHNOLOGY

FUNERAL HOME

CEMETERY

CUSTOMER
EXPERIENCE

AI in Deathcare: Practical Tools, Generational Shifts, and the Future of Funeral Service

Jeff Butler

AI is rapidly reshaping the deathcare profession, offering practical tools that can streamline operations, support staff, and enhance the experience families receive. This session focuses on real, actionable ways funeral homes and cemeteries can use AI today—whether for administrative

efficiency, marketing, aftercare, training, or everyday communication. Attendees will also learn how to introduce these technologies in a way that respects the multi-generational workforce, reduces hesitation, and fosters a culture of confidence and adoption across all roles.

12:00 - 12:50 PM
NGL STAGE

CUSTOMER
EXPERIENCE

FUNERAL HOME

CEMETERY

CREMATION

SALES &
MARKETING

Experience Reimagined: Meeting the Demands of Today's Consumer

Sherri Hauer

Forest Lawn Memorial-Parks & Mortuaries

Jenn Parvin

Batesville

Devin Dardanes

B&N Industries

Today's funeral consumers are more informed, more selective, and increasingly influenced by their experiences in retail, hospitality, and tech-driven industries. They expect an omnichannel journey—one that is seamless, transparent, and personalized from start to finish. Whether they're planning online, in person, or somewhere in between, they want the process to be intuitive, modern, and respectful of their time and preferences. This shift in consumer behavior challenges funeral homes to rethink how they present their products and services. It's no longer just about what's offered, but how it's offered—through clear communication, digital tools, and environments that feel welcoming rather than transactional. This presentation explores practical strategies for aligning with today's expectations, from introducing new technologies, to designing new customer spaces. Attendees will gain insights into how to create a consistent, value-driven experience that connects with modern, needs-based buyers. The future of funeral service is evolving—this session shows how to evolve with it.

12:00 - 12:50 PM
CARRIAGE STAGE

AI &
TECHNOLOGY

FUNERAL HOME

CEMETERY

OPERATIONS

Hands-On Uses for AI in Your Operation

Nick Timpe, CSE

webCemeteries

This is a working session—bring your laptop or phone. We'll cut through the hype and focus on practical, everyday uses of AI that cemeteries and funeral homes are already using to streamline operations, reduce administrative workload, and better support families. You'll see live examples and get hands-on experience applying AI to real operational tasks.

1:00 – 2:30 PM
MEETING ROOM
102

LEGAL &
LEGISLATION

**NOTE: 2-HOUR
SESSION**

The Irwin W. Shipper Legislative Session and Luncheon

Join us for lunch while you learn about 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—along with opportunities to connect with industry experts.

1:00 – 1:50 PM
MEETING ROOM
103

PET LOSS

ECO-
FRIENDLY

Farewell with Purpose: Eco-Innovation in Pet Loss Services

Ana Palencia

Señoriales Corporación de Servicio

In today's world, where sustainability and environmental care are top priorities, the pet loss profession has a unique opportunity to lead with innovative and eco-friendly solutions. This session will explore how to transform pet cremation and memorialization into meaningful, environmentally responsible experiences that honor beloved companions while regenerating life. Through real-world case studies and practical strategies, attendees will discover how to integrate green initiatives—such as biotransformation into life-giving nutrients—into their operations. We will also examine how to effectively communicate these values to increasingly conscious consumers, creating memorable tributes that resonate deeply. By uniting sensitivity, innovation, and sustainability, funeral professionals can build lasting trust with families and position their businesses at the forefront of responsible pet bereavement care.

