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PRE CONVENTION HIGHLIGHTS **BEGIN ON PAGE A45**



NASHVILLE, TN • APRIL 5-8, 2017

LOOK FOR EXHIBITORS THROUGHOUT THIS ISSUE

FTC RELEASES RESULTS OF 2015-16 Inspections

- 9 STATES
- 133 LOCATIONS
- 30% Found in Violation See Page A18

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Sedgwick Funeral Home opens New Location



CANTON, IL Ralph Sedgwick of Sedgwick Funeral Homes, recently opened a new funeral home at 1995 N. Main Street, Canton. The location is actually the 9th hole green of the former Canton Country Club golf course.

Ralph's grandfather, Ralph J. Sedgwick purchased the Murphy Memorial Home in Canton in 1946, which became Murphy-Sedgwick Memorial Home. The historic mansion was built in 1857 and had been a funeral home since 1927. Ralph's son, Richard Sedgwick, joined the business in 1972. Richard's son, Ralph P. Sedgwick, joined the family business in 1994 and is currently the owner.

CONTINUED ON PAGE A10

Jessen Funeral Home provides Personal Service



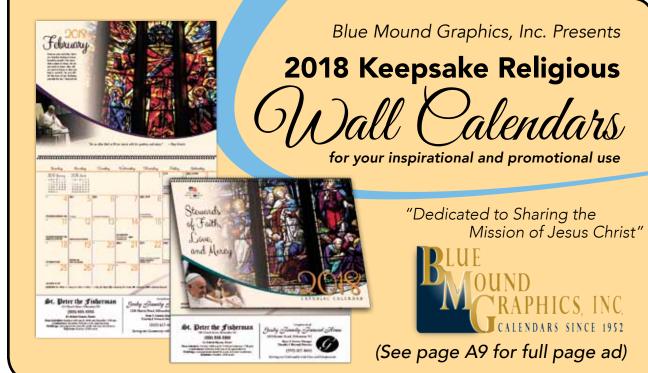
Jessen Funeral Home Whiteland

Jessen Funeral Home Franklin and Sons in Williamston, MI in 1903. Upon his retirement, his sons, W. Ray and Claude A.

Gorsline, continued the busi-

CONTINUED ON PAGE A17





HAVE YOU SEEN THESE CHILDREN?

The photographs below have been provided by the National Center for Missing and Exploited Children.
Please help locate these children by posting in your lobby, office, on your bulletin board, etc.

BRITTANY LARA



Missing Since: 4/10/2016 Missing From: Bakersfield, CA Date of Birth: 11/14/2000 Age Now: 16 Yrs Sex: Female

> Race: White/Hisp Hair: Brown Eyes: Brown Height: 5'1" Weight: 90 lbs

Circumstances: Brittany may be in the Bakersfield, Tulare, or Delano, California areas. She has tattoos on her left forearm from her wrist to her elbow.

BILLIE HANEY



Missing Since: 4/1/2016
Missing From: Detroit, MI
Date of Birth: 3/31/2000
Age Now: 16 Yrs
Sex: Female
Race: White
Hair: Brown
Eyes: Green
Height: 5'1"
Weight: 125 lbs

Circumstances: Billie is believed to be in Detroit or Taylor, Michigan. Her tongue is pierced. Billie has tattoos on her inner arms.

AMOS EASTER

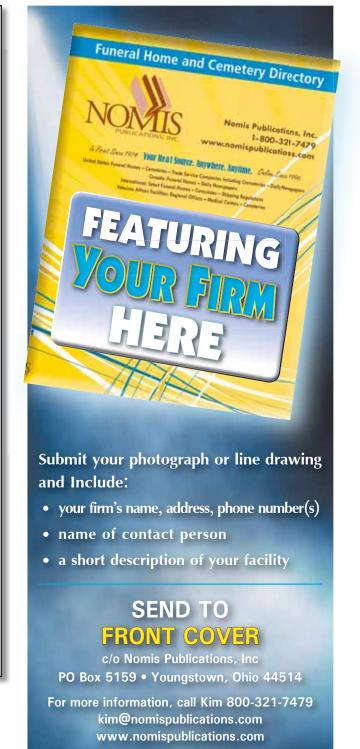


Missing Since: 3/9/2016
Missing From: Ponca City, OK
Date of Birth: 3/10/1999
Age Now: 17 Yrs
Sex: Male
Race: Amer. Ind.
Hair: Black
Eyes: Brown
Height: 5'11"

Circumstances: Both photos shown are of Amos. He may be in the local area or he may travel to Oklahoma City, Oklahoma.

Weight: 161 lbs

Anyone with information should immediately contact the National Center for Missing and Exploited Children at 1-800-843-5678 or (703)235-3900



PUBLICATIONS. INC. FUNERAL HOME & CEMETERY NEWS

Published Monthly by:
Nomis Publications, Inc.
PO Box 5159, Youngstown, OH 44514
1-800-321-7479 FAX 1-800-321-9040
www.nomispublications.com
info@nomispublications.com

Subscription: United States \$25.00 - Canada/Mexico \$50.00 Circulation 21,000 per issue. Overseas rates available. Deadline for Press Releases: 5th of the Previous month.

Advertising: Display Ad rates sent upon request. Classified and Shipping Directory rates published in each issue. All advertising must be received by the 5th of the previous month.

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Editor: Margaret (Peggy) Rouzzo Owner: Lucy A. McGuire

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NOTICE

The FUNERAL HOME AND CEMETERY NEWS was sent in three parts. Section A in two parts, which includes pages A1-A44 and A45-A52 and Section B, which contains the Classified Advertising and consists of pages B1-B28. If you do not receive all three sections please call 1-800-321-7479 or email info@nomispublications.com.

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ISSN 1944-1126

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A Tale of Two Funerals:

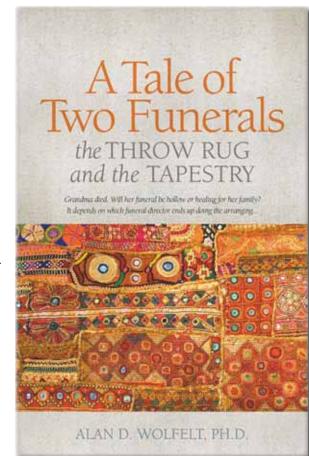
The Throw Rug and the Tapestry Helps You Create Exceptional Funerals

FORT COLLINS,CO— Companion Press announces the publication of a new book entitled *A Tale of Two Funerals: The Throw Rug and the Tapestry,* by renowned grief educator **Dr. Alan Wolfelt.**

Written specifically for funeral directors, funeral service leaders, and funeral home staff members, the book tells the fictional story of the funeral of 82-year-old Carol Williams. After her death, her children call Knight & Day Funeral Home to make arrangements, and courtesy of a Twilight-Zonesque spacetime anomaly, the Williams family ends up concurrently planning and holding two funerals for Carol—one arranged by funeral director Sam Standard and the other by funeral director Grace Gatekeeper. Through this engaging story, readers will learn the importance of educating families about the purposes

and elements of funerals, from the moment of the family's first call to the funeral through the transfer, arrangement process, and the funeral itself.

Author, educator, and funeral service consultant Dr. Alan Wolfelt serves as director of the **Center for Loss and Life Transition** in Fort Collins, CO. The author of *Educating the Families You Serve About the WHY of the Funeral: A Guide for Funeral Home Staff* and many other resources on the importance of meaningful funerals in helping grieving people heal, Dr. Wolfelt



is committed to helping people mourn well so they can live well and love well. He is also available for presentations and trainings on this important topic. He conducts an annual funeral director training program on the "WHY" of the funeral in Fort Collins, CO. The 2017 training will be held June 12-14.

A Tale of Two Funerals is available in both soft cover and e-book formats. To order and to learn more about Dr. Wolfelt's books, training programs and other resources, email drwolfelt@centerforloss.com, visit www. centerforloss.com or call 970-226-6050.





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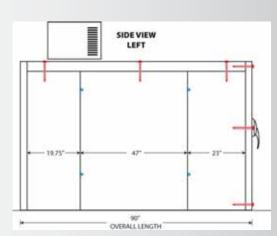
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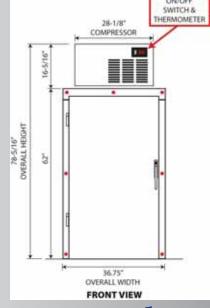
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Pittsburgh's Historic Cemeteries Name Olesinski as New Vice President

PITTSBURGH,PA— David J. Michener, president and CEO of Allegheny Cemetery, The Homewood Cemetery, Smithfield East End Cemetery and The Rapp Funeral Home, all of Pittsburgh, along with their board of directors, have appointed Daniel J. Olesinski as vice president of operations.

"I've worked closely with Dan over the last seven years and I've personally seen the affect of his leadership on the success of each of our organizations. He has earned the respect and admiration of every member of our team as well as our board of directors and the families we serve. We couldn't have found a more capable, qualified candidate to tackle the unique challenges of this dynamic new position," says Michener.

Olesinski is a Pittsburgh native raised in the cemetery business, getting his start in 1993 helping his father, superintendent, **Daniel W. Olesinski**, at **St. Peter's Cemetery** after school. Inspired by this experience, Dan pursued an Associate Degree from the *Pittsburgh Institute of Mortuary Science*, was promoted to superintendent of St. Peter's, and went on to earn a Bachelor of Science Degree from *Point Park University* after graduating from Central

Catholic High School. Olesinski is also a licensed funeral director as well as a *CANA* certified Crematory Operator. In 2014, he joined the executive board of the *Western Pennsylvania Cemetery Association* and currently serves as its vice president.

Dan joined the maintenance staff at Allegheny Cemetery in 2001 and was promoted to supervisor in 2004. Since that time he has been instrumental in all phases of the cemetery's operations. His achievements at Allegheny most recently include the Allegheny Memorial Trail, a stunning cremation garden carved into one of Allegheny's most formidable hillsides. Dan directly oversaw this project from inception to completion and was involved in every detail from pricing, layout/design and landscaping. This project attracted widespread publicity as the only such garden of its kind in the greater tri-state region, and it was featured in the *Pittsburgh Post–Gazette*, *ICCFA Magazine* and the *American Cemetery Magazine* among several others.

Dan resides in Verona, PA with his wife, Christine, and their daughter. He enjoys spending time with his family and rooting for the Penguins in his free time.

Financing Your Way Introduces New Financing Option to Funeral Homes

ATLANTA, GA— Looking to help families who are seeking an alternative payment option for funeral home services, Financing Your Way offers a new program to assist in these costs. The financing program is quick, easy, and sure to help out families in need.

