



107 Carpenter Drive, Suite 100
Sterling, VA 20164
1.800.645.7700
703.391.8400
Fax: 703.391.8416
www.iccfa.com

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For More Information, Please Contact:

Robert Treadway
1.800.645.7700
robt@iccfa.com

Néctar Ramírez Added as ICCFA Cremation Advisor

STERLING, VA (December 5, 2013)--Néctar Ramírez joins the International Cemetery, Cremation and Funeral Association's panel of Cremation Advisors in helping its members succeed in the booming cremation market.

Ramírez's specialty is cremation merchandise. She is director of sales for Cremation Options, the cremation products section of Batesville Company. Previously, she served as Batesville's director of market research and as a regional sales director. Prior to joining Batesville, Ramírez worked for Corporate Executive Board as a sales, marketing and human resources consultant to Fortune 500 companies.

She will advise ICCFA members on how to present the choices available to families in cremation, especially packaging keepsake merchandise and the value of cremation memorial products when planning a meaningful celebration of life.

Like the other ICCFA Cremation Advisors, she will contribute content to the ICCFA website and magazine, and answer any questions members may have, either by email, in the Cremation Central Forum (www.iccfa.com/forums/cremation-central-forum) or by the Cremation Hotline launching January 1. 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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