



## The Only Two-Time Heisman Winner to Be a Keynote Speaker at 2014 Convention

ICCFA is excited to announce that two-time Heisman Award winner **Archie Griffin** will be a keynote speaker at its 2014 Annual Convention & Expo, April 8-11, at Mandalay Bay Resort & Casino in Las Vegas, Nevada.



The running back played football for The Ohio State University in college and spent seven years in the NFL as a Cincinnati Bengal. He was a leader both on and off the field, despite his modesty. He has said that he reflects the high standards instilled in him by his family: hard work, devotion to excellence and passion--all characteristics that funeral professionals strive to embody every day.

Griffin will share his thoughts on the parallels between accomplishments on the football field and in our industry, how to maintain the "hunger" for exceeding expectations and being the best at what you do, and lifelong personal development.

Griffin is the president of the Alumni Association and assistant athletic director for his alma mater, The Ohio State University. He is the only man to ever win the Heisman Trophy twice. The Heisman Award is bestowed annually to the "most valuable player" in NCAA football. Griffin is considered by some to be the greatest player in the history of college football.

The Ohio State University relationship between ICCFA president Nancy Lohman, CCFE, and Archie Griffin was instrumental in extending this opportunity to our profession.