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ICCFA Executive Director Robert M. Fells Retires; Nadira Baddeliyanage Named Executive Director

STERLING, VA (May 25, 2017) – With deep gratitude for his leadership and vision, the Board and staff of the International Cemetery, Cremation and Funeral Association (ICCFA) announce the upcoming retirement of its Executive Director and General Counsel, Robert M. "Bob" Fells, Esq. Fells will be retiring as Executive Director effective July 1, 2017, but will continue in his role as General Counsel.

Nadira Baddeliyanage, ICCFA's Director of Operations, has been named Executive Director. Fells' retirement and the appointment of Nadira Baddeliyanage to Executive Director was approved by the ICCFA incoming and outgoing Executive Committees on April 5, during the association's 2017 Annual Convention & Exposition in Nashville, TN.

Fells has worked on behalf of the cemetery and funeral service profession on legal and legislative issues since 1975 and joined the ICCFA staff in 1983. He will continue to focus on the government relations activities of the Association including as staff liaison to the Government and Legal Affairs Committee, and responding to inquiries from the news media, government agencies, Congressional offices, and the public. Fells also continues writing the "Washington Report" column for *ICCFA Magazine* and as contributing editor of the *ICCFA Wireless*, a bi-weekly electronic newsletter that alerts members to legal, regulatory and industry news affecting their businesses.

In addition, Fells served as President and General Counsel of the ICCFA Service Bureau, a for-profit subsidiary of the association which administered the Credit Exchange Plan, and continues to serve in a volunteer capacity as Secretary of the ICCFA Educational Foundation, a tax-exempt charitable organization. In 2011, Fells was inducted into the ICCFA Hall of Fame for his contributions to the cemetery, cremation and funeral service profession.

Baddeliyanage has a background in finance and has worked for the ICCFA since 1996. Before being appointed Director of Operations in 2011, she served in a variety of capacities within the association, where she acquired experience in meetings management, accounting, advertising and exhibit sales, and database maintenance.

“On behalf of ICCFA’s entire Board of Directors and its membership, I would like to recognize Bob for his leadership and insight over the years and wish him all the best,” said ICCFA President Scott Sells. “Bob’s retirement is our loss, but a well-deserved respite for him to enjoy time with his family. We look forward to the association’s continued success under Nadira’s guidance, congratulate her on her professional accomplishments and know that her progressive leadership will continue to keep the ICCFA at the forefront of our profession.”

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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 20,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.