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**ROSE HILLS EXECUTIVE ELECTED PRESIDENT-ELECT OF INTERNATIONAL TRADE COMMITTEE**

**WHITTIER, CA (April 16, 2008)** – Gregg M. Williamson, CCE, executive vice president of marketing and sales for Rose Hills Memorial Park and Mortuary in Whittier, Calif., was elected president-elect of the International Cemetery, Cremation and Funeral Association (ICCFA) Membership Steering Committee.

The announcement was made during the ICCFA's 2008 Annual Convention and Exposition, which was held on March 26 to 29 in San Diego, Calif. Williamson will take office in April 2009.

"I personally believe, and so does Rose Hills, that it is important to take an active role in the industry you're in," said Williamson. "I've been an ICCFA member for more than 15 years, and I've been very pleased and humbled by the ways they've allowed me to serve."

In his years as an ICCFA member, Williamson has held several leadership positions, including his current position as vice president of the ICCFA's Products and Services Steering Committee. In addition, he has served as vice president of the Industry Relations and Education Steering Committees, chairman of the Sales and Marketing Committee, program chairman of the ICCFA's 2006 Annual Convention, board member and speaker at numerous educational programs.

Williamson is also a graduate of the association's premier educational forum, ICCFA University. He is a licensed funeral director, a California-licensed cemetery broker and holds a certified cemetery executive (CCE) designation for his extensive cemetery management experience and skills.

Williamson has also served as a speaker at various National Funeral Directors Association (NFDA) venues, as well as at 15 different state associations.

Williamson began his career in the funeral industry in 1990, when he accepted a position with Palm Mortuary in Las Vegas, Nev. as Vice President of Sales. In 1993, he was promoted to Executive Vice President of Marketing and Sales. In 2001, Williamson accepted the opportunity to serve as Executive Vice President of Marketing and Sales at Rose Hills, his current position.

He earned a bachelor of science degree from Brigham Young University and performed graduate studies at Cornell University.

**About Rose Hills**

Founded in 1914, Rose Hills has since grown to be the largest memorial park in the world. It is a full-service memorial facility with a modern mortuary, flower shop, reception center, and premiere cemetery property to serve the community in both pre-need and at-need situations. It serves 10,000 families a year.

**About the International Cemetery and Funeral Association**

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 industry. Its membership is composed of more than 7,200 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

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*On the Net:*

Rose Hills: <http://www.rosehills.com>

International Cemetery, Cremation and Funeral Association: <http://www.iccfa.org>