When it comes to financing in the funeral home industry, there are not a lot of options that are readily available to families. Financing Your Way saw this problem and is now offering a solution to give families another payment option during these tough times.

"Funerals are already hard enough on families, but having to worry about the costs of funeral home services only adds to the stress. We want to help relieve some of that stressthe new financing option is a great program for families seeking funds to help cover funeral home services," said **Donald Lee.**

With 0 percent merchant rates for middle and top tier individuals, loan amounts between \$1,000 and \$35,000, loan terms up to 60 months with no prepayment penalties, a high approval rating, and no interest for 6 months, this program has a lot to offer. The application process is quick and easy, and can be done all online.

"We want to help lessen the financial burdens that so often come with funeral homes services," says employee **Erica Wright.** "By providing this program to families when times are tough, we can give them some peace of mind."

With over fifty years of experience in the retail market place, Financing Your Way proudly stands behind its promise to provide the best financing solutions possible to meet the needs of your business. Working to take the headache out of your business's financing program, Financing Your Way has established partnerships with financial lenders all across the country so that they can pair your business with the right lenders.

Financing Your Way offers single and multiple lender platforms, as well as customizable in-store financing options. Besides matching the right lenders with the business, Financing Your Way's goal is to help families maximize their financing program's potential through personalized training and access to effective marketing tools. For more information about Financing Your Way, visit www.financingyourway.com, or follow them on Facebook and on LinkedIn.

Random Musings By Nancy Weil

Would You Rather?

There is a party game called "Would you rather?" In it you pose a question with two options from which to choose. It allows for interesting insights and answers and laughter from all. Here are some examples of "Would you rather...?" questions:

They may be silly: Would you rather your only mode of transportation be a donkey or a giraffe?

They may be deep: Would you rather be famous when you are alive and forgotten when you die or unknown when you are alive but famous after you die?

They may be thought provoking: Would you rather be able to see 10 minutes into your own future or 10 minutes into the future of anyone but yourself?

Or just fun to consider: Would you rather be completely invisible for one day or be able to fly for one day?

This game got me thinking about a version for people who work in the funeral industry.

Would you rather follow the rules or go out of your way to help a family?

I had a sign on my desk that said, "People over policies." I always did what I could to satisfy a family. It may require a meeting with the president of the cemetery, but I advocated for the family and tried to find a way around

the rules and regs when they just didn't make sense for the situation.

Would you rather stay up until midnight writing a special service for a family or watch TV, go to bed early and offer them the same prayers you always do?

This is a tough one to answer. Most funeral directors are already sleep deprived from working long hours and taking death calls during the night. Most families are happy with a simple service that sounds new to them. They appreciate any effort you make on their loved one's behalf. Yet as a celebrant I have spent many evenings at my computer researching and writing a service that may only last 20 minutes, but took me six hours to complete.

Would you rather stay late at the office catching up on your workload or go home for dinner knowing the to-do list will just build the next day?

Again, an impossible quandary. It seems you can get a lot done when the office is quiet and the staff has left for the day. Yet your spouse has forgotten what you look like and you can't imagine one more drive through meal to eat at your desk.

Would you rather attend your child's baseball game or staff a client's calling hours?

Some of these questions have the answer you want to give, but you know you will still do the one that is required of your job. How many concerts, games and events have you missed because a family you serve needs you more at that moment than your own family?

Would you rather take care of a family's needs or send them to a competitor because you just don't offer what they are asking?

This actually happened to someone I know. They got a call from a family that wanted a "thumbie" piece of jewelry, but their funeral home did not offer this product. So they were told to call another funeral home and ask them to go over, take the thumbprint and order the jewelry for them. The original funeral home may have gotten this family's funeral, but I am pretty sure all future ones will be with the company that went out of their way to help them.

By now I am sure you are forming all kinds of questions in your head. Write them down, pose them to your staff and share them with me. Every day we have a "Would you rather" moment where we must do the difficult right over the easy answer (not wrong, just easy.) And so I leave you with more question to ponder:

Would you rather work long hours where you can leave a lasting positive impact on someone or barely work but help no one?

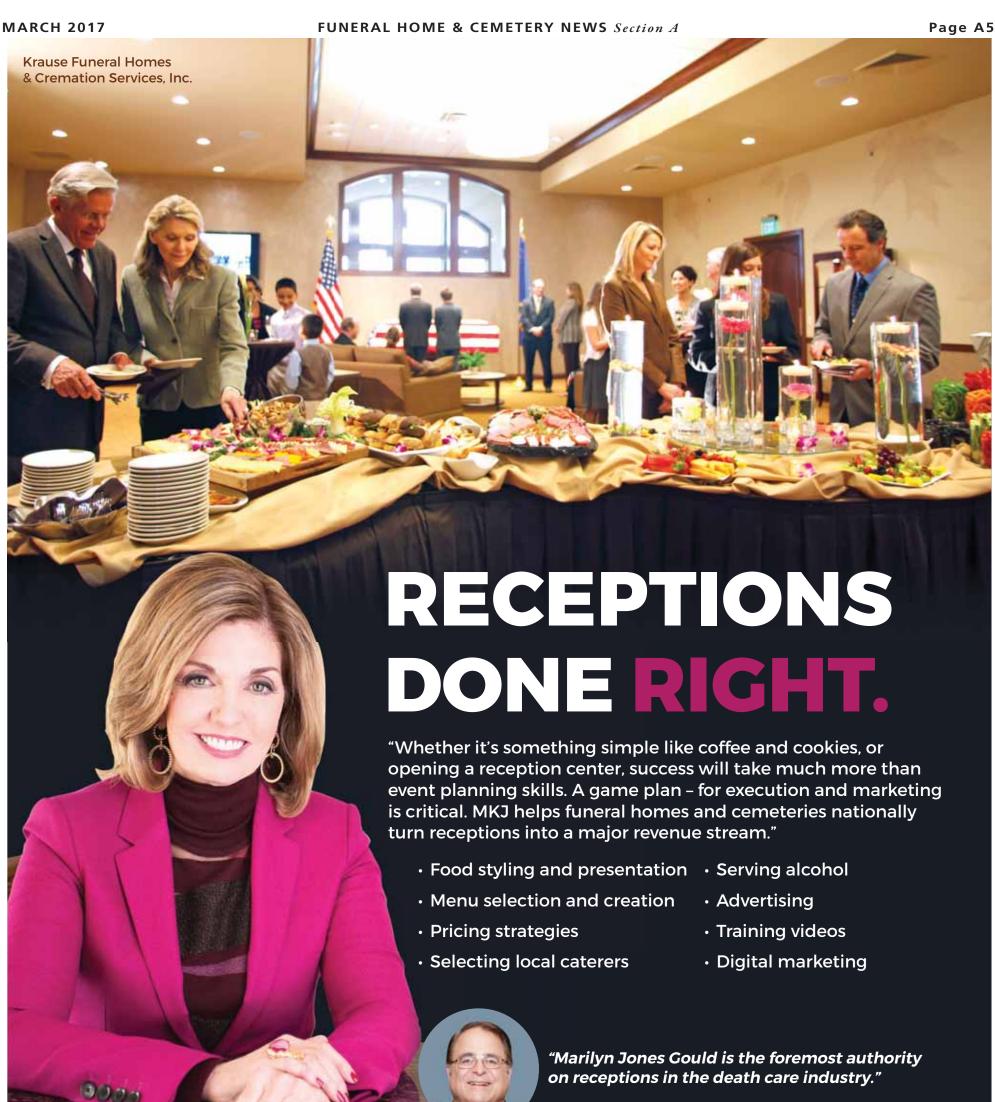
I know my choice. What's yours?

With certifications as a Grief Services Provider and Grief Management Specialist, Funeral Celebrant, as well as Laughter Leader, Nancy Weil is uniquely qualified to bring new perspectives into how to best meet the needs of the families you serve. A professional speaker, Nancy travels the country bringing effective tools to reduce stress, combat compassion fatigue and handle grief to companies, associations and conferences large and small. With a passionate interest in the healing qualities of laughter, she is known for her energetic, entertaining and content rich programs. In addition to talks geared to the general public, she has also been brought in by funeral directors to offer (CEU) programs to funeral staff, nurses, chaplains and social workers in their communities.

Nancy has developed the most comprehensive aftercare program of any cemetery or funeral home in the country and is currently directing aftercare programs, community outreach and marketing at Veterans Funeral Care. She consults with industry professionals in how they can develop or grow their own grief support program in order to maintain contact with the families they serve and develop stronger relationships within their community.

Her book, If Stress Doesn't Kill You, Your Family Might, is filled with tools that work to reduce stress and find your "inner happy." For more information on how Nancy can help you and your business grow, visit her website: www.TheLaughAcademy.com or by email at: Nancy@TheLaughAcademy.com.





Ken Varner, President & CEO of Cypress Lawn Memorial Park and Funeral Home

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Signature Acquires Gabaldon Mortuary

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HOUSTON, TX— The Signature Group announced that it has acquired Gabaldon Mortuary from the Gabaldon family. Founded in 1952, Gabaldon Mortuary is a premier funeral service provider in Southwest Albuquerque, serving over 270 families annually.

J. Bradley Green, cofounder of the Signature Group, stated, "The acquisition of Gabaldon Mortuary not only represents a further expansion in the Greater Albuquerque market, but also represents our commitment to the entire state of New Mexico.

We spent several years getting to know the Gabaldon family and their business, and we are very excited to have this truly elite funeral home join our family of businesses. Our focus on improving family service at all levels will allow us to continue to build on and protect Gabaldon Mortuary's impeccable reputation."

"We are very pleased that the Gabaldon family has entrusted the Signature Group with their truly elite funeral home. It is very exciting that Rick Gabaldon will continue to serve families at the mortuary. The support provided by the Signature Group will allow him to focus exclusively on his passion for serving his client families and community at a high level," added Jay D. Dodds,

co-founder of the Signature Group. David Sanchez, Jr, manager and Gabaldon family member, stated, "The decision to partner with the Signature Group was based in part on their ability to provide support in all areas of the business, which allows all of us to focus on providing excellent service to all of our families. Our shared goal of being the indisputable choice for funeral services in our community made the Signature Group a clear choice for the Gabaldon family."

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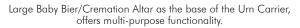
The Signature Group provides independent owners the opportunity to join a company founded by two individuals with proven track records and whose operational goal is to build a long-lasting organization that remains independent.



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There's More To It... Advance Funeral Planning By Christopher Kuhnen

How Times Have Changed

I've been engaged in funeral service since 1986. I've seen many things in this industry, but never have I experienced what I came across recently.

