



# SHARING LEGACIES

2021 ICCFA Virtual Annual Convention & Exposition  
May 17-21 • [iccfaconvention.com](https://iccfaconvention.com)

## FEATURED KEYNOTE SPEAKERS



### Celeste Headlee

#### Keynote: Ten Ways to Have Better Conversations

Celeste Headlee knows the ingredients of a great conversation: honesty, brevity, clarity, and a healthy amount of listening. She argues that listening is the true power that separates those of us who can gain a competitive advantage in whatever it is we are trying to achieve. In this keynote, Celeste focuses on the science-based fundamentals of communication and includes thought-provoking topics like “the smarter you are, the worse you are at communicating.” She will also share 10 practical lessons designed to inspire self-confidence and introduces strategies for enhancing personal and professional relationships by simply becoming better at having conversations. In a time when conversations are often minimized to a few words in a text message and lack of meaningful dialogue abounds, Celeste sheds a much-needed light on the lost and essential art of conversation.



### Bruce Tulgan

#### Keynote: Be a Go-To Person: Be Indispensable Without Burning Out

In today’s interconnected, highly-interdependent workplace, collaboration is a requirement and being a good collaborator is necessary no matter what type of work you do. Unfortunately, too many people find themselves overcommitted and unable to deliver. The good news is that there is a way to become an indispensable, go-to person at work without burning out. Bruce Tulgan tackles the challenges all employees face by helping identify over-commitment syndrome and siege mentality, defining what real influence looks like in today’s workplace, and discussing how to improve collaboration by aligning communication up and down the chain of command. By presenting his “when to say no” and “how to say yes” framework, attendees will understand how to build the skills that will improve their working relationships and establish their reputations as indispensable employees.



### Alan Wolfelt, PhD

#### Keynote: Exploring the Significance of Permanent Placement: Understanding and Teaching the WHY

Dr. Alan Wolfelt will explore the reality that more and more people are questioning the value of funerals and the need for permanent memorialization. When people don’t understand the WHY, they are at risk for confusing efficiency with effectiveness. Come learn from one of North America’s leading death educators as Dr. Wolfelt focuses on the WHY. He will remind you that your ability to sensitively convey the value of this important decision is directly related to your fundamental belief in its importance. This inspirational, information-rich presentation will encourage you to use a model of information, education, and honoring choices.

## EDUCATIONAL SESSIONS\*

\*All educational sessions will be recorded for on-demand viewing

### Monday, May 17

12:00–1:30 PM

**Keynote: Ten Ways to Have Better Conversations**  
Celeste Headlee

### Tuesday, May 18

11:45 AM–1:00 PM

**Keynote: Be a Go-To Person: Be Indispensable without Burning Out**  
Bruce Tulgan

1:00–1:50 PM

**The 27 Challenges Managers Face: Step-by-Step Solutions to (Nearly) All Your Management Problems**  
Bruce Tulgan

**Strategic Outsourcing: Is it Right for Your Organization?**  
Don Winsett, Ed Gallagher

**Well, To Tell You the Truth...**  
Dale Clock

3:00–3:50 PM

**Adapting Your Business Model as a Result of a Pandemic: A Reimagined Funeral and Cemetery Profession**  
Chris Cruger, Doug Gober

**What About the Kids?**  
Vicki Jay, Megan Lopez

**Legal & Legislative Update**  
Poul Lemasters, Esq., Les Schneider, Michael Pepperman, Mary Beth McGowan, Keenan Knopke, CCFE

4:00–4:50 PM

**Reputation Management in Today’s Online World**  
Joe Weigel

**Creating Meaning with Small Moments of Ceremony at Initial Transfers**  
Marc Markell, PhD, Angela Woosley

**Live Streaming 2.0: Building Your Virtual Brand**  
Bruce Likly

### Wednesday, May 19

1:00–1:50 PM

**If You Embrace Disruption the Future is Yours**  
Chris Keller

**Back to Basics: Cemetery Trust Primer**  
Beth Kmiec

**Eco-Thanatology in the Funeral Home**  
Sam Perry

3:00–3:50 PM

**Digital Trends and the Future of Funerals**  
Zach Garbow

**2020 Changed the World of Work Forever. Where Do We Go from Here?**  
Mark Jorgensen

**Conversation Café: Management**

4:00–4:50 PM

**Stand Out from the Crowd Leadership Building: Motivating a Winning Team**  
Larry Mersereau

**Tissue Donation: What Takes So Long and Why It Matters**  
Jonathan Boyd

**Planning a Precious Goodbye After Miscarriage, Stillbirth and Early Neonatal Death**  
Sherokee Ilse

### Thursday, May 20

11:45 AM–1:00 PM

**Keynote: Exploring the Significance of Permanent Placement: Understanding and Teaching the Why**  
Alan Wolfelt, PhD

1:00–1:50 PM

**Advancing Your Mission: Going from Strategic Planning to Doing**  
Dione DeMitra

**In Plain Sight**  
Christopher Cooke, CCE

**Begin with the End in Mind**  
Julie Masters, PhD

3:00–3:50 PM

**Re-Imagining the Cemetery for More Relevance to Your Community**  
Mitch Rose, CCCE, CCE, Frank Sanchis

**Digital Identity Theft: Tales from the Crypt**  
Eric Jackson

**Conversation Café: Strategic Planning**

4:00–4:50 PM

**How to Be Part of Online Death Discussions**  
Gail Rubin, CT

**Tips for a Successful Cemetery Management Software Implementation**  
Jacqueline Tiso

5:00–6:00 PM

**Cocktails & Laws: Legal Issues Deathcare Can Learn from Classic Cocktails**  
Poul Lemasters, Esq.

### Friday, May 21

12:30–1:00 PM

**Keynote: Walking the Walk: Strategies for Having “The Conversation” with Ourselves and Our Community**  
Kate DeBartolo

2:00–2:50 PM

**Why Your Exit Plan Needs a Post COVID-19 Tune-Up**  
Tim Hermann

**How to Talk to Families Who’ve Suffered a Loss by Suicide**  
Anne Moss Rogers

**The Future of Pet Loss**  
TBA