2:00 – 2:50 PM
MEETING ROOM
103

ECO-
FRIENDLY

ALTERNATIVE
DISPOSITION

CREMATION

A New Tool for a New Era: Natural Organic Reduction in Funeral Care

Mandy Stafford

Return Home

Natural Organic Reduction (NOR) is the newest legal form of disposition in the U.S., and it's changing the conversation about end-of-life choices. Funeral directors who embrace NOR aren't replacing tradition—they're expanding their offerings to meet the needs of today's families. This session will walk you through what NOR is, how it works, and why it's gaining attention nationwide. We'll talk real-world logistics, family conversations, and how to add NOR to your "toolbelt" alongside burial and cremation. You'll learn how to present it confidently, answer tough questions, and position it as a

legitimate, meaningful option. Whether your families are eco-conscious, curious, or just looking for something different, NOR can be the service that sets you apart.

3:00 – 3:50 PM
MEETING ROOM
102

AI &
TECHNOLOGY

OPERATIONS

AI for Deathcare Leaders: The Risks, The Reality, and How to Get It Right

Ryan Lynch, Sean McAllister, Kirsten Ono, and Mara Schein

PlotBox

AI is already reshaping industries across the world- and deathcare is no exception. The question is no longer if it will impact your business, but whether you'll lead the change or risk being left behind.

This session tackles the reality behind the headlines: separating hype from practical application, identifying real risks, and uncovering where AI can genuinely support your teams. Providing a clear, no-nonsense strategy and roadmap for adopting AI in a way that protects your business, strengthens your service, and gives your teams time back to focus on your families.

3:00 – 3:50 PM
MEETING ROOM
103

OPERATIONS

Using Company Culture to Create a Competitive Advantage

Annie O'Mara

SCI Direct – National Cremation & Burial Society

Company culture hasn't been at the forefront previously. However, there is starting to be a marked transition as Millennials become managers and Gen Z is entering the workforce. Between wages and inflation being disheartening, people are seeking purpose – the psychological capital that helps renew their spirit and the continued desire to serve others.

Company culture is set by espoused values and collateral. It is then reinforced by employee and managerial behavior. Company culture is used to recruit new employees, as well as vital in retaining the employees you have. More importantly, it is the basis of your reputation and the outside perception of your integrity. Happy employees stay put, are more productive, and have more positive client interactions than unhappy employees.

