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**DOUG GOBER TO BE HONORED WITH THE ICCFA EDUCATIONAL
FOUNDATION'S LASTING IMPACT AWARD**

STERLING, VA (January 31, 2023) – The International Cemetery, Cremation and Funeral Association's (ICCFA) Educational Foundation will present its Lasting Impact Award to Doug Gober during the 2023 ICCFA Annual Convention & Exposition in Kansas City, Missouri.

Doug has logged hundreds of hours as a speaker and educator at deathcare events across the globe and has presented at many ICCFA events including the ICCFA Annual Convention & Exposition, the DEAD Talks Sales Conference, and the ICCFA University. He has earned numerous national awards within the deathcare profession and has served as a consultant for marketing and merchandising projects on an international scale. Doug currently serves on the ICCFA Sales & Marketing Committee.

Doug began his career in deathcare 44 years ago as a sales representative for Batesville Casket Company. In 1995, he joined The Doody Group as Executive Vice President working in the United Kingdom and France. During that time, he was instrumental in planning and implementing several innovative merchandising concepts and products created by The Doody Group, Matthews International, and other leading manufacturers. From there, Doug joined Carriage Services as the Director of

Development and Marketing, then became a Senior Loan Officer and industry liaison for Live Oak Bank. Currently, Doug serves as Partner at The Foresight Companies through his own company, Gober Strategic Capital.

“The remarkable connection across all of Doug’s career is his commitment of time and passion to education in our profession,” said Jim Price, ICCFA Educational Foundation President. “His ideas, perspective, and innovations aren’t reserved for customers or paying clients, but freely shared with anyone who is interested in making our profession better. We are honored to have the opportunity to recognize Doug’s remarkable contribution to deathcare with this prestigious award.”

The Lasting Impact Award is presented annually to an individual that has made significant contributions to the deathcare profession in education and memorialization. The Educational Foundation’s Lasting Impact Award will be presented to Gober at a reception held in conjunction with the 2023 ICCFA Annual Convention and Exposition in Kansas City, Missouri, on May 17 from 6:00 – 7:00 p.m. Information on the reception and the Annual Convention & Exposition can be found at iccf.com/annual.

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The ICCFA Educational Foundation, founded in 2005, seeks to make education accessible to the future leaders of the deathcare profession. It does this by awarding scholarships to the educational programs of the International Cemetery, Cremation and Funeral Association, as well as advancing initiatives designed to promote the profession and support the individuals who answer the call of service.

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.