

On behalf of the

INDIANA
CEMETERY ASSOCIATION, INC.

You are invited to the
**2025 ICA FALL CONFERENCE
AND TRADE SHOW**

 **Crown Hill**
FUNERAL HOME, CEMETERY &
HERITAGE FOUNDATION

700 W. 38th St. • Indianapolis, IN 46208

Wednesday, October 1st at 8:00 A.M.



A great way to reward employees and help them grow!

Join us for a day you will not forget as guided tours will be conducted throughout the day showcasing the history of Crown Hill Cemetery while visiting the interment sites of some of the many interesting people buried in the cemetery. A variety of monuments, including some of Crown Hills most recognized statues will be included, as well as the view of the downtown skyline from James Whitcomb Riley's tomb high atop beautiful Crown Hill.

\$85.00 Pre-Registration and \$95.00 at the door

Please make checks payable to the Indiana Cemetery Association and forward registration to:
Indianan Cemetery Association 13219 Drayton Parkway Fort Wayne, IN 46845

Photos by: Marty N. Davis

2025 ICA CONFERENCE AND TRADE SHOW

Program

Time			Description
7:30 AM			Doors Open/Registration
8:00 AM	–	8:30 AM	Welcome / Vendor Introductions
8:30 AM	–	9:15 AM	Ben Upton - Family Estates
9:15 AM		10:00 AM	Seth Holmes - Lowering Device Operation and Maintenance
10:00 AM	–	10:15 AM	Break with Vendors
10:15 AM	–	10:45 AM	Carrie Tausher - Crown Hill Arborist Talks Trees
10:45 AM	–	11:30 PM	Crown Hill Guided Tour
11:30 PM	–	12:30 PM	Lunch and Vendor Visits
12:30 PM	–	1:00 PM	Indiana Cemetery Association Annual Meeting
1:00 PM	–	1:30 PM	KWK Legislative Update with Grant Waggoner
1:30 PM		2:30 PM	Mark Klingenberger - Creating Heritage in Your Cemetery
2:30 PM	–	2:45 PM	Break with Vendors & Silent Auction Last Call
2:45 PM	–	3:45 PM	Brent Thomas - "Dead Ringers"
3:45 PM			Silent Auction Winners Announced and Conclusion

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Registration

Name: _____

Company/Employer: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: (_____) _____

Please Circle One: IN Member IN Non-Member Supplier
 Member Supplier Non-Member Other: _____

	Per Person	Quantity	Amt. Enclosed
October 1 st ICA Convention and Trade Show	\$ 85.00		

Name(s) for Name Badge:

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13219 Drayton Parkway
Fort Wayne, IN 46845

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Speakers



Ben Upton
Executive Vice President, Advance Planning
Washington Park Cemetery Association

Ben grew up in Hendersonville, TN and is the son of the late Dee and Bobby T. Upton. Ben attended Tennessee Technological University and Western Kentucky University where he majored in Horticulture and Turfgrass Management. After Western he joined the United States Marine Corps where he was stationed out of Twenty-Nine Palms, CA with the 3rd Battalion, 7th Marines. Upon completion of his commitment received an Honorable Discharge.

Ben's cemetery and funeral career began as a Community Service Counselor for SCI in Nashville, TN. He became a Sales Manager for the first time at Hermitage Memorial Gardens and Hibbitt and Hailey FH, later was asked to be the Sales Manager for Woodlawn Memorial Park, Brentwood FH, and Eastland FH. He was the Area Sales Manager for Evergreen Services, led the resurgence of Community Service for SCI, and an Area Manager for Stewart Enterprises. Ben also spent just under 3 years as the Field Sales Manager for Matthews International covering TN, AR, and MS. After leaving Matthews, he served as Vice President of Sales and Marketing for Family Legacy in Nashville until 2023. Currently Ben is the Vice President of Sales for Buchanan Group in Indianapolis, Indiana.

Ben and his wife Elizabeth have a daughter named Isabella. Ben enjoys time with his family, playing golf, MMA, and spending time with friends. He is a life member of the VFW, American Legion, and honorary life member of the Vietnam Veterans of America.



Seth Holmes
Territory Sales and Service Manager - Midwest
Frigid Fluid Company

Seth Holmes joined Frigid in 2024 as the Sales and Service Manager for the Midwest leading the expansion of the company's on-site lowering device service program in the region. With a background in risk management, he brings expertise in safety and understanding the unique risk exposure cemeteries face.

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Speakers



Carrie Tauscher
Arboretum Director
Crown Hill Cemetery

Carrie Tauscher's personal and professional history is firmly rooted in trees. In addition to degrees in horticulture and landscape architecture, she has a diverse professional background as an arborist. At Crown Hill, she is essential in helping the urban green space adapt to functioning not only as a cemetery but as an arboretum and meeting the accreditation requirements necessary across operations to be recognized internationally as a Level II Arboretum through ArbNet.

Carrie's work includes developing a better understanding of current day-to-day operations and sales as well as current tree management practices; the Development of a Strategic plan, Collections Policy, Education and outreach programming; as well as the implementation of best management practices. Efforts on the grounds will include a campus-wide tree inventory, with priority for risk mitigation and increased site safety, retaining the existing trees on site in a healthy condition for as long as possible. After those large projects are well underway, focus will shift to planning for the recovery and restoration of trees lost to storms and invasive forest pests (i.e., the Emerald Ash Borer and the extreme drought of 2012) and the planting of new trees to develop collections that fall in line with the original design intent of the site while blending with the site's overall goals as a cemetery.

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Speakers



Mark Klingenberger
Director of Sales & Marketing
Sauder Funeral Products

Mark Klingenberger began working in Funeral service in 1988. With over 30 years of experience, he has served in a number of roles and now works consulting for a variety of companies.

Prior to joining Sauder Funeral Products in 2018 as the Director of Sales & Marketing, Mark held a number of positions at Wilbert Funeral Services, Inc., serving as Vice President of Sales & Marketing for seven years. He joined Wilbert in 2005 as Business Development Manager and also served as Vice President of Sales & Marketing for Paws & Remember LLC, then a division of Wilbert focused on pet loss and memorialization.

Mark served for six years as General Manager of Estate Security General Agency and Premier Preeed General Agency, both organizations owned by D. O. McComb and Sons Funeral Homes. Other positions included Vice President of Messenger Corporation and ten years with Forethought Life Insurance, a division of Hillenbrand Industries; first as Sales Representative and then as Regional Sales Director.

Mark's has written numerous articles for funeral industry publications and has spoken at industry conferences and training events.



Brent Thomas
Head of Sales and Business Development
Dead Ringer

Brent brings over 28 years of experience in the deathcare profession, beginning his journey in cemetery and funeral preneed sales before quickly advancing into sales leadership roles. Joining Batesville in 2002, he has played instrumental roles, including helping to launch a pet cremation startup, serving as a cremation subject matter expert, and consulting on key accounts. More recently, Brent led the sales training and development team at Homesteaders Life Co. He's gained award-winning recognition as a business consultant, trainer, coach, mentor, and strategic sales leader, and now leads Business Development at Dead Ringers.