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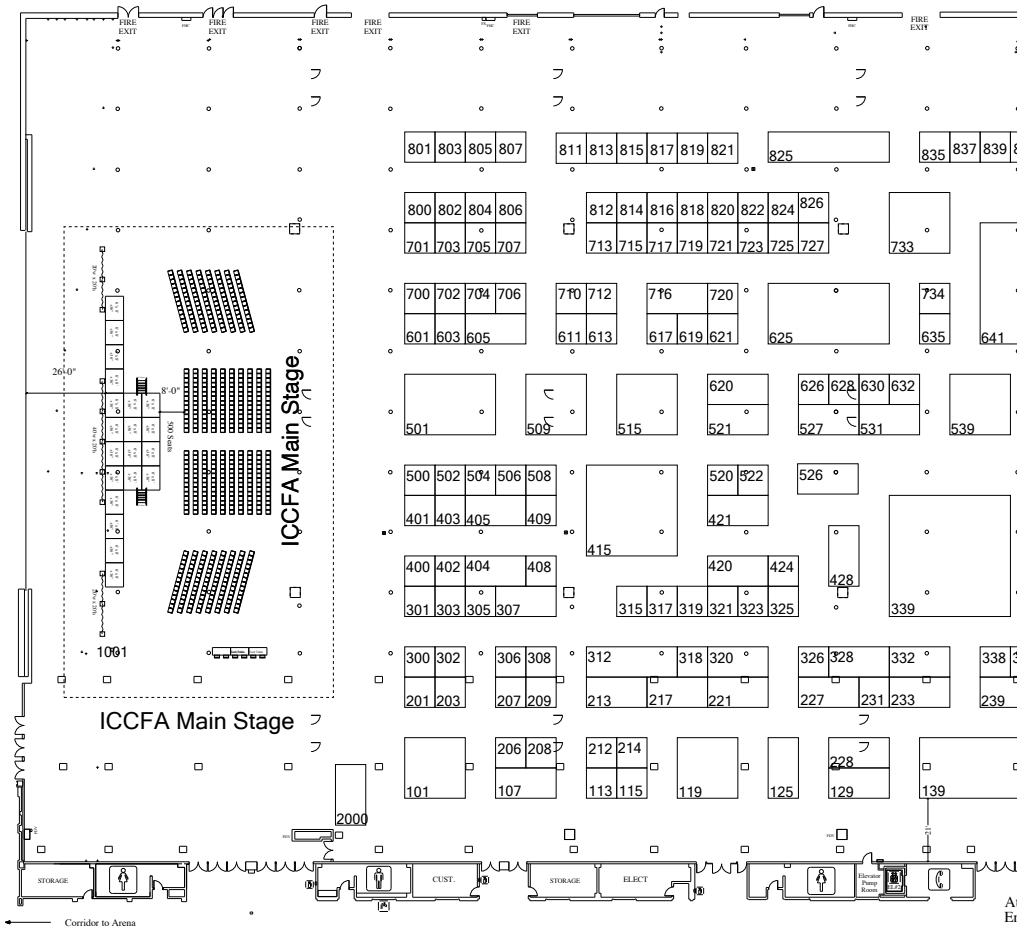
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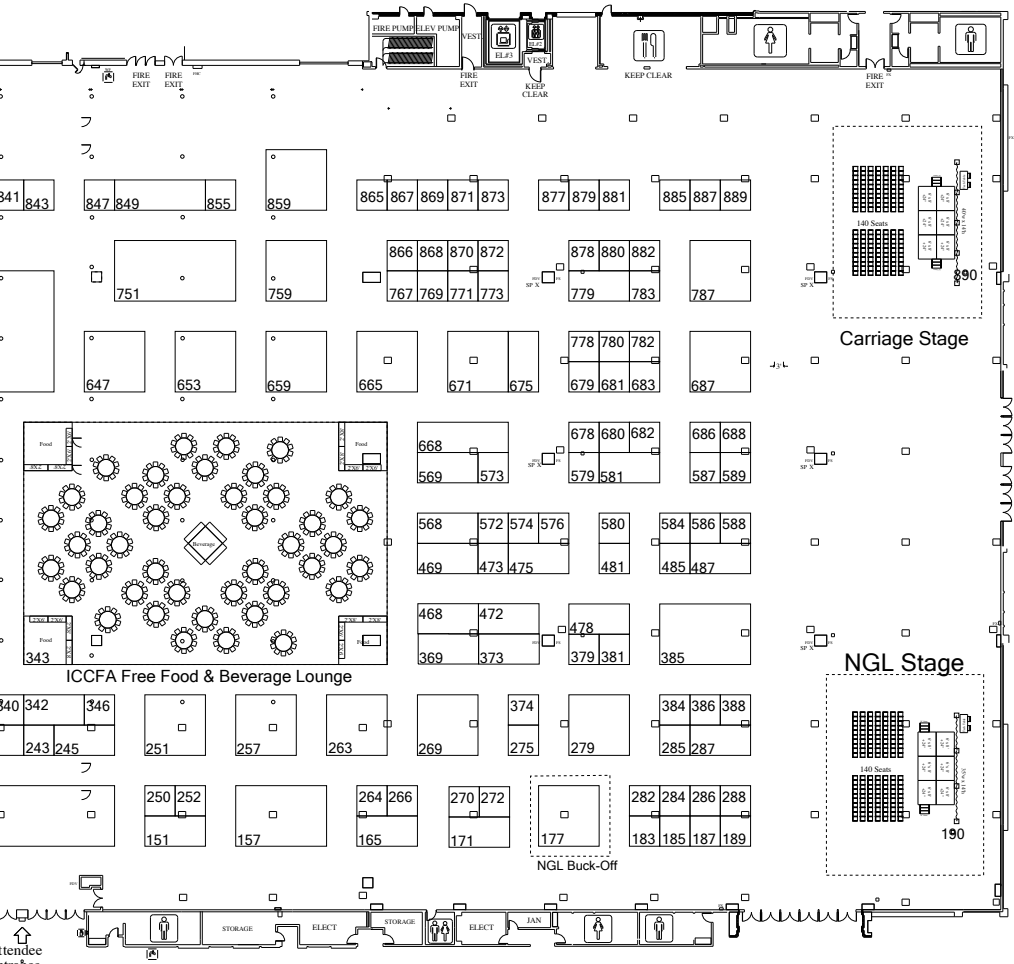
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Artistic Urns, Inc.	PLPA	710
ASD - Answering Service for Directors		515
Atlantic Coast Life Insurance Company		401
Aurora Payments		586
B&L Cremation Systems Inc.	PLPA	859
Bank Associates Merchant Services (BAMS)	First Timer	209
Bancorp, The		217
Batesville	PLPA	263
Behar Mapping LLC	PLPA	307
Biondan North America, Inc.		659
Bio-Response Solutions/Aquamation	PLPA	849
Bridge Across Forever LLC	First Timer, PLPA	388
Brownyard Group - Memorial Pro	PLPA	611
Bryant Crematory Services, LLC.	PLPA	712
C&J Financial, LLC		679
Carrier Mausoleums Construction U.S.A., Inc.		700
Caterpillar Inc.		385
Catholic Extension Society		201
Celebrate Life Co.		686
Cemetery Funeral Supply		481
CemSites	PLPA	171
Champion Company, The		250
Chronicle Cemetery Software LTD		628
Church & Chapel Metal Arts, Inc.		635
CIMS Cemetery Software		580
Clark Grave Vault		506

