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Stedman Graham to Keynote at 2014 ICCFA Annual Convention & Exposition

STERLING, VA (December 20, 2013)--The **International Cemetery, Cremation and Funeral Association (ICCFA)** is pleased to announce that educator, author and entrepreneur **Stedman Graham** will act as a keynote speaker at its 2014 Annual Convention & Expo, April 8-11, at Mandalay Bay Resort & Casino in Las Vegas, Nevada.

Graham will join fellow keynote speakers **Archie Griffin**, two-time Heisman award winner, and **Scott Deming**, customer service and branding expert, at this year's Convention.

"Stedman Graham is a fantastic addition to our outstanding speaker roster at the 2014 Annual Convention," said ICCFA president **Nancy R. Lohman, CCFE**. "I greatly admire his passionate commitment to drawing attention to the issue of diversity in the workplace. Our attendees can expect to be engaged and enlightened when listening to him review the findings of his personal diversity research."

Graham is chairman and CEO of S. Graham & Associates, a management and marketing consulting company that specializes in the corporate and educational markets. Clients have included Merrill Lynch, Hyatt, YMCA, the U.S. Olympic Committee, GlaxoSmithKline and CNN. As a businessman, educator and speaker, he presents, consults and conducts training with corporations, organizations and nonprofits on the topics of maximizing leadership, achieving success, growing a business and embracing diversity. In the 1980s, he was a pioneer in the field of embracing multiculturalism as he launched a marketing firm that specialized in bringing mainstream messages to varying demographic groups.

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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