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Branding Expert Scott Deming to Keynote at 2014 ICCFA Annual Convention & Exposition

STERLING, VA (December 23, 2013)--The **International Cemetery, Cremation and Funeral Association (ICCFA)** is excited to announce that branding and customer service expert **Scott Deming** will serve as a keynote speaker at its 2014 Annual Convention & Expo, April 8-11, at Mandalay Bay Resort & Casino in Las Vegas, Nevada.

Deming will join fellow keynote speakers **Archie Griffin**, two-time Heisman award winner, and **Stedman Graham**, educator and author, at this year's Convention.

"ICCFA is elated to welcome Scott Deming to our already-impressive list of All Star speakers at the 2014 Annual Convention," said ICCFA president **Nancy R. Lohman, CCFE**. "His commitment to excellence shines through in all that he does, and I am confident that his message about creating the ultimate customer experience will resonate strongly with our results-driven members."

Deming has experience consulting and coaching numerous Fortune 500 companies such as 3M, AT&T, Countrywide Home Loans, Delta Airlines, Frito Lay and Verizon. He has been interviewed for his fresh ideas, unique processes and energetic spirit on national television and radio shows, and in newspapers, national magazines and trade publications. Additionally, he has written articles on the topics of emotional brand building and enhancing the customer experience for numerous magazines, including *Entrepreneur* magazine, *Business Week*, *Sales and Service Excellence*, and *Inc*. He is also the author of the internationally best-selling book *The Brand Who Cried Wolf*.

Online registration and the complete 2014 program will be available soon at www.iccfaconvention.com.

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 industry. Its membership is composed of more than 7,500

rooftop locations and 15,000 professionals of cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

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