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**ICCFA'S 'NEXT GENERATION' TO HOLD
TECH PANEL, HAPPY HOUR OUTING AT 2010 CONVENTION**

STERLING, VA (January 21, 2010)—The “next generation” of death care professionals will have an opportunity to meet and share ideas at two activities geared specifically toward them and their interests at the International Cemetery, Cremation and Funeral Association’s 2010 Convention & Exposition, March 10-13 in San Antonio, Texas.

The ICCFA’s recently formed Next Generation Steering Committee, composed of up-and-coming industry and association leaders, will host a panel discussion on technology and social media within the profession, to be followed that evening by a Happy Hour gathering at Bar Rojo in the Grand Hyatt San Antonio.

The Technology Panel discussion will offer a rare opportunity to chat with and ask questions of Convention keynote speakers Tara Hunt and Ze Frank, two of the world’s top experts in online media and social networks and their practical applications for businesses.

“This session and the entire Convention Tech Track represent a key to our future,” said committee member Norman Connors, a funeral director at Bean Funeral Homes and Cremation Services, Shillington, Pennsylvania. “Ignoring technology is no longer an option. We are a

profession focused on service, and good service increasingly means reaching out to families and our communities using ‘high-tech’ to achieve ‘high-touch.’”

The ICCFA’s Next Generation is dedicated to developing future leaders, providing relevant educational opportunities and giving younger industry members opportunities to network and connect with each other. All members and Convention attendees are welcome to participate in the group’s activities. Individuals who are interested in serving on the Next Generation Steering Committee are asked to contact ICCFA Director of Communications and Membership Services Linda Budzinski at 1.800.645.7700; lindab@iccfa.com.

The ICCFA 2010 Convention & Exposition offers 84 hours of educational programming and an exhibit hall with more than 360 supplier booths. Funeral directors can earn up to 19 hours of continuing education credits. Complete details and an online registration form are available at www.iccfaconvention.com.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 7,400 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

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