



**DoubleTree
by Hilton**
Huntington, WV

August 6-8

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**Bridging the
Divide in the
Cemetery &
Funeral
Profession**

— 2026 —

Speakers



Honnalora Hubbard, Coldspring

With a family background in funeral services and more than a decade of deathcare profession experience, Honnalora serves as a Regional Sales Manager for Coldspring. She has earned multiple sales awards and brings over 30 years of professional public speaking and ministry experience. Her dedication to permanent memorialization is rooted in her belief that every person dies twice—once when they pass away, and again the last time their name is spoken. Guided by this conviction, she delivers value-added solutions in bronze and granite memorials, Private Estates. She is also a founding member of the Deathcare Collective.

Misti Drew, Everstory

With more than 25 years of leadership and management experience, including the past nine years dedicated to the deathcare profession, Misti Drew brings a dynamic and progressive approach to an evolving industry. Her career spans a wide range of roles across marketing, sales, and general management, with leadership experience at both regional and national levels. Misti has also devoted over 30 years to serving her community, actively supporting local organizations and contributing time, energy, and resources to improve the lives of those in the communities she serves. Her commitment to service extends beyond her professional role, reflecting a deep-rooted passion for helping others succeed.



With a forward-thinking mindset, Misti approaches the cemetery and funeral profession through the lens of future possibility—challenging traditional norms and seeking innovative ways to better serve families while elevating the experience of those who work within the profession. She is a strong advocate for improving team morale, professional development, and the overall well-being of deathcare professionals.

Currently, Misti serves as Regional Sales Excellence Director for Everstory Partners and is a member of the Education Committee for the Kentucky Cemetery Association, where she contributes to shaping the future of industry education and leadership.

Jason Troyer, PhD



Jason Troyer, PhD is a grief and ritual expert and the co-founder of the Healing Path Cemetery System. He helps cemeteries and funeral homes promote the value of permanent placement, offer meaningful grief support, and generate new leads through innovative engagement strategies. Dr. Troyer has partnered with hundreds of funeral & cemetery professionals across North America, bringing a unique blend of psychological insight and practical tools. He holds a doctorate in counseling psychology and previously worked as a professor and therapist. Jason lives in the Shenandoah Valley of Virginia with his wife and three daughters.

Gary M. Freytag, Spring Grove

Gary M. Freytag, President and Chief Executive Officer of Spring Grove Cemetery and Arboretum, joined the organization in 2003. Since joining Spring Grove, he has grown Spring Grove to become the dominant death care provider in the Cincinnati market providing 1,700 cemetery and 2,000 funeral services annually.

Mr. Freytag holds a bachelor's degree in Economics from Dartmouth and an MBA from the Harvard School of Business. His business experience includes information technology, manufacturing, management consulting and venture capital. He currently sits on the Boards of Directors for Skidmore Sales (food ingredient distributor) and Passare (funeral home arrangement software).

Since joining the industry, Freytag has become a CCFE (Certified Cemetery and Funeral Executive) and has been very active in ICCFA. He has spoken at a variety of industry events including the ICCFA Fall Management Conference, Wide World of Sales, ICCFA Annual Convention, and the OACFP. He served as ICCFA Treasurer for 6 years before becoming President in May 2021.

Mr. Freytag is the Dean of the College of Leadership, Administration and Management at ICCFA University. He is also an active member of Cemetery Council (Chair), Death Care Management Council, and the Historic Cemetery Alliance (Chair).



Thursday, August 6

- 10:00AM "Caddy Shack" Open Golf
3:00-5:00PM Registration
6:30PM Reception - Marshall Cafe

Bridging the Divide in the Cemetery & Funeral Profession

Friday, August 7

- 8:30AM Morning Mingle with our Exhibitors
9:15AM Early Bird Drawings
9:30AM "Abandoned Urns: Confronting the Hidden Crisis in Cremation Memorialization"
Honnalora Hubbard, Coldspring
10:30AM "Cremation Development for Your Cemetery"
Gary Freytag, Spring Grove Cemetery
11:30AM "Healing the Fragmentation of Funeral and Cemetery Care"
Misti Drew, Everstory
12:00PM Lunch
1:30PM Jason Troyer, PhD, Healing Path Cemetery
2:30PM Exhibitor Introductions
4:00PM Cornhole Tournament
6:00PM Reception
Dinner on Your Own



Saturday, August 8

- 8:30AM Breakfast with our Exhibitors
9:15AM Exhibitor Introductions
10:00AM Jack Willaert, Express Funeral Funding
11:30AM Round Table Discussions
12:30PM Closing Remarks
1:00PM KCA Board Lunch
WVCFA Board Lunch



**SCHEDULE SUBJECT TO CHANGE
WITH ADDITIONAL SPONSORSHIP AND
SPEAKER INFORMATION**

Activities

“Caddy Shack” Open Golf

Grab your clubs and join the WVCFA Caddy Shack Golf Outing! We tee off at 10:00 AM on Thursday, August 6 at Creekside Golf Course. Whether you're a scratch golfer or a proud hacker, fun is guaranteed. Fees apply. If you'd like to play, contact the WVCFA office or mark your participation when you register.

Thursday Night Welcome Reception

Kick off the weekend with our Welcome Reception on Thursday, August 6 at 6:30 PM at Marshall Café, only steps from the hotel. We'll have drinks, light hors d'oeuvres, and plenty of time to mingle with other attendees and exhibitors. Check in at the hotel, grab your registration materials, and then join us for a relaxed evening together.

Cornhole Tournament

Plan to sling the bags and show your peers how to play! All are welcome to join and play in the 2026 Conference Cornhole tournament. Cornhole Tournament will be after seminar Saturday approximately 4pm. There will be a small registration fee per person. Please let us know in advance if you would like to participate. Prizes will be awarded.

Exhibit Hall Time

Exhibitors will be showcased throughout the conference in our central break room, creating a lively hub for conversation, product exploration, and casual networking. Attendees can connect with exhibitors during our “Morning Mingle” on Friday morning, as well as during lunch, Saturday's breakfast, and all scheduled break times. Exhibitors are also invited to join two of our most social events: the Thursday evening reception and the Friday afternoon cornhole tournament, both of which offer relaxed, high-energy opportunities to meet attendees and build relationships in a fun, informal setting. This integrated schedule keeps exhibitors at the heart of the conference experience and encourages meaningful engagement throughout the event.

Hotel Information

The KCA & WVCFA has obtained a discounted room rate starting at \$129 per night plus taxes for convention attendees and exhibitors.

To reserve your hotel room, please contact DoubleTree by Hilton in Huntington, WV at 304-525-1001. A first night non-refundable deposit will be charged at the time of booking. The cut-off date for making hotel room reservations is **July 14, 2026 5:00pm**.

Please make your hotel room reservations early to avoid the room block to sell out or not be available. Please remember to identify yourself as a KCA or WVCFA attendee to obtain the discounted room rate.

Sponsorships