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ICCF A Partners with Answering Service for Directors to Create Toll-Free Cremation Hotline

STERLING, VA (December 27, 2013)--The **International Cemetery, Cremation and Funeral Association (ICCF A)** is proud to announce that it has teamed up with **Answering Service for Directors (ASD)** to provide a toll-free cremation hotline for its members.

Beginning January 1, 2014, ICCF A members may call 1-855-388-CRM8 to reach a cremation subject matter expert any time, any day, free of charge. These Cremation Advisors will be available to answer any questions or concerns members may have on issues surrounding cremation. Advisors include **Poul Lemasters, Esq.**; **Julie Burn, CCrE, CSE**, StoneMor Partners LP; **Néctar Ramírez**, Cremation Options by Batesville; **Ron Salvatore**, Matthews International; and **Larry Stuart Jr.**, Crematory Manufacturing & Service, Inc.

ASD has been helping funeral homes to manage their calls and their lives since 1972. The company now serves more than 5,000 funeral homes across the nation. **Kevin Czachor**, ASD vice president and family-member owner, looks forward to the launch of the hotline.

“Many ICCF A members already count on ASD as a trusted call-handling partner. This new partnership gives us the opportunity to work directly with the association to help achieve our common goal of providing guidance and resources to ICCF A members,” Czachor said. “We have exhibited at the ICCF A Convention for the past five years and have been very impressed by the interest the association’s members have shown in new opportunities. I think this will be a great opportunity for cremation specialists to get access to outstanding consultants in the field and for ASD to get to know more ICCF A members.”

ICCF A president **Nancy R. Lohman, CCFE**, is also excited about this new partnership.

“ICCF A is thrilled to partner with ASD, which provides an invaluable and much-needed service to funeral homes,” Lohman said. “Moreover, ASD already has an outstanding reputation with our members, so the decision to partner was an obvious one. It is through partnerships like these that ICCF A is able to continually offer its members the powerful

tools and resources that they have come to expect through membership in the organization.”

In addition to the cremation hotline, Cremation Advisors will contribute content to the ICCFA website and magazine, and answer any questions members may have, either by email or in the Cremation Central Forum (www.iccfa.com/forums/cremation-central-forum). Throughout the year, Cremation Advisors will take turns hosting live chats in the Cremation Central Forum as well.

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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