ClearPoint Federal Bank & Trust		521
Coldspring	PLPA	251
Continental Computer Corporation		647
Cooperative Funeral Fund, Inc.		264
Core Scientific		183
Cremation Recycling, a division of Mid-States Recycling		473
Crescent Memorial	PLPA	715
Crowne Vault/Cressy Memorial	PLPA	620
Custom Air Trays	PLPA	678
Dakota Granite		787
Davey Tree Expert Company, The		379
Dead Ringers		520
Department of Defense - Office of Casualty, Mortuary Affairs and Military Funeral Honors		187
DISRUPT Media		373
Doric Products, Inc.		653
Dream Lake Ranch	First Timer	847
Duncan Stuart Todd Ltd.		284
Eagle's Wings Air (EWA)		632
Eckels		701
eFuneral		211
Eickhof Columbaria, Inc.		332
Elevia		227
Elite Payment Group	PLPA	287
Ensure-A-Seal, Inc.		325
Eulogize Memorials	PLPA	682
EverAfter Connect	First Timer	675
Everlasting Inc.	First Timer	870
Everything After		374
Express Funeral Funding		275
Family Bronze		771
Federal Eagle Coach, LLC		751
FirstCall Marketing		587
Flash Back LLC	First Timer	707
Flowers for Cemeteries, Inc.		308
Foresight		125
Forever LT Fingerprint Keepsakes		584
Fortitude Research and Marketing		107
Freezepix	First Timer, PLPA	727

Frigid Fluid Company		759
FSI/Argent Trust		424
FT North America	PLPA	279
Funeral 365/Era Consulting Group		508
Funeral Business Solutions Magazine	PLPA	286
Funeral Directors Life (FDL)		472
Funeral Home Gifts	PLPA	668
Funeral Women Lead		306
funeralOne		239 & 641
G.H. Forbes Associates Architects P.C.		318
Garfield Refining		619
Global Atlantic Financial Group		531
Global Bronze, Inc.	PLPA	625
GopherHawk	First Timer	212
Grave Angels	First Timer	702
GRAVR, LLC	First Timer	301
Green Burial Council		252
Guangzhou Dagan Industry Co., Ltd.	First Timer	880
Healing Path Cemetery		305
Hearses By Perches		825
Hepburn Superior US Chemical		285
Heritage Flower Company		326
Holland Supply, Inc.		346
Homesteaders Life Company		233
Huntington National Bank		769
ICCFA Educational Foundation	PLPA	340
Implant Recycling, LLC		415
Impression Vault, The	First Timer	500
Ingram Construction Company Inc.		485
Inman Shipping Worldwide	PLPA	243
Insight Books		630
International Memorialization Supply Association (IMSA)	PLPA	323
Intuitive Solution Group		843
Johnson Consulting Group		526
JST Architects		725
Juniper Landscaping of Florida, LLC	First Timer	706
Kates-Boylston Publications		207
Keeper Memorials	PLPA	420

