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**BALDWIN ELECTED TO BOARD OF DIRECTORS OF INTERNATIONAL
CEMETERY, CREMATION AND FUNERAL ASSOCIATION**

STERLING, VA (March 15, 2010) – Richard O. Baldwin, Jr., CCE, chief executive officer of Celebris Memorial Services in Montreal, Quebec, was elected to the Board of Directors of the International Cemetery, Cremation and Funeral Association (ICCFA) during its 2010 Annual Convention & Exposition, March 10-13 in San Antonio, Texas.

With more than 40 years of experience in the profession, Baldwin supervises Celebris' 400 professional personnel as they conduct more than 5,700 funeral services and 1,800 sepulcher events each year.

Baldwin is a licensed funeral director and embalmer who holds a mortuary science degree from Miami Dade College of Mortuary Science and a BSBA in accountancy from the University of Central Florida. He completed the YPO Graduate School of Business at Stanford University and was inducted into the Hall of Fame of the College of Business Administration at the University of Central Florida.

Baldwin is a past president of the Florida Funeral Directors Association and the Cremation Association of North America. He currently serves on the FFDA Legislative and Scholarship Committees. He has served on a number of civic boards and committees, including the Jaycees, Boy Scouts, Hospice of Central Florida, Rotary,

United Way and Christian Service Center of Central Florida. He serves on the Dean's Executive Council at the University of Central Florida and is secretary of the DePugh Nursing Center.

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 7,400 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

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