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Iles Funeral Homes of Des Moines Receives National Recognition for Innovative Programming, Outstanding Community Outreach

Iles Funeral Homes – Dunn’s Chapel was honored on October 24, 2016 at the National Funeral Directors Association (NFDA) Convention by receiving the NFDA 2016 Pursuit of Excellence Award. Just over 160 firms from around the world received this prestigious recognition, placing Iles Funeral Homes among an elite group of funeral service providers. Pursuit of Excellence Award recipients raise the bar on funeral service excellence by adhering to the highest ethical and professional standards and providing unsurpassed service to families and communities.

To earn an NFDA Pursuit of Excellence Award, a participating funeral home must meet or exceed business standards set forth by the program and demonstrate proficiency in key areas of funeral service, such as compliance with state and federal regulations; providing ongoing education and professional development opportunities for staff; offering outstanding programs and resources to bereaved families; maintaining an active level of involvement within the community; participating and actively serving in the funeral service profession; and promoting funeral home services through a variety of marketing, advertising and public relations programs. Participants are also required to adhere to a Pledge of Ethical Practices.

Iles Funeral Homes’ voluntary participation in the Pursuit of Excellence Award program reflects a clear determination to exceed the expectations of those they serve,” said NFDA Chief Executive Officer Christine Pepper, CAE. “This prestigious recognition assures families of the high-quality, compassionate service they will receive the moment they walk through the funeral home’s front door.”

Upon receiving the award, company president, Mark Iles, stated “I am proud of our dedicated service team members at Iles Funeral Homes who daily live the legacy of caring excellence inspired by my father, founder, Charles W. Iles.”

More information about the NFDA Pursuit of Excellence Award program can be found on the association’s website, www.nfda.org/pursuitofexcellence.

NFDA is the world's leading and largest funeral service association, serving 19,700 individual members who represent more than 10,000 funeral homes in the United States and 39 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, Wis., and has an office in Washington, D.C. For more information, visit www.nfda.org.



Iles Funeral Homes

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