KMI Columbaria Inc.		320
Lead Concepts Inc.		688
LeadingResponse		403
Legacy.com	PLPA	574
Life's QR	PLPA	502
Link Funeral Funding	First Timer	868
LoveUrns, LLC.		733
Lyfe Plum	First Timer	780
MacKenzie Vault Inc.	First Timer	717
Matthews Environmental Solutions	PLPA	539
Matthews Memorialization	PLPA	339
McCleskey Mausoleum		245
Memorial Business Systems		321
Merendino Cemetery Care		338
Messenger	PLPA	270
MK Coach	First Timer	501
Mobimedical		589
My Headstones		405
National Cemetery Administration		189
National Funeral, The	First Timer	720
National Funeral Directors Association (NFDA)		572
National Funeral Directors & Morticians Association, Inc. (NFDMA)		826
National Guardian Life (NGL)		269
National Mortuary Shipping and Cremation	PLPA	317
National Museum of Funeral History		404
Noble Metal Solutions		778
Nunez & Associates		409
Orthometals America LLC		878
Osiris Software		626
Pantio Inc.	First Timer	882
Paradise Pictures, LLC	PLPA	569
Parting Pro		203
Parting Stone		185
Passages International	PLPA	342
Passare		475
Pearl's Premium Ultra Low Maintenance Lawn Seed	PLPA	206
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Phoenix Memorial		835
Photo Porcelain Dominic Inc.	First Timer	504
Picture Specialist for Memorial, The (PSM)		872
Pierce Mortuary Colleges		213
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Polyguard, LLC		101
Porcelains Unlimited LLC		855
Precious Metal Refining Services (PMRS)	PLPA	386
Precoa		468
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PROGETTO ARTE POLI	First Timer	400
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R McElroy Corporation	First Timer	603
Regions Bank		369
Remember Me Foundation	First Timer	603
Ring Ring Marketing		522
Riviera Tailors Ltd.		231
Run Payments		723
Salem Stones		509
Samuel Mitchell Design		719
Security National Life Insurance		588
Sepio Guard		581
Shiva Shade	PLPA	266
Sinosource International	PLPA	527
Southern Cemetery, Cremation & Funeral Association (SCCFA)		681
Spencer USA		113
Starmark		621
STIHL Inc.		381
Strassacker Bronze America, LLC.		779
Sunset Memorial & Stone/Columbarium USA		573
Surety Capital Corporation		214
Swan Stonarts		328
TERRAVAS LLC	PLPA	408
Terrybear Urns & Memorials	PLPA	312
Thumbies	PLPA	272
Tile Artisans Digital Imaging		613
Tombstone Jack Inc.	First Timer, KIP	601
TribuCast		734
Tribute Companies, The	PLPA	288
Tribute Technology		119

Trigard	PLPA	257
Tukios		586
Turn It Green		705
United Heritage Life Insurance Company		319
Unity Financial Life		704
UPD Urns		579
US Cremation Equipment	PLPA	129
Vantage Point Preneed, Inc.		678
Victoriaville & Co. Inc.		487
Viewlogies		115
webCemeteries	PLPA	478
Wellabe/Great Western Insurance Company		716
Wilbert Group, The		766
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Xiamen Do Fine Import & Export CO., LTD		302
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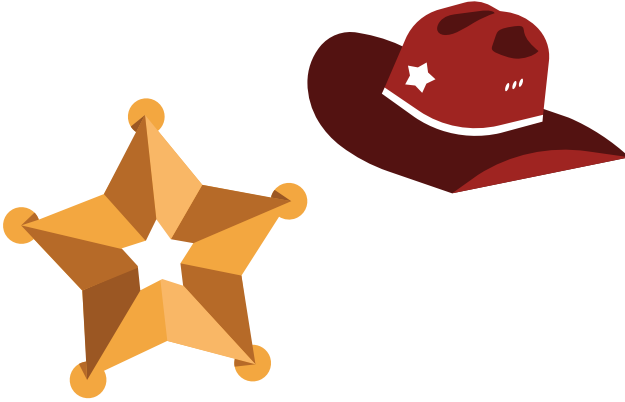
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OTHER BENEFITS

- Subscription to *Memento Mori*
- Discounted access to the ICCFA Career Center
- ICCFA Wireless e-newsletter
- Optional, complimentary membership in the Pet Loss Professionals Alliance (PLPA)
- Listing in the online ICCFA Member Directory
- Optional (additional fee required), membership in the Jewish Funeral Directors of America (JFDA)
- Consumer mediation services
- Lot exchange program (additional fee required)

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

[ICCFA.COM/JOIN](https://www.iccfa.com/join)



2026 Board of Directors Voter's Guide

The Election period for the 2026 ICCFA Board of Directors opened on March 27, 2026, and will close on April 30, 2026. An announcement of the winners will be made during the Annual Board Report & Awards on the Main Stage at 1:45 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 Hub, 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 27, 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.

2026 Candidates

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



Stephen Bassett

REGULAR

VICE PRESIDENT OF CEMETERY OPERATIONS AT LEGACY FUNERAL GROUP

Stephen Bassett is Vice President of Cemetery Operations at Legacy Funeral Group, with 34 years of experience in the deathcare industry. He began his career in 1991 with Service Corporation International (SCI), serving 23 years in design, management, and operational roles nationwide. Since joining Legacy in 2014, he has overseen 17 cemeteries and more than 20 crematories across nine states, while also managing the Las Vegas market, which serves over 9,000 cases annually.



Erin Creger

REGULAR

CHIEF SALES OFFICER FOR SECURITY NATIONAL FUNERAL HOMES & CEMETERIES

Erin Creger is Chief Sales Officer for Security National Funeral Homes & Cemeteries, bringing over 20 years of experience in sales, leadership, and business development, including 12 years in the funeral and cemetery profession. She has held roles from pre-need sales to sales trainer, manager, and later Chief Sales Officer overseeing more than 130 funeral home clients nationwide. Since 2024, she has led Security National's Funeral Homes and Cemeteries Division across Utah, San Diego, and Santa Fe, specializing in high-performance sales cultures, structured training programs, and innovative growth strategies.



Steve Metzger

REGULAR

PRESIDENT AND CHIEF OPERATING OFFICER OF CARRIAGE SERVICES

Steve Metzger is President and Chief Operating Officer of Carriage Services, with more than 20 years of experience in law, compliance, and deathcare operations. After earning his B.A. and J.D. from the University of Texas, he practiced litigation at a Houston law firm before joining Service Corporation International, where he served as Chief Compliance Officer and later Managing Counsel. For the past seven years, he has led at Carriage, working closely with funeral homes, cemeteries, and crematories nationwide, and contributing to legislative affairs, legal matters, operational strategy, and succession planning.

2026 Candidates



Ryan Milley

REGULAR

VICE PRESIDENT OF OPERATIONS AT FOREST HILLS CEMETERY

Ryan Milley is Vice President of Operations at Forest Hills Cemetery, bringing over 13 years of experience in the cemetery industry. He began his career as a laborer and advanced through roles including assistant foreman, foreman, and assistant director of operations before assuming his current position. With expertise spanning both fieldwork and management, Ryan has led major projects, implemented systems to improve efficiency, and developed long-term operational strategies.



Armando Mora

REGULAR

DIRECTOR OF CEMETERY OPERATIONS AND CEMETERY MANAGER FOR CYPRESS LAWN

Armando Mora is the Director of Cemetery Operations and Cemetery Manager for Cypress Lawn, where he has dedicated 37 years of his career. He began as a member of the grounds crew before moving into roles on the interment crew, as crematory manager, leadman, and foreman. Over time, he developed a deep understanding of the daily operations of cemetery management, ultimately progressing into his current leadership role overseeing teams, projects, and long-term planning.

2026 Candidates

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



Sean O'Regan

REGULAR

PRESIDENT & CEO OF WOODLAND CEMETERY & ARBORETUM

Sean O'Regan is President & CEO of Woodland Cemetery & Arboretum in Dayton, Ohio, a historic cemetery, crematory, and accredited arboretum serving over 450 memorial services and 1,200 cremations annually. He oversees operations, administration, financial stewardship, capital projects, and community engagement, ensuring Woodland's role as both a cultural landmark and active service provider. With leadership experience in both nonprofit and private sectors, Sean brings expertise in strategic planning, governance, endowment management, and donor relations.



Sam Scott

REGULAR

GENERAL MANAGER WITH DIGNITY MEMORIAL

Sam Scott is General Manager with Dignity Memorial, bringing nearly three decades of experience in funeral service. He began his career in 1996 in Lebanon, Missouri, working with independent firms in Missouri and Texas before joining Dignity Memorial in 2013 at Sparkman/Hillcrest Funeral Home in Dallas. Since then, he has managed funeral homes, cemeteries, crematories, and columbaria, building broad expertise across the profession.



Rick Tuss

REGULAR

PARTNERSHIP CONSULTANT WITH FOUNDATION PARTNERS GROUP

Rick Tuss is a Partnership Consultant with Foundation Partners Group. He began his career in the funeral and cemetery profession in 1979 as a pre-need cemetery counselor, later moving into cemetery management and funeral and cemetery sales leadership. Over the years, he owned and operated a consulting company serving the Montana, Louisiana, and Florida markets, became a licensed funeral director, embalmer, and retort operator, and earned certification as a celebrant. In 2012, he purchased Charlotte Memorial Funeral Home, Cemetery & Crematory, which he operated until selling to Foundation Partners Group in 2019. After a brief retirement, he returned in 2021 as an acquisition consultant and continues to serve in that role today.



Dwane Wills

REGULAR

MANAGING PARTNER WITH CARRIAGE SERVICES

Dwane Wills is currently a Managing Partner with Carriage Services, bringing more than 40 years of deep expertise in funeral home, cemetery, and cremation operations and management. He holds long-term licensure as both a funeral director and an embalmer. Over his extensive career, he has successfully owned and operated multiple family branded funeral homes/cemetery and has led large scale corporate operations across 15 states. He has served as president of several state funeral professional organizations and has been an active participant at the national level for many years. He possesses extensive and successful lobbying and legislative experience. With a genuine love for the profession, he strives to excel in mentoring others, leading operations, and ensuring exceptional service for client families.

2026 Candidates

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



Doak Marasco

SUPPLIER

MANAGER OF STRATEGIC PARTNERSHIPS FOR THE DAVEY TREE EXPERT COMPANY

Doak Marasco is Manager of Strategic Partnerships for The Davey Tree Expert Company, with over 20 years of experience in arboriculture and natural resource management. A Board-Certified Master Arborist, Certified

Urban Forestry Professional, and Tree Risk Assessment Qualified arborist through the ISA, he is also a past president of New England ISA. For the past decade, Doak has specialized in developing natural resource solutions for cemeteries and memorial parks nationwide. He serves as Supplier Liaison with the Connecticut Cemetery Association, is a member of the Kates-Boylston Advisory Committee, a certified crematory operator, and holds a B.S. in Urban Forestry from Penn State.



Jamie Meredith

SUPPLIER

EXECUTIVE VICE PRESIDENT OF C&J FINANCIAL

Jamie Meredith is Executive Vice President of C&J Financial, a provider of insurance assignment funding for funeral homes, cemeteries, and crematories. He also oversees operations at American Funeral Financial

and collaborates closely with leaders across the Security National family of companies, including Security National Life and Memorial Mortuaries and Cemeteries. With extensive experience in strategic partnerships, industry innovation, and public company governance, Jamie is recognized for his collaborative leadership and commitment to supporting funeral service professionals. He actively works with associations and industry partners to address emerging challenges, strengthen engagement, and advance the profession.

2026 Candidates



Ann Marie St. George

SUPPLIER

REGIONAL MANAGER FOR COOPERATIVE FUNERAL FUND

Ann Marie St. George is Regional Manager for Cooperative Funeral Fund and has dedicated four decades to the funeral profession. A licensed funeral director with a degree in emergency management, she served with DMORT and Kenyon International during major disasters including 9/11, Hurricane Katrina, and the Thailand tsunami. Known for her passion for lifelong learning and collaboration, Ann Marie brings a unique blend of experience in funeral service, emergency response, and community leadership.





CALENDAR OF EVENTS

ICCFA University

July 17-22, 2026

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

ICCFA Leadership Summit

October 20 - 22, 2026

The DeSoto Savannah, GA
iccfa.com/fall

DEAD Talks Sales Conference

January 26-28, 2027

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

ICCFA Experience

April 14 - 16, 2027

Colorado Convention Center Denver, CO
iccfa.com/annual

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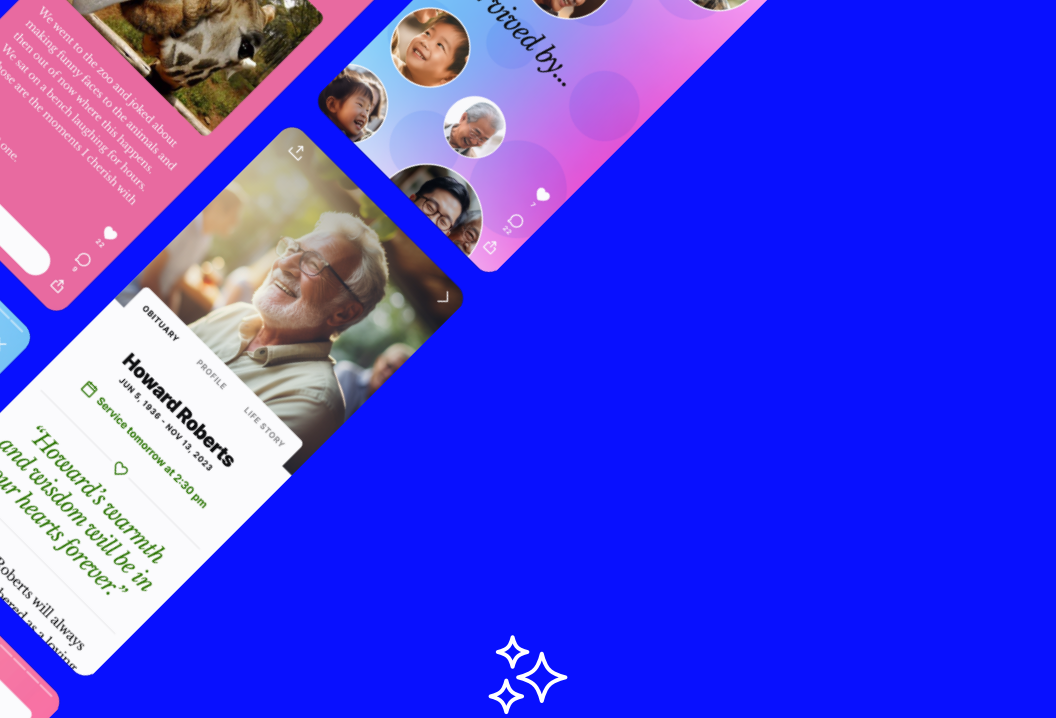
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