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OWNERS, MANAGERS ENCOURAGED TO ATTEND THE ICCFA FALL MANAGEMENT

STERLING, VA (August 15, 2016) – To gain a fresh perspective on competitive positioning, workforce solutions that will increase performance, and innovative customer-centric strategies that will drive business growth and reputation, we invite you to attend the International Cemetery, Cremation and Funeral Association’s 2016 Fall Management Conference, October 5-7 on Kiawah Island, South Carolina.

This year’s program was put together by Gwen Mooney and Wanda Sizemore. It is designed to find solutions to some of the most common challenges facing owners, executives and high-level managers in our profession.

The conference offers three keynote sessions, along with two evening networking receptions, a government and legal affairs breakfast, and the annual Fall Management Golf Tournament.

The keynote sessions begin with a day-long workshop on Thursday, October 6, called “Think You Know Your #1 Competitive Advantage? Think Again!” presented by competitive advantage expert Jaynie L. Smith. She will teach you how to uncover and tout your own advantages to increase your customer retention and sales close rates.

Then learn about talent management with David DeLong, workforce expert and author, as he presents “Closing the ‘Skills Gap’: Innovative Talent Management Solutions for a Changing Workforce”.

Thursday night features a roundtable discussion on hospice led by Jim Monahan, M.ED., ACHE, the Executive Vice President of Tidewell Health Systems. The relationship between hospice and the funeral profession is one full of opportunity to open the lines of communication. Monahan will present hospice worker survey results and ways to use this information to better relate to hospice workers and families.

On Friday morning, Chip Bell will give his talk “Wired and Dangerous: How Your Customers Have Changed and What to Do About It”. A strategy expert and author, Bell will change the way that you see your “customers as king” and how they can become “customers and partner”.

Dr. Bell will be followed by a “Leadership Through Crisis Management” workshop given by Gary Freytag, CCFE, President and CEO of Spring Grove Cemetery and Arboretum. This workshop will immerse you into a leadership crisis taken from real life events at Spring Grove Cemetery. You will be asked to navigate a minefield of human resource, legal, media, PR and operational challenges to hopefully come out on the other end without any lasting damage to your reputation and standing within the community.

The conference will be held at Kiawah Island Golf Resort. Kiawah Island Golf Resort offers five different golf courses in a beautiful natural setting near historic Charleston, South Carolina. The serene natural surroundings are the perfect backdrop for networking and expanding your business skills.

Register early and save money! For complete program and hotel details, as well as registration materials, visit www.iccfa.com/fall.

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 18,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.

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