I had seven couples, my wife and I are acquainted with, ask me to assist them in pre-planning their funeral services. Each couple wanted to be cremated, however they also wanted to have their body embalmed and presented for a public viewing and final remembrance service prior to the cremation. On the surface, this appears like a good thing. They didn't want a direct cremation; they wanted a public viewing with a service. Yeah!! Here's the catch. They didn't want their public viewing and final remembrance service to be conducted at the funeral home.

"Why don't you want to use the funeral home?" I asked. Here is the gist of what they all had to say: "I don't want to use the funeral home because the funeral home is a place of death. I want people to remember me in happier surroundings where I enjoyed spending my time."

What a revelation!

Three couples wanted everything conducted at their church. One couple wanted to use a "party room" at their Country Club. One couple wanted to use the community clubhouse at their lakefront retreat. Another couple wanted to hold their services at the local VFW hall and the last couple liked to spend their time at a local Antique Mall, which had an Event Center attached to it. Therefore, "Why not hold everything at the Event Center, so my friends can Antique Shop after visiting with me?" Who am I to argue with this logic?

Funeral directors have been told that the rise in cremation is due to cost considerations, environmental concerns, fewer religious prohibitions and changing consumer preferences, such as a desire for less ritualized funerals.

My experience showed me there may be one more reason. Many consumers may not be anti-funeral, public viewing, cost conscious, anti-religious or anything else. They just don't want to conduct their final farewell in the funeral home. They would rather have these important final remembrances held in places they frequented and enjoyed in life. A funeral home, by its very nature, is not such a place.

If consumers don't know and/or understand that other locations and places could be an option for them, then they wrongly believe that their only option is to conduct a ceremony "at the funeral home." If they don't want to use the funeral home, then they opt for minimal services or direct

If families don't care to conduct their final goodbyes at your funeral home (just because it's a "funeral home") then what becomes of all the time and money you have invested in your facility, furnishings and surroundings? How will you recoup your investment, if families won't use it?

If I were a funeral home owner, the first thing I would do is make sure all families in my service area understand that my funeral home can and will conduct final remembrance ceremonies anywhere they desire, so long as it is allowable by law. Anywhere, anytime, any way...that would be my maxim. If they don't want to use my facilities, that's fine, as long as they use all my other services. There are a multitude of goods and services I can offer families that would profitably support my bottom line.

Stonemor Partners L.P. Announces Departure of Chief Financial Officer

TREVOSE, PA—StoneMor Partners L.P. (NYSE:STON) announced that Sean P. McGrath resigned as Chief Financial Officer of **StoneMor GP LLC**, the general partner of the Partnership, to pursue business opportunities outside the deathcare industry. Mr. McGrath will remain in his current role as CFO until the filing of the Partnership's annual report on Form 10-K for the year ended December 31, 2016. The Board of Directors of StoneMor GP expects to announce his replacement before his departure.

StoneMor Partners L.P., is an owner and operator of cemeteries and funeral homes in the United States, with 317 cemeteries and 105 funeral homes in 28 states and Puerto Rico. For additional information about StoneMor Partners L.P., visit http://www.stonemor.com.

Secondly, I would seriously consider marketing my funeral home facility space for other events. Marketing the use of your grounds and facilities to local groups will help bring in additional revenue and make consumers more aware and more comfortable with your establishment and surroundings.

What do you think? If families are shifting away from using your facility, how could you use your funeral home space for something new? Where is the most unexpected place you've ever held a funeral or memorial service? I'd love to know your experience, thoughts and comments about what I just experienced.

Christopher Kuhnen of Edgewood, Kentucky is a 29 year veteran of funeral service. He is perhaps best known as an industry go-getter and progressive leader. As an insider into excellence, he is a trustworthy advisor to many funeral home and industry professionals.

Kuhnen spent a good portion of his career working for a family owned and operated funeral home and national pre-need sales and marketing organization. He additionally was the architect and founder of Funeral Profit Protectors, LLC. Currently he serves as Vice President of Pre-Need Marketing for the Unity Financial Life Insurance Company, Cincinnati, Ohio.

Chris is a Kentucky Licensed Funeral Director, Life Insurance Agent, Certified Pre-Planning Consultant (CPC), Insight Institute Certified Funeral Celebrant and Certified Marketing Specialist, as bestowed by the former American Marketing Academy.

Chris can be reached at (859) 307-7223 or cpkuhnen@gmail.com.





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At FPG, we work hard every day to position you, our partner firms, for success in your individual market. To further foster growth, I am pleased to announce our new V.P. of Business Development, Erin Whitaker. Erin is a third-generation funeral director, and like me, she's spent years on the front lines of funeral service at her family's firm. Erin is brilliant – with a background in chemical engineering and an MBA. But more importantly, she's one of us, so she can understand your needs and goals.

Justin Baxley,

Erin Whitaker, Vice President of Business Development



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Kevin Smith Vice President, Business Development 256-504-2649



Danny Smith Director of Business Development 757-714-7156

Book Review: Grief Demystified by Brenda J. DeMotte

Submitted by Dan Rohling, CFSP

Something new, useful and helpful to both you and those you serve. Not a new casket, a new way of literally "disposing" of human remains or a cemetery marker that glows in the dark.......

Grief Demystified was written by one of us. Brenda J. DeMotte is a licensed funeral director and embalmer with years of experience in the trenches. Subsequent to her funeral career she returned to school and became a psychotherapist. Based upon her experiences in the funeral business and as a psychotherapist she works as a grief therapist, is a professional speaker and educator on grief.

As we all know grief is something we learned little about during our funeral service educational experience, beginning and perhaps ending with the works of *Elizabeth Kubler Ross*. This rather short read does, in fact, demystify grief and gives one a helpful prospective pertaining to understanding where your clients are in their process of grief.

Grief Demystified is 159 pages of real world experience interspaced with excerpts from DeMotte's years of experience and personal interjections.

If you do nothing else with Grief Demystified read it and have all of your staff read it. Once read it will allow you to understand those in grief that you work with everyday. Keep a copy of Grief Demystified on your arrangement office desk, in plain sight and loan it out to those who show interest.

For those currently in the funeral or funeral related industries it should be a required read for each employee thereof. I enjoy any feedback the reader may have. I may be reached at dan@rohling.us.

Dan Rohling, CFSP is licensed as a funeral director/ embalmer in Idaho as well as an embalmer, certified crematory operator and funeral director in California. He has been a licensee for over 30 years. In 1998, he joined DMORT (Disaster Mortuary Operational Response Team) as a Mortuary Officer for the Federal Government at time of disaster. Deployments with DMORT include The World Trade Center, hurricanes Ivan, Charlie and Katrina. For over 20 years Rohling has worked nationally as a consultant and expert witness in the funeral, cemetery and crematory industries.

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A few years ago I got to tell you about *The Shack* and how the book took my heart to a new level. With the movie rolling out this month and my recovery moving slower than I would like I believe this might be the perfect time for me to re-ask: Do you ever wonder about what the relationship between The Father, Holy Spirit, and Jesus is like? Not the holy trinity we learn about in scriptures and in church, but how they relate to each other and us? I cannot say that I have given much thought to what the everyday relationship is like between the Holy Trinity because I would never have known where to begin until I read *The Shack* by Wm. Paul Young, a book about Paul's friend Mackenzie Allen Phillips' weekend with God, Jesus and the Holy Spirit that is opening my eyes to the beauty and strength unconditional love brings to relationships.

I get that it sounds unreal and maybe impossible to imagine that the Holy Trinity would invite one man to spend the weekend with them. Even Paul writes, "Whether some parts of it are actually true or not, he won't be the judge..." that though he desperately wants everything Mack told him to be true and most days he is right there with him "...on others – when the visible world of concrete and computers seem to be the real world – he loses touch and has doubts."

Still I ask you to put your doubts aside and wonder what it would be like to spend a weekend with God the Father, the Holy Spirit and Jesus. Imagine cooking with the Father, dining with the Holy Trinity, and doing dishes with Jesus and the Holy Spirit. What would hiking and gazing at the stars with Jesus be like? How would it feel to garden and canoe with the Holy Spirit? What wounds would they heal if they gave you a weekend in their presence? How would you grow if you spent a weekend with the Father, the Holy Spirit and Jesus chatting about life, observing their relationship with each other, and learning about how God, the Holy Trinity, sees their one relationship with you, humanity, and our planet?

Personally, I am not sure how anyone could imagine such a weekend unless the Divine makes it possible to experience. This is why I believe *The Shack* is about more than Mack's struggles in life, journey in faith, and how the Divine became an active part of his life. For me *The Shack* is a book that can help us open our own hearts to how we will heal if we can realize and grow the unconditional love we already have.

The relationship the Holy Trinity shares with one another that Mack describes is inspiring me to find new ways to interact with those I love and those that I only know. Reading about the relationship the Father, Son, and Holy Spirit share together and with us makes me realize that I need to grow in my ability to accept that love is unconditional. Thanks to Mack's meeting with the divine Sophia I have no doubt that we are not here to judge others and hold each other accountable for what we see as wrong. The Shack is helping me see more clearly that we are here to learn that we are more than our individual selves.

Our true purpose is to combine our gifts so that we may become whole. The question is how do we find the grace to put the other person first in all of our interactions? I for one am far from being able to do this. I am asking God and all who know me to help me grow in my ability to accept where I am wrong, stop fighting for how I am right, and move forward in harmony. From my friends that do not share my faith I know that asking God is not the answer for everyone. I thank each of them for teaching me that there is a heart within all of us that can help us grow in our ability to stop putting ourselves first, realize we are here to steward the resources of this planet, and find the strength unconditional love can gives us.

I look forward to learning what inspires you to grow in your ability to give and accept unconditional love. Please join in our conversation on the Let's Chat Blog at https://www.nomispublications.com/blog.aspx, email me at Kristan@mooneytunco.com or give me a ring at 781-331-5308. I look forward to hearing from you.

In 2000 Kristan Dean began working with her family to bring Merry Christmas From Heaven® to all who need the gifts' message of Comfort, Love, and Faith. Today she is the Vice President of Marketing and one of the primary members of her family's Bereavement Ministry.

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Prior to Mooney TunCo, Inc. Kristan worked with companies nationwide helping them build revenues by creating greater sales opportunities through the use of sales intelligence and marketing alignment.



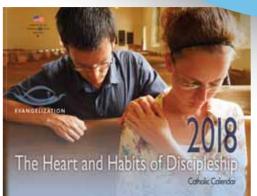


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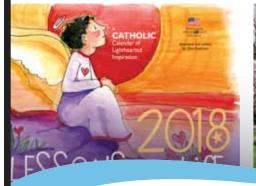








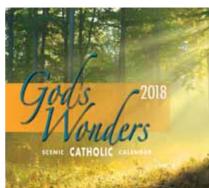




St. Peter the fisherman











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Sedgwick Funeral Home opens New Location in Canton, IL Continued from Front Page



Large lobby with vaulted ceiling.



The chapel seats 300 people.

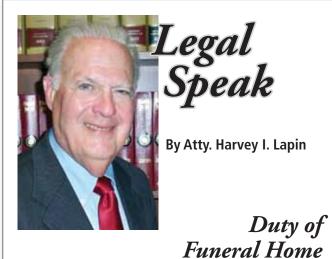
In 1997, Ralph purchased Anderson Funeral Home in Farmington, IL, which was founded in 1936. It is now known as Anderson-Sedgwick Funeral Home.

In 2010 Ralph purchased Endsley Fu**neral Home** in Bartonville, IL, which is now Endsley-Sedgwick Funeral Home. Frank and Tom Endsley founded the funeral home in 1928.

For the new funeral home in Canton, Ralph selected Keystone Funeral Home Design Build of Waite Park, MN to complete his vision. Keystone worked with Ralph to come up with a facility that is 8,886 square feet, along with a 990 square foot free standing drive under canopy. The nearly 1,000 square foot lobby is well lit with natural light and has a 16' vaulted ceiling. The chapel has seating for nearly 300 people along with a connecting lounge to be used for funeral dinners and gatherings.

There is also a private retail center, business office, prep room, and four-stall garage. The facility also includes both a human and pet crematory (Midwest Pet Cremations). The building exterior is made of cultured stone, E.F.I.S and metal roof. There are over 100 concrete parking stalls, along with an electronic sign to display announcements.

For more information, visit www. sedgwickfuneralhomes.com or www. keystonedb.com.



The Texas Court of Appeals Eastland decision in the case of Nelson v. SCI Funeral Services, Inc., 2016 WL 368437 (January 29, 2016) dealt with a novel issue of law related to the duty of a funeral home to an adult child of a decedent who had no contractual relationship with the funeral home in connection with the funeral services provided for

According to the facts stated in the opinion, Nelson's mother died unexpectedly in October 2007. At the time of her death, she had two children, Nelson, an adult, and a minor child. The mother's adult siblings were aware that Nelson resided in Arizona, but were unable to locate or contact him. The mother's adult siblings assumed the obligation to dispose of her remains and they contracted with the funeral home to have her remains cremated and subsequently scattered in a local cemetery less than two days after her death. The siblings requested the funeral home to try to contact Nelson, but the funeral home was unsuc-

Nelson subsequently filed the lawsuit against the funeral home claiming the funeral home violated the Texas law dealing with disposition of remains by acting without his

participation. No one disputed that Nelson clearly had priority under the law over the mother's siblings.

Nelson sought mental anguish damages under several theories of liability premised upon the funeral home's alleged violation of the applicable Texas law. Specifically, he asserted causes of action based upon negligence per se, negligent breach of a special relationship, and negligent mishandling of a corpse. He also asserted a claim for gross negligence.

The funeral home moved for summary judgment. The funeral home's first argument was there was no evidence of a contract relationship or special relationship between Nelson and the funeral home. The second argument was that under general Texas law Nelson could not recover for mental anguish damages on the basis of the alleged facts. Accordingly the funeral home argued that as a matter of Texas law Nelson could not recover under any of his claims. The lower court agreed and held in the funeral home's favor.

The lower court's decision was appealed. The Appeals Court stated in its analysis that it would consider the no evidence of a special relationship claim first. The funeral home had relied primarily on a another Texas case against an organ donor entity denying a claim by relatives of a deceased person whose eyes had been removed without consent on the basis the special relationship allowing mental anguish claims involving a human remains required there be a contractual relationship.

The Appeals Court reviewed the various applicable cases and confirmed that absent a special relationship, Texas law did not generally allow claims for mental anguish. It noted that one area for special relationships was a limited number of contracts dealing with preparing a corpse for burial. The issue therefore was did Nelson's claim fall within this special category even when there was no actual contract between the funeral home and him.

The Appeals Court concluded there was and reversed and remanded the case back to the lower court for the following reasons:

Under Texas common law the next of kin have the right to direct the burial (a quasi-property right) and accord-

- ingly can sue for mental anguish damages when acts are performed on the remains without their consent;
- Nelson clearly was the next of kin and in addition to the common law right he had rights created by the Texas statutory law; and
- On that basis the Appeals Court held that the funeral home owed Nelson a duty because of the special relationship and it was not necessary there be a contractual relationship between them.

While this case is based on the Appeal Courts analysis of Texas law, it does serve as a warning to be extra careful when there is a family member with priority that has not been consulted. This article is for the information of subscribers and does not constitute legal advice about this subject. All subscribers should accordingly consult with their own attorney to make sure they are in compliance with the laws in their state.

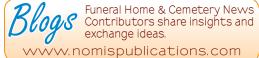
Harvey I. Lapin, P.C., is a member of the Illinois Bar and Florida Bar. He is a member of the faculty at the John Marshall Law School in Chicago and is presently teaching the subject of Tax Exempt Organizations. He is also associated with Florida-based law firm Sachs, Sax & Caplan, leading the firm's Funeral, Cemetery and Cremation Practice Group

He has written numerous articles on the subject of taxation, funeral

and cemetery law. The subject discussed in this article and future articles resulted from the questions from readers. The author is licensed to practice law in Illinois, Florida and Wisconsin. He has been involved with legal mat-

ters related to the industry in almost every state and can be reached by

phone at 847-334-1983 or by email at harv4law@gmail.com. Funeral Home & Cemetery News Contributors share insights and exchange ideas.





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Funeral Home Owner John Scott Named New County Coroner

DEMOPOLIS,AL— Probate Judge *Laurie Hall* has named funeral director **John Scott** as coroner for Marengo County following an official appointment to replace a role vacated by the elected coroner.

Scott, a funeral director at Larkin and Scott Mortuary in Demopolis, was named the county's new coroner January 17, 2017. For Scott, it was a logical fit. He took over the family business as manager in 2013 following the untimely passing of his late father, **Dr. Christopher**

Scott. In 2015, he became a licensed funeral director and embalmer and now runs day-to-day operations alongside his cousin and co-owner Kelvin



John Scott

Scott said he was encouraged to apply for the vacated position and felt it would be a good fit considering his position as a funeral director. He is the fifth generation of funeral directors at Larkin and Scott Mortuary, which has been in business for 109 years. "I felt this was an opportunity to serve. I had no doubts or bad feelings at all about seeking the position and felt God was leading me in the right direction," he said.

A native of Demopolis, Scott holds a degree in business from the University of Alabama and earned his license for funeral directing and embalming from *East Mississippi Community College*.

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Observations

By Steven Palmer



Tales from the Tissue Trade

"I had no money. It was a free cremation."

–Tina Johnson, after the death of husband Kerry

Kurt Hollstein was an Army veteran dying of cancer. He decided to donate his body for medical research. His grand-daughter witnessed his signature on the forms and his definite answer of no to military experimentation. Hollstein was bitter about his health care experiences with the Veterans Administration.

His remains were used in a military project without his consent.

"This is almost beyond belief that his entire body went somewhere else without his permission," His granddaughter Marla Yale told Reuters.com. "And especially to a place that he absolutely did not want to be."

Mr. Hollstein donated his remains to Biological Resource Center. His donation was not the only one donated without permission.

Reuters News Agency has recently done an extensive investigation into the body and tissue donation industry. I have assisted their research with any knowledge I could provide. This is a continuing series of articles about the shocking sale of human tissue, some not following donor wishes and some without regard to the safety of this tissue.

The Atlantic magazine has also revealed the dark side of some body donation programs. Oregon, Arizona and Michigan programs became the focus of an FBI investigation.

In Michigan, Arthur Rathburn of International Biological, Inc. was their main study. He was a licensed Michigan embalmer whose place of practice was not a licensed funeral home but a body donation business. Their investigation found 1,000 parts of donors (arms, legs and heads), awaiting sales.

The Michigan Bureau of Corporations, Securities and Commercial Licensing revoked his licenses. He was ineligible for new licenses, ineligible to work for the state and fined \$10,000.

The Bureau also found Rathburn guilty of "aiding and abetting another in engaging in the unlicensed practices of

funeral directing and embalming; failing to comply with regulations of a state, affecting the handling, custody, care of a dead human body; and engaging in the practice of funeral directing from an unlicensed establishment."

The FBI also investigated Oregon's Health Legacy. Atlantic magazine states the investigation covered employee whistleblowers who "alleged that Legacy placed employees and medical students at risk of exposure to disease from cadavers and may have failed to obtain consent from families to use their relative's corpses."

The investigation continued to Biological Resource in Phoenix.

Doris Stauffer was suffering from dementia. Her son, Jim, wanted to donate her brain for Alzheimer's research. A nurse gave them a brochure for Biological Resource Center. Jim signed the authorization forms for medical research of his mother's remains. He checked a box prohibiting military, traffic-safety and other non-medical experiments.

Reuters researched the journey that Doris Stauffer's remains took. Biological Resource Center (BRC) "detached one of Doris Stauffer's hands for cremation." Those were the ashes her son Jim received. BRC "sold and shipped the rest of Stauffer's body to a taxpayer-funded research project for the US Amy." He body was used to determine damage to the human body from roadside bombs.

It was revealed that her brain was never used for Alzheimer's research.

Investigation by Reuters also revealed that 20 or more other donated remains were used by the military in these explosive experiments without permission from next of kin. The selling price for remains such as Mrs. Stauffer is \$5,893.

Biological Resource Center priced out other body parts: spines for \$1900, legs at \$1300, and torsos at \$3500. The now closed Center sold more than 20,000 parts from 5,000 donated bodies over the ten years in business.

"It was never about financial gain but rather a labor of love," Biological Resources CEO Steve Gore wrote in an email to Reuters.

Infected tissue was also shipped. "Eye and ear tissue infected with Hepatitis B sent to researchers in Tucson; eyes from a body that test positive for Hepatitis C to Utah for use by a biomedical firm; and a left foot infected with Hepatitis B to a podiatry training center near Atlanta."

Reuters reported government documents revealed that Rathburn's International Biological, Inc. may have had 100 body parts that included hepatitis, HIV, sepsis, meningitis, MRSA and necrotizing fasciitis (flesh eating disease).

A 76-year old donated her body. Her brain was sent to

the Harvard Brain Tissue Resource Center in the Boston area. A blood sample was sent to a laboratory. The sample revealed Hepatitis B. A letter was sent to the family informing them and rejecting the use of the body. However, her brain was at the Brain Tissue Resource center. It was not Biological Resource Center that informed the center of the brain tissue's Hepatitis diagnosis, but a Reuter's reporter two years later.

The military, specifically the Army, experiments with test dummies and hi-tech mannequins but could not duplicate the damage of IED's to flesh and bone. The Army's policy requires full consent from donor families. Reuters showed that "bodies or body parts of 34 people were shipped to the military without donor permission."

The Army depended on the donation forms provided to them by Biological Resource Center.

Medical schools are also purchasers of whole or body parts. Many of their programs depend on the availability of human remains for student training and research.

"It is not illegal to sell a whole body or the parts of a body for research or education," Sheldon F. Kurtz, Iowa Law Professor, who helped modify the Uniform Anatomical Gift Act, told Reuters, "the issue of whole body bodies or parts for research or education never came up during our discussions."

The need for donated tissue is clear. We all will receive benefits from the tissue or the knowledge it gives others.

What we need is also consistent regulation and a transparent and truthful donation process; Let a donating family decide what is fair with informed choices.

In Arizona, where it may be up to 20 percent of all deaths resulting in donations to research agencies, this is not an isolated small subject.

"It was a good idea. The cremation was free, and it was donating the body for medical purposes."

 Mary Hughes on the death of her son Grady, after a hospice nurse gave her a brochure

Steven Palmer entered funeral service in 1971. He is an honors graduate of the New England Institute of Applied Arts & Sciences. He has been licensed on both coasts, he owns the Westcott Funeral Homes of Cottonwood and Camp Verde, AZ. Steve offers his observations on current funeral service issues. He may be reached by mail at PO Box 352, Cottonwood, AZ 86326, by phone at (928)634-9566, by fax at (928)634-5156, by e-mail at steve@westcottfuneralhome.com or through his website at www.westcottfuneralhome.com or on Facebook.





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Coleman's Family Mortuary opens in Texas



Ribbon Cutting for the new Coleman's Family Mortuary





WOODVILLE,TX— Owners Kendall and Patience Coleman are pleased to announce that Coleman's Family Mortuary held their Ribbon Cutting Ceremony on November 10, 2016 in Woodville. On August 20, 2015 Kendall and Patience stepped out on faith and purchased a building in Tyler County, formally an antique shop,

and on October 4, 2016 they received licenses to officially operate as a funeral home in Texas.

After closing on the building, the Colemans spent most of the next year converting the store into a funeral home. The embalming room and chapel, along with a family lounge and casket display room were created from the existing space.

The Colemans are excited to open their doors to the commu-

O9 SOUTH MAGNOLIA 00DVILLE, TX 75979 (409) 283-3031 nity. Serving families with the

COLEMANS

Love of God is their motto and that is the way they live and raise their four children.

Kendall graduated from Commonwealth Institute of Funeral Services with an Associates Degree in Applied Sciences in 1999. Patience, with over 15 years in human resources and executive recruitment, maintains all back office duties. Funeral Director Marvin Coleman, Kendall's father,



also attended Commonwealth Institute and became licensed in 1980.

"We believe that it is more of an opportunity to serve everyone who walks through our doors, than to sell to them," said Coleman.

OSHA Compliance **By Gary Finch**

"Who, When, What, Why and Where" The Straight Dope on Funeral Home Safety Training

Even among funeral homes who do diligent training every year, failure to do the right kind of safety training is rampant. In some cases, they over-train. This is not a citable offense. It does no harm. In other cases, they train the wrong people. Again, this is not a penalty. Some over-document while others under-document. Even that is okay if the employer provides the required employee safety training. Let's dig inside OSHA training requirements.

OSHA's required annual training is a different animal than initial employee training. It is only for employees using respirators, or those exposed to formaldehyde, blood, or needles. After that, state regulations come into play. A few states require annual Hazard Communications training. Federal OSHA does not. In federal OSHA, training is required whenever a new hazard is introduced into the workplace.

I see errors of a different kind. Most are meaningless but they might surprise you. Many employers in this industry want to excel at compliance. Some insists that all employees monitor all the annual training that is offered. What purpose does it serve for a secretary to sit in on formaldehyde safety training? It shows the employer is generous with employee time? More than a few are not. Do I think that kind of broad safety training is beneficial? No. I would prefer that employers take the two hours a secretary dedicates to bloodborne pathogen, needle stick and formaldehyde safety training and trade it for one or two hours of office safety training. While that would make more sense to me, putting the secretarial pool through the chain of infection of HIV is not something an OSHA inspector would ever criticize.

Over-compliance is common but it is never a problem with me. Do you document your annual formaldehyde training? It's fine if you do but you cannot find anything in the formaldehyde standard that requires you to document annual formaldehyde training. Even so, I recommend you document it. Interestingly, the bloodborne pathogen standard does require annual documentation. It even gets into documenting multiple areas. In the real world, one simple documentation does the trick.

There is a reason I haven't written about this in twentyfive years of regulatory consulting. No one ever got cited

for giving employees annual hazard communications training when it was not required. No one has ever been cited for unnecessarily documenting formaldehyde training. The most frequent training related citation is for not giving employees the required training. Next, it is for not giving employees the required training in the required time. That means every twelve months (give or take a few days). If you stretch annual requirement to thirteen months, it invites a mild cita-

In summary, over-training and over-documenting is nothing to worry about. Now if you happen to have a problem keeping secretaries, you may want to rethink requiring them to participate in the annual bloodborne pathogen safety training. It's just a thought. Note to employers: Don't forget to give 2017 annual renewal training to your exposed employees.

Gary Finch is a licensed funeral director and embalmer in Texas. He founded Compliance Plus in 1992. Today, they represent over 700 funeral homes and cemeteries in 37 states. Compliance Plus also serves as an advisory consultant for the International Order of the Golden Rule. For more information on Compliance Plus visit www.kisscompliance.net. Contact Gary by phone at (800) 950-1101 or by e-mail at gfinch@kisscompliance.net.



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Transitioning your business to your successor can seem like a daunting task. Last month we stressed the need for

communication and shared the steps to initiate your succession plan. This month let's focus on you and your desires for the company and for the legacy that you have built. How can you assure that your years of hard work are not forgotten or forsaken?

Succession of the business to your children is a huge step. As the owner and perhaps founder you want to be sure that the wisdom you've gained is shared, the company's ethics and values you've lived by continued and the position and status of the company maintained. Often these desires are taken for granted and it is assumed that the next generation will continue



Larry Grypp

the status quo. Once again the key to a successful succession is communication. There is something to be said for going through the process of clearly articulating your values and ethics for the company – in writing – that sharpens then in your own mind, if not also in the hearts and minds of others.

The process to do so is referenced as creating an "Ethical Will". This document ensures that the qualities that underpin a company's founder(s) are not lost on subsequent generations. An ethical will documents that values, beliefs and ethics are steadfast and hopefully, enduring for the business generation after generation.

The ethical will is a great opportunity to preserve your legacy. However, creating your ethical will is not always an easy process, it requires a sorting out of the many qualities that more easily come to mind – integrity, trust, honesty, hard work – and instead rummage around more for those simple statements that truly capture the cultural pulse of the family.

A couple recommendations for your ethical will, based on years of experience:

- Make it personal, write it in your own handwriting, consider creating a video or an audio recording - be certain to document and share your story.
- Consider this a privilege and a responsibility to record, communicate and preserve your business legacy, share history stories and provide guidance for the future.

Your ethical will can establish a link in the chain of generations, passing on a legacy for the leaders of tomorrow from which to be guided.

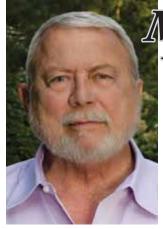
While the Goering Center is dedicated to helping family and private businesses carry on through generations, we are equally committed to helping businesses choose the best exit strategy. Penning your ethical will can help you envision the future of your company, while emphasizing the ethics and beliefs that you have practiced and that have made the company what it is.

An ethical will is another tool for communication and it is an imperative component in maintaining your legacy. If you are concerned about the direction, content or focus of your ethical will do not hesitate to ask for assistance, there are many trained professional organizations, like the Goering Center, that can guide you through the process. Next month let's continue the discussion, by focusing on the task of seeking guidance and asking for assistance.

Larry Grypp is president of the Goering Center for Family & Private Business, an affiliate of the Carl H. Lindner College of Business at the University of Cincinnati. Established in 1989, Goering Center serves more than 400 members, making it the country's largest university based educational nonprofit for family and private businesses. The Center's mission is to nurture and educate family and private businesses to drive a vibrant economy. Find them online at goering.uc.edu.

For assistance with succession planning and other issues unique to family businesses, visit the Goering Center website for a comprehensive listing of family business centers across the United States.





Mark My Words

By Mark Pennington

Marketing your Funeral Home Part 2 of 2: The Inside Story

Last month we addressed the idea of first impressions - what the outside of your building says about how you run your business. This month, we'll go inside.

First, ask this: Does my funeral home have a welcoming feel? Are there professional people greeting visitors? Are they wearing identifying badges so you know they are staff? Did the space seem light, cheerful, have a fresh, pleasant smell? Were the furnishings clean, carpets vacuumed? What about lighting? Are the drapes closed, gloomy low lights on, or red-tinged lamps everywhere? Lighting is one of the most important factors in establishing a "feel". Attitudes have changed over the years. Today's clients want the emphasis to be on celebrating a life lived, not on a loved one gone. You don't want to be too solemn, people need relief from that. Create a nice ambience by providing a lighter atmosphere.

Music can add to that lighter feeling too. Here's an example. Recently, I accompanied a friend to a Cancer Center for some testing. This could have been a scary, negative experience. But instead when we walked in here's what welcomed us. The lobby was bright and cheerful, beautiful paintings on the wall, lots of light and in the center a grand piano with someone actually playing live music-bright, happy music, lyrical and uplifting.

Ours is a people-oriented business, how can we make them feel like guests. What about your restrooms? They should be showplaces with high-end amenities, not unlike a classy hotel. Imagine if you had a nice basket with scented soaps, hand creams and self-care items like hairspray. This says a lot. It tells your visitors how important they are to you. It's an affordable change you can make today.

Look at public areas, do you offer premium coffees, and teas or a stack of styrofoam cups, powdered creamer and a canister of sugar? Not very inviting. What if someone offered you a Starbucks coffee, and a selection of creamers, in an actual coffee cup? Wouldn't you feel differently about that experience, than a "get it yourself" tippy foam cup? You can buy dozens of mugs in a Dollar Store and they'll make a better impression every time, than the foam cup. What about bottled water with your firm's label? Again, not an expensive purchase, but an impressive one, and easy to order!

Visitors at a funeral home are usually not thrilled to be there, they look around – a lot. Sometimes to avoid the reason they're there, sometimes because they feel awkward. Give them something interesting to look at, art on the walls, or flat screen TVs with a continuous loop sharing the various unique services that you offer. Could you dedicate a wall to showcase local artists? A nice community touch. Could you assign one staff member to create and update a Community Bulletin Board featuring meeting schedules of Rotary, Lions' Clubs, and other civic organizations?

What other ways can you demonstrate that you are part of the community? Get involved, the more you know about your neighbors, the more comfortable they'll feel. And that is what you ultimately want people thinking of you as a neighbor and friend.

Owner and CEO Mark Pennington is a 1973 Magna Cum Laude graduate of Memphis State University and proudly served in the Marine Corps. He was a member of the Honor Guard/Marine Barracks Eighth & I Washington, DC during the presidency of LBJ. Well known for his innovation and commitment to the funeral, cemetery, and cremation industries, he earned the CCFE, CCrE and CSE designations of the International Cemetery, Crematory and Funeral Association, Mark served as Executive Vice President and COO for Superior Funeral Supply for 27 years refining his management expertise before starting HALO over 17 years ago. From 1999-2000, he served as President of the Casket & Funeral Supply Association. Since founding HALO, Mark has built one of the most innovative and unique product lines available today and his catalogs bring a wealth of profitable marketing opportunities to his customers.



Jessen Funeral Home provides

Personal Service

Continued from Front Page

ness as Gorsline Brothers. In 1925, Ray and Claude bought the firm of Wood & Peck Funeral Home in Lansing, MI. Both firms also operated ambulance services. In 1928, their brother, D. Howard Gorsline, joined the firm. Ray Gorsline was elected Ingham County Coroner in 1928 and held the office until his death in 1955.

John's father earned a Bachelor's Degree in Mortuary Science from Wayne State University, and in 1951 John's parents, **Doyle** and Gwen Jessen, bought their first funeral home in Hillsdale, MI. In 1959, they decided to build a new funeral home on the west side of Lansing, which was sold in 1976.

John realized he wanted to be a funeral director in 1992 and set out to achieve that goal. He graduated from Worsham College of Mortuary Science in Wheeling, IL in 1994. After working at a funeral home in Indianapolis, IN, John and Suellen decided to build their own funeral home. In 1999, Jessen Funeral Home opened in Whiteland, IN. They added the Franklin Chapel in 2005, followed by the Trafalgar Chapel in 2013.

Jessen Funeral Home is "dedicated to personal family service." A fireplace in a large open lobby area welcomes families and friends. They also have a children's room with toys and a comfortable rocker. "We feel that it is important that children be with their families during the death of a loved one," said Jessen. The main chapel has seating for up to 200, and features a family room. Their smaller chapel seats around 80. The fam-

ily lounge provides a large kitchen area for coffee and food.

"Four generations of my family have owned funeral homes, so the tradition of serving is deeply rooted. My family's philosophy of service is simple: personal family service," said Jessen. "This philosophy has been cultivated over 100 years of family funeral service, knowledge and history. We strive to provide funerals with dignity, loyalty and personal service with reasonable and affordable service options."



Trafalgar Lobby



The Jessen Family



Whiteland Lobby



Franklin Chapel



Whiteland Chapel



Franklin Lounge



Trafalgar Chapel



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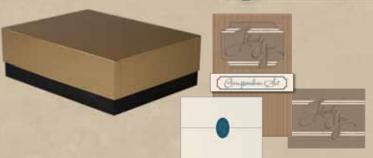
Family Tree

Water's Edge





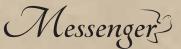




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ADVERTISING WORKS FUNERAL HOME & CEMETERY NEWS

FTC Undercover Inspections of Funeral Homes in Nine States Prompt Compliance with Funeral Rule Disclosure Requirements

WASHINGTON,DC— Federal Trade Commission investigators working undercover in nine states found failures to disclose pricing information to consumers, as required by the FTC's Funeral Rule, in 31 of the 133 funeral homes they visited during 2015 and 2016.

The FTC conducts undercover inspections to ensure that funeral homes comply with the Funeral Rule. Issued in 1984, the Rule gives consumers important rights when making funeral arrangements. Key provisions require funeral homes to provide consumers with an itemized general price list at the start of an in-person discussion of funeral

arrangements, a casket price list before consumers view any caskets, and an outer burial container price list before they view grave liners or vaults. The Rule also prohibits funeral homes from requiring consumers to buy any item, such as a casket, as a condition of obtaining any other funeral good or service. By requiring the provision of itemized prices, the Funeral Rule enables consumers to compare prices and buy only the goods and services they want.

Funeral homes that violate the price list disclosure requirements for the first time can enter the Funeral Rule Offender's Program (FROP), a training program run by the National Funeral Directors Association (NFDA) designed to increase compliance with the Funeral Rule. All the homes found in violation during the past two years have chosen to enter the FROP rather than subject themselves to the possibility of an enforcement lawsuit seeking civil penalties of up to \$40,654 per violation. The FROP provides participants with a legal review of the price disclosures required by the Rule, and on-going training, testing and monitoring for compliance. Funeral homes that participate in the program make a voluntary payment to the U.S. Treasury in place of a civil penalty, and pay annual administrative fees to the NFDA.

The results of the FTC 2015-2016 undercover inspections for price list disclosures by region are as follows:

- In Bakersfield, California, none of the 10 funeral homes inspected in 2016 failed to make a price list disclosure;
- In Atlanta, Smyrna and Marietta, Georgia, one of the 10 funeral homes inspected in 2015 failed to make a price list disclosure:
- In Detroit, Warren and Ann Arbor, Michigan, 10 of the 15 funeral homes inspected in 2015 failed to make a price list disclosure;
- In St. Louis, Missouri, three of the 16 funeral homes inspected in 2015 failed to make a price list disclosure;
- In Alamogordo and Roswell, New Mexico, nine of the 14 funeral homes inspected in 2016 failed to make a price list disclosure;
- In Bismarck, North Dakota, none of the six funeral homes inspected in 2016 failed to make a price list disclosure;
- In Oklahoma City, Oklahoma, four of the 34 funeral homes inspected in 2015 failed to make a price list disclosure;
- In Fairfax, Loudoun and Prince William Counties in Virginia, two of the 17 funeral homes inspected in 2016 failed to make a price list disclosure; and
- In Tacoma, Washington, two of the 11 funeral homes inspected in 2015 failed to make a price list disclosure.

Since the FROP began in 1996, the FTC has inspected more than 3,000 funeral homes and found 530 homes with violations. In addition, the FTC identified a number of homes, within the nine states, with only minor compliance deficiencies. In such cases, the FTC requires the funeral home to provide evidence that it has corrected the problems.

The FTC educates consumers in English and Spanish about their rights under the Funeral Rule, and provides guidance to businesses in how to comply. For more information, read Shopping for Funeral Services, Paying Final Respects, Your Rights When Buying Funeral Goods and Services, and Complying with the Funeral Rule.

The Federal Trade Commission works to promote competition, and protect and educate consumers. You can learn more about consumer topics and file a consumer complaint online or by calling 1-877-FTC-HELP (382-4357). Like the FTC on Facebook, follow us on Twitter, read our blogs and subscribe to press releases for the latest FTC news and resources.

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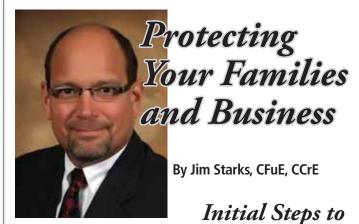
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Reduce Cross-ContaminationThe death care profession has changed significantly in the past 40 years. But the concept of universal precautions when

dealing with cross-contamination is frequently overlooked. This is important because – when ignored – the entire facility may be contaminated, creating long-term effects that spill over to the facility's staff and the community it serves.

The cross-contamination discussion begins with the stretchers used to make removals. The stretchers are taken into morgues and hospitals, long-term care facilities, and residences to transport deceased. They are then placed in removal vehicles, which often have carpeted flooring, before the stretcher arrives in the embalming room or another area to transfer the deceased onto an embalming or dressing table or refrigeration tray.

Addressing the cross-contamination from transportation begins with the stretcher wheels, which must be disinfected; they are likely the home of unknown pathogens. Next is the

floor in the removal vehicle. Many funeral homes use their removal vehicle for general purposes as well. Theoretically, anything placed in the back of the van could be contaminated with unknown pathogens. Even the route the stretcher is taken through in the facility must be disinfected to prevent cross-contamination.

Continuing with the stretcher, the mattress should be sprayed with disinfectant after each deceased is transferred. And even as important, the stretcher cover and the metal tubing the stretcher is made of must be considered. Disposable gloves should always be used when making the transfer from the place of death, but during the transfer the stretcher is adjusted with the gloves on, which can transfer pathogens from the deceased to the frame.

This creates more problems: Many times the stretcher is moved without the protection of disposable gloves, and the person does not wash his or her hands immediately. Worse yet, he or she moves the stretcher then handles paperwork for the deceased – paperwork that is then taken to the office for processing.

Another opportunity for cross-contamination is shoes worn by staff. A majority of embalmers embalm in their everyday shoes without any protective covering. When they complete their work they remove their personal protective equipment, hopefully wash their hands, and proceed into the general public area with those shoes. Now the facility may be cross-contaminated.

Because this list of opportunities for cross-contamination is not nearly exhaustive, it shows only a few ways that cross-contamination tends to happen. Lo-

cations must analyze their facility and develop policies and procedures to reduce the level of possible cross-contamination, including what areas and equipment must be disinfected with an appropriate chemical or treatment on a regular basis. This process must be documented when completed to maintain accountability in the work environment.

Jim Starks, CFuE, CCrE, is President of J. Starks Consulting in Lutz, FL, and a nationally-recognized trainer on funeral home and crematory risk management.

He used his experience in both funeral home and crematory operations and risk management, combined with his involvement with funeral homes of all sizes and geographies, to become an authority at controlling risk and loss in the death care industry, providing lectures and presentations to private firms, as well as regional, state and national associations. He also conducts private audits and risk assessments to independent funeral homes and crematories in the US and Canada, often identifying ways to save or generate thousands of dollars of profit.

Jim is a Michigan and Indiana Licensed Funeral Director and Embalmer and ICCFA- and CANA-certified crematory operator, as well as Dean of ICCFA University's College of Cremation Services. He is a graduate of the University of Wyoming, the Mid-America School of Mortuary Science, and the ICCFA University. For more information on risk management in the death care industry, visit jstarksconsulting. com. Contact Jim at (813) 765-9844 or jim@jstarksconsulting.com.



Recipients

The 100 Black Women of Funeral Service, Inc. was founded in 1993 with the purpose of leadership recognition, scholarship donation for promising future Funeral Service/Mortuary Science students, and mentoring to build funeral service relations and a stronger network for women who had chosen Funeral Service as their Profession. The 100 BWFS Memorial Scholarship was created to honor the legacies left behind by professionals

of the industry who made a difference for those following in their footsteps in funeral service. They left a roadmap to success for family members who wanted to continue that legacy by encouraging our funeral colleagues to do the same for the next generation of caregivers through the gift of funeral education. The generation before us always believed that "We make a living by what we get, but we make a life by what we give. The first job of leadership is to help people see their significance."

The 100 BWFS Scholarships are non-discriminatory and are for the benefit for all mortuary students around the nation, who have completed half of their graduation requirements. Since 1993 we have given hundreds of scholarships to deserving students who are successfully licensed and working in various roles in the industry. They are owners, licensed funeral directors and embalmers, pre-need counselors, sales and office managers, and program directors. They have CFSP, CPC and lots of designations behind their names. So we want to say thank you to our Memorial Scholarship Donors, thank you Corporate Scholarship Donors, thank you to our Annual

Scholarship Families, and thank you to our funeral colleagues who are not able to sponsor a scholarship but make a donation because they care about the future of the funeral service profession. They know that helping others achieve their goals helps us to achieve our personal goals as well. In the coming months we will introduce you to our wonderful and caring Scholarship Donors as well as our gifted and deserving mortuary science students from around the nation.



By Elleanor Davis Starks, CFSP-CCA-CCO, Founder of 100BWFS, Inc.

Recipient Nakeia Ross has passionately yearned to pursue a career in mortuary science since the age of twelve. Throughout her experiences, she would argue that education is the key ingredient and the critical driving force for being successful in the funeral business. Enrolling in the mortuary science program at the American Academy McAllister Institute of Funeral Service in New York has paved the way for her to study the

funeral business at a distance from her home in Denver and still maintain a home, and a work life.

Ross chose the funeral industry because it's her life calling, she genuinely loves helping families and serving the community in their time of need. "Being in that role during that moment, can help a family during their most difficult time in life-would be a badge of honor-that I would wear proudly," says Ross.



Ross wants to show others that the funeral industry is a respectable industry to be in, not only to leave a lasting legacy for the families, but to also give an individual's family a lifetime of beautiful and wonderful memories of their loved ones.

Donor: James E. Churchman Jr Funeral Home

For **Dr. Edith Churchman**, CFSP it all began in 1863 generations before her, with the birth of her great grandfather **James E. Churchman** when he decided to leave Virginia to make a move to New Jersey to further his goals of establishing his own business and have a positive im-

pact on the lives of men and women of color. Churchman was a businessman, minister, poet, author, and social activist. However, Rev Churchman's greatest accomplishment and legacy, which has spanned over 100 years, was the establishment of his funeral home in 1899. He died in 1917 and the torch was passed on to his wife and his son. History reflects his son J. E. Churchman, Sr, was a charter member of the Independent Funeral Directors



Dr. Edith Churchman

Association, a forerunner of the National Funeral Directors and Morticians Association. J.E. Churchman's son James E. Churchman, Jr, decided to enter the profession after serving in the United States Navy during World War II and eventually opening a separate facility. He attended the American Academy McAllister Institute of Funeral Service.

CONTINUED ON PAGE A21

Scholarship SCI Declares Quarterly Cash Dividend HOUSTON.TX— Service Corporation Internation Internati

HOUSTON,TX— Service Corporation International (NYSE: SCI) announced that its Board of Directors approved a quarterly cash dividend of thirteen cents per share of common stock. The quarterly cash dividend announced is payable on March 31, 2017 to shareholders of record at the close of business on March 15, 2017.

At December 31, 2016, Service Corporation International owned and operated 1,502 funeral homes and 470 cemeteries (of which 281 are combination locations) in 45 states, eight Canadian provinces, the District of Columbia, and Puerto Rico. Through their businesses, they market the Dignity Memorial® brand which offers assurance of quality, value, caring service, and exceptional customer satisfaction. For more information visit www.sci-corp.com or www.dignitymemorial.com.



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Our Board of Directors for a nonprofit called Array of Hope was recently asked to decide how much to pay our Executive Director. It was a bit tricky (not as tricky as insurance assignments but...). Funeral home owners probably struggle with how much to pay themselves too. As a funeral home owner, you have the responsibility of deciding how much is right for you and your business.

You will need to earn enough from your funeral home or cemetery to cover your personal expenses and retirement, without requiring unnecessary financing for your firm. The answer will be different for every funeral director, but here are some topics to consider.

How Much is a Funeral Director Worth?

When we decided on a salary for Array of Hope's Director, we researched what competitive salaries were in the marketplace. We also compared earning capacity for this position and experience with other businesses of this type. You can find what other funeral homes are paying their director and other functions such as "Funeral Home Director", "Funeral Home Manager". Search Indeed.com, and other employment sites for reference.

How Much Can Your Funeral Home Afford to Pay its Owner?

Even funeral directors want to make as much money as they can (surprised, right?). Start by looking at where you can improve. What are your accounts receivables? Are you accepting insurance assignments? Are you able to convert your receivables into cash by having an experienced company process and fund your insurance

assignments? If so, you have forever converted your receivables into cash, a big cash win for your funeral home.

Next, take a look at your business as if you were buying it. Look at what the total financial benefit is to the director. Then subtract necessary funds for capital improvements such as limousines, building improvements, equipment, etc. What is left might be in the ballpark of where your funeral home can pay.

Do Funeral Home Directors Retire?

Every funeral director/owner must have a retirement plan. The amount you're able to save can depend on how you pay yourself. The owner salary has a direct impact on retirement savings. For example, if a funeral home owner has a SEP IRA, 25% of his compensation can be contributed. A lower salary will reduce the possible contribution.

Having a good insurance assignment funding company on your team is essential to maximizing insurance and increasing revenue and profit. Funding companies are generally very knowledgeable; they verify and fund thousands of policies and many fund your funeral home the same day.

The authors are the founders of Trinity Funeral Funding, an insurance assignment funding company that provides same day verification and funding of life insurance assignment claims exclusively for funeral homes. Trinity Funeral Funding is a family owned company located in New Jersey, 201-750-1117. Cristina Terc has verified and processed thousands of insurance assignment claims for funeral homes and is an expert in resolving even the most complicated insurance claims including, group, federal, employee, union or individual policies.



Step Into My Office

A family has just arrived to meet with you. You offer coffee and graciously invite them into your office or consultation space to discuss plans. While waiting they may anxiously fidget, grip documents or finger a loved one's jewelry. They look around and study the surroundings. "So, THIS is what a funeral home or cemetery office looks like!" they think. Hmmmm.

Your professional attire and demeanor may inspire trust but is that mirrored in the office or consultation **space?** Does your physical space reflect the same care and attention to detail you exhibit every day? What conclusions might someone draw from a visit to your office?

We know that first impressions can build or erode our trust. Being human we make judgements based on what we see and feel. For example, think of any medical or legal offices you've visited and remember how you felt in ones that were sparse, cluttered, dated – or nicely decorated.

A dated medical office causes me to think that the doctor might not be current in his knowledge or that he is cheap. Using his office as a measure of his thought process, I would fear that he might not consider a more expensive, newly proven, less invasive treatment.

A well-designed office can improve your company image, enhance productivity and help to certify you as a top-notch professional. Well-planned, organized office space is also beneficial to your staff. Studies show that crowded spaces make people unhappy while good office layouts increase efficiency.

If this is not an area of expertise, you may want to bring in a Professional Office Designer. These designers study traffic patterns, work movements, storage capabilities, lighting, usable open spaces, capacity (people and stuff), technology needs and décor. A floor plan is essential.



Office Don't – Don't expect people to work here!



Office designers are alert for how an office 'speaks' for a business. To be your own office designer, evaluate:

- Natural lighting from windows increases productivity and enhances mood.
- Appropriate task lighting for paperwork and computer ar-
- Ambient lighting from overhead or wall lights should not create dim, shadowy areas.

Defined office spaces

- Each person should have 'home base' for detail work and
- Be mindful that 'open office' spaces are distracting and
- Desktop storage for each person organizes work flow.
- Wall-mounted storage works well for small office spaces.
- Off-site (or out-of-office) storage for older files frees up valuable space.

Other important considerations

- Good traffic patterns prevent 'file cabinet congestion'.
- Avoid stress and injury with appropriate furniture and
- Attractive design honors your employees and guests alike.
- Display only a few personal items.
- Hide those cords no snake pit tangles of wires!
- Locate 'action boards' (chalk boards) in private areas.
- Keep work area CLEAN (snacks in drawers). Ask for employee input!

To note - Physicist Albert Einstein was known to have an exceptionally messy office. If, like him, you need a 'creative space', close the door - just as there's no need to welcome guests to a room where the 'magic' is created.

Ideally, the office layout should reflect company culture and



goals. Stick with a theme that echoes throughout your facility i.e. 'traditional', 'Zen', 'contemporary', 'local color', etc. Great office design bespeaks of good organizational skills, timely action, clear thought processes, and invit-

Visitors will judge – just from looking at your office that you run a well-managed operation which honors employees and visitors alike. Your office should speak loud and clear that "This is an efficient, updated place where arrangements and memorialization are handled with compassion as well as attention to details.

Don't forget to enter the INTERIOR DESIGN AWARD for Best Conversation Area. Find Entry Information on Page A36. Enter NOW!

MaryAnne Scheuble, graduate of Wheeling Jesuit University, is the Hekman furniture specialist to the memorial industry. Her design experience began in the fabric industry which served as a great basis for the transition to Interior Decorator with Ethan Allen in Pittsburgh, PA. After 5 years in the education field, she began her career with Cressy Memorial Group. For more than 10 years she has worked with funeral and cemetery business owners, managers and marketing directors as well as interior decorators. Her credits include presenter at ICCFA, two-time speaker at OFDA, author of articles for The Independent, ICCFA Magazine, and regular columnist for Funeral Home & Cemetery News. A proud mother of two sons who are best friends, she currently resides Mishawaka, IN. Contact MaryAnne by email at MaryAnne@cressymemorial.com or call 866-763-0485.



2016-2017 Scholarship Donors and Recipients

Continued from Page A19

In 1976 James E. Churchman, III and Edith C. Churchman, another generation, stepped up to the plate and both received their funeral service license as funeral directors and embalmers from the state of New Jersey. At the time, they became the only fourth generation and African American family owned business in Essex County. Currently, the James E. Churchman, Jr Funeral Home is happy to employ James E. Churchman, IV, son of James III and Brandon J. Churchman-West, son of Edith. Edith states that they trust yet another generation of Churchman's will serve with diligence, compassion, and sincerity, following this story of service from horse to airplane, from pen to computer, from fathers to sons to daughter, from generation to generation.

Donor: Madonna Multinational Home for Funerals

It was August 1984 when Donna R. George arrived at the NFD&MA Convention in New Orleans, with a dream in her head and hope in her heart of opening her own funeral home in her hometown. Passaic, NJ was becoming a melting pot for multi-cultural families that called it home. Madonna says, "I was in town not only to attend the convention but to search for a name for my new funeral home, a place that would serve all nationalities of people. I read every sign that I passed and looked for a sign that would reflect my vision and I asked everyone for their input and any ideas if they took the time to listen. I realized there was a barrier to break that would invite them because blacks went to blacks for service, whites went to whites, and so on and I wanted them to all come to me at the new Madonna Multinational Funeral Home of Passaic."

Madonna opened her doors in August 1985. It was named Madonna in honor of the mother and child. She changed her name officially to Madonna in 1992 and served hundreds of families of all races and nationalities including Polish, Russian, Africans, Yugoslavians, Chinese, and of course Hispanics and this is just a short list. Her doors are open to all of God's children with honesty, love, cultural ideas and ethics.

Madonna is a wonderful role model for women entering the mortuary profession and has served as mentors in the Lottie K. Weldon Mentoring Program for the 100 BWFS organization and gotten rave reviews from the students. The 100 BWFS would like to thank Madonna for her many contributions to the women of funeral service; her dedication to give to others, for the ability to not be afraid to teach others what is expected of them, and for honoring her mother and grandmother through the gift of funeral education.



Lady Madonna



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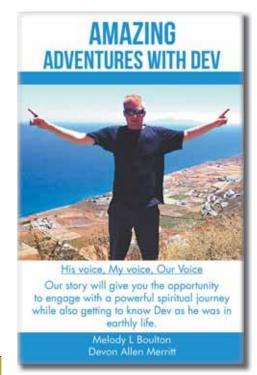
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Psychotherapist Writes Book with Son Three Years after His Death



PORTLAND, ME— A consummate student of spirituality and a licensed, practicing psychotherapist, Melody Boulton lost her son, Devon, at 23 years old, to a rare and aggressive lung disease.

In her new book, Amazing Adventures with Dev, Boulton shares the story of her strong connection with her son, in this heartwarming and spiritually-charged guide to life after loss and testament to the transformative power of love.

"Devon and I always had a deep connection, sustained by a unique, spiritual dimension of love," Boulton said. "Since he left his physical body, our bond and communication continue to manifest in joyful, lighthearted, loving and amazing experiences that led to the writing of this book.'

Boulton has been a psychotherapist for more than 30 years. Her hope, in sharing her and Devon's story, is to help others dealing with grief and loss and to give them hope that death is merely a transition, and not the end of something.

"Our story will give people the opportunity to engage with a powerful spiritual journey, while also getting to know Dev as he was in earthly life," Boulton said.

For more information, visit: https://www. amazon.com/Amazing-Adventures-Dev-Melody-Boulton/dp/1504367634.

Melody Boulton received her bachelor's degree from The University of Massachusetts and her master's from Lesley College. She is a practicing psychotherapist, with over 30 years of experience. Boulton is a long-term student of The Diamond Approach spiritual school. She has worked as a hospice nurse, teaching staff on the subjects of behavioral health and death and dying.

By Todd Van Beck

Exploration

It is fascinating to realize that most experienced funeral directors use many psychological and counseling interviewing techniques that therapists use every day. The process of using exploration in the funeral interview is a prime example of this.

Exploring with our families is most often the main body of the funeral interview. Much time is spent mutually exploring and translating what is meaningful to that family. These translations are worth exploring, and they just might

I believe most funeral directors excel at having and using a myriad of life experiences in the funeral interview whether they are aware of this resource or not.

Help yourself by using your past funeral interviews as guideposts - think about them, discuss them with other funeral colleagues and supervisors. Possibly taping and listening to your own interviews and those of others. In other words systematize your life experience, and make that system part of your life-long learning.

Every funeral interview certainly should be different. If we get stuck in routine habits the consequences can be extremely distasteful to both the funeral professional and the bereaved family, resulting in a domino effect creating a diluted and shallow overall ceremonial and ritualistic experience. In our profession this is never good.

It is appropriate at this juncture to mention a few words about the easily untapped wisdom of the veteran funeral professional.

We live in a time that seems to worship youth. Worshipping of the young, while trendy and attractive, has inherent risks attached, particularly when we are exploring something as important, dramatic, and sensitive as the consequences of the death of a human being.

In the critically important step of funeral interview exploration the veteran funeral professionals have one great advantage over their youthful compatriots. The funeral road is not new to the veteran, in fact, they are still on it, and it is still taking them places. The risk of youth is they sometimes think that the funeral rules have changed. In many ways they have, but the veteran is keenly aware of the risks involved in moving too fast, too quick and in fiddling with customs and community standards simply based in the immature notion of just changing things.

There is an old Iowa farm saying: "Better not take the

fence down before you understand why it was put up in the first place." Changing things simply for the sake of change often translates in going from nothing to nothing.

The wealth of knowledge and wisdom that most veteran funeral professionals possess needs to be shared with the youth who are entering funeral service.

The funeral experience is a journey not a destination.

I would like to share an account of one of the *many* boneheaded mistakes that I have made in my life and career. The only comforting aspect of this story is that it happened 45

I worked for a veteran funeral director who was highly respected and beloved in our community. Looking back I realize he possessed some magnificent gifts. He was a master at exploring with other human beings. While he never called it exploring, he was highly skilled at asking good questions, and then being still, and allowing the exploring process to take its course. We were called out on a suicide. When we arrived at the

residence it was clear the poor man had taken his own life. I hadn't been exposed to many suicides and was unnerved by what I saw and what I was asked to do – but step up to the plate I did, because I wanted to be a good funeral director.

My job during the calling hours was to be the attendant at the front door, a job I loved (anyway back then I did). Standing there in my dark suit, trying desperately to look highly dignified, my chronic acne always gave away my youth.

My employer had been in and out of the chapel all afternoon, and I noticed that he really didn't say much. However the widow couldn't stop talking.

My employer notified me that he had to step out for a moment and do a personal errand. I was given strict instructions to watch my p's and q's, which was code to keep my mouth shut.

I well remember the moment I saw his car leave the parking lot and I had a very stupid and dangerous thought, "I am now in charge!" I started strutting around the funeral home like I was the Archduke of Death. Today I am embarrassed to think how ridiculous I looked and acted.

The widow of the decedent came to me and with tears run-

ning down her cheeks asks me, "Why do you think he did it?" I proceeded to tell her straight away why I thought he did it. I was a kid talking, it was insensitive, it was highly opinionated, it was unkind, and looking back it was totally unnecessary, because in truth I wasn't in the least interested in exploring anything with her – hell I didn't even know what exploring was, even though I had watched my employer do-

ing it with her all afternoon. My employer returned and the widow pulled him aside. I stood by the front door knowing by the look on his face and the blood draining from his lips, that I was in big, big trouble.

After the widow left my employer motioned me to his office. I hated those moments in my life, but in truth I deserved most anything he was going to say to me. Instead of a scolding, he looked at me and said, "Todd you are terribly young. Next time just listen, and then walk with them. Ask them questions, but keep your high level opinions to yourself. The funeral experience is a journey not a destination."

He was talking about taking the time and being sensitive to the process of exploring with another human being. He didn't use the word "exploration" but that is precisely what he was talking about.

Possessing old-fashioned insights, approaches and ethics does not mean that a veteran funeral director cannot embrace the new memorial concepts like eternal reefs, or memory glass for instance. Likewise possessing youth does not automatically translate into high level creativity, and nonconformist risk taking. To say anything akin to this notion is just making a thoughtless sweeping comment about both groups of professionals which is just not true.

As time goes on in the development of your funeral interview you will perhaps discover a pattern, your own style. This will take shape because of the way you feel inside and hence how you function, regardless of your age.

Discovering, examining, and deciding what to keep and what to change in your own funeral interview exploring pattern will provide the sort of professional and personal growth that, I feel, will be most meaningful for you.

Remember we cannot change anything about our client families. We can only improve on our own skills and attitudes. Remember also that while books, seminars, writings, and speeches on the importance of exploring life issues with another human being are extremely helpful and valuable – the greatest value to help that any funeral professional has is what is in their hearts. This I believe is true for the simple reason that in the end all funeral service is a matter of the heart.

Exploring with the client family means listening and gently responding to what they are saying and feeling. It means enabling them to express themselves fully. This can and does require genuine interest and positive regard.

In the funeral interview this means following them rather than asking them to follow us, while at the same time keeping the interview moving ahead.

The issue of *control versus exploration* in the funeral interview is of utmost importance in inspiring funeral professionals to move ahead and genuinely connect with the contemporary expectations of the modern consumer.

Todd Van Beck is a person who has had a half-century love affair with both funeral and cemetery service. He willingly admits that he is no "expert!" but also quickly admits that there is nothing about this work and life that he does not enjoy, and have intense interest in. Todd says: "I have never done a day's work in my life, it has all been fun and interesting." Todd has been an active writer and speaker internationally for many decades covering most every topic that is relevant to our profession. Mr. Van Beck grew up in Southwestern lowa, and declared at the young age of 5 years old that he would become a funeral director when he grew up. He is still growing up, still learning, still trying to make some kind or worthy contribution to his beloved profession. Todd has operated funeral homes, cemeteries and mortuary colleges, and confesses that he has been a vagabond throughout his career, simply because he wanted to see the world. Todd is the Director of Continuing Education for the John A. Gupton College in Nashville, and his wife, Georgia, R.N., is a Clinical Director for Alive Hospice also in Nashville.

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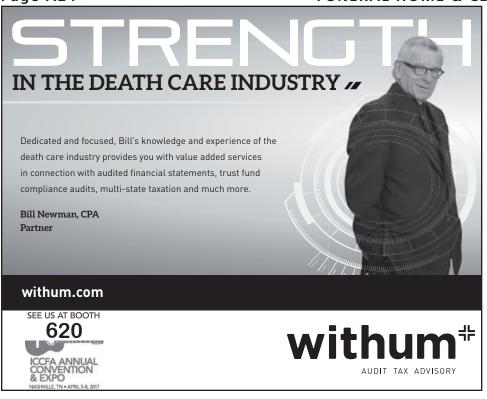
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By Rