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REACH NEW HEIGHTS AT THE ICCFA EXECUTIVE LEADERSHIP SUMMIT

STERLING, VA (July 18, 2019) – The International Cemetery, Cremation and Funeral Association (ICCFA) is pleased to present the first Executive Leadership Summit, also known as ExLS, September 25–27, 2019 at the Hyatt Regency Tamaya in Santa Ana Pueblo, New Mexico. Owners, high-level managers and other industry leaders are invited to attend this year’s conference, chaired by Stacy Adams, general manager of Memorial Park Funeral Home and Cemetery in St. Petersburg, Florida and Steve Feliciano, vice president of Global Atlantic Financial Group in Batesville, Indiana.

The ExLS educational sessions begin on Thursday, September 26 with the morning keynote presented by Robert Tucker titled “Driving Growth Through Innovation.” Tucker will take you behind the scenes inside the Innovation Vanguard companies, where you will learn the latest methods for building innovation into a powerful source of growth, profits, and competitive advantage. Tucker will also host a late morning “Intelligent Talk Show,” where select ICCFA members will become Tucker's talk show guests, discussing some of the more challenging topics facing deathcare today. Thursday also features an optional tour of two ICCFA member cemeteries in Albuquerque: Fairview Memorial Park and Sunset Memorial Park.

On the morning of Friday, September 26, ICCFA's Government & Legal Affairs committee will host the Government & Legal Affairs breakfast where they will discuss proposed cemetery sales regulations, recent employer/employee rulings, new unitrust states as well as look at the future of the FTC Funeral Rule. After, James Kane, considered the world's foremost expert on what makes someone truly loyal, will give a keynote on how to build and maintain business relationships by outlining the essential loyalty-building behaviors that promote unwavering and unlimited support from customers.

The Hyatt Regency Tamaya is a luxury resort located between the Sandia Mountains and the Rio Grande River. You will enjoy luxurious rooms and a number of different outdoor attractions such as golf, fly fishing, horseback riding and hiking trails. The ICCFA Fall Golf Tournament will be held on Wednesday, September 25 at the Twin Warriors Golf Club, which is less than a half mile away from the resort. Twin Warriors features eighteen holes of high desert, championship golf lined with pine trees and framed by mountain views.

Register early and save money with the early bird rate! For complete program and hotel details, as well as registration materials, visit www.iccfa.com/fall.

Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 18,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.

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