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For Immediate Release

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**OWNERS, MANAGERS ENCOURAGED TO ATTEND THE ICCFA FALL
MANAGEMENT CONFERENCE**

STERLING, VA (July 25, 2017) – To gain a fresh perspective on competitive positioning, workforce solutions that will increase performance, and innovative customer-centric strategies that will drive business growth and reputation, we invite you to attend the International Cemetery, Cremation and Funeral Association’s 2017 Fall Management Conference, October 4–6 at the Hyatt Regency Indian Wells Spa and Resort in Indian Wells, California.

The conference co-chairs Lee Longino and Paul Goldstein have designed a program that will find solutions to some of the most common challenges facing owners, executives and high-level managers in our profession. The conference offers three keynote sessions, along with two evening networking receptions, a government and legal affairs breakfast, and the annual Fall Management Golf Tournament.

The keynote sessions begin with a workshop on Thursday, October 5, called “Think You Know Your #1 Competitive Advantage? Think Again!” presented by competitive advantage expert, Jaynie L. Smith. She will teach you how to uncover and tout your own advantages to increase your customer retention and sales close rates. Then

learn about talent management with David DeLong, workforce expert and author, as he presents “Closing the ‘Skills Gap’: Innovative Talent Management Solutions for a Changing Workforce”. Thursday’s session will end with a panel discussion led by John Bolton, CCE, CCrE, CSE. The topic will be on why families are choosing direct cremation and how to offer them the value they are truly seeking through individualized services and memorialization.

On the morning of Friday, October 6, Chip Bell will give his talk “Wired and Dangerous: How Your Customers Have Changed and What to Do About It”. A strategy expert and author, Bell will change the way that you see your “customers as king” and how they can become “customers and partner.”

Bell will be followed by a “Leadership Through Crisis Management” workshop given by Gary Freytag, CCFE, President and CEO of Spring Grove Cemetery & Arboretum. This workshop will immerse you into a leadership crisis taken from real life events at Spring Grove Cemetery. You will be asked to navigate a minefield of human resource, legal, media, PR and operational challenges to hopefully come out on the other end without any lasting damage to your reputation and standing within the community.

The conference will be held at the Hyatt Regency Indian Wells Spa and Resort. Indian Wells is a tranquil and luxurious resort in the heart of Southern California. Close to Palm Springs, the resort is surrounded by vast mountain views, and the serene natural surroundings are the perfect backdrop for networking and expanding your business skills.

Register early and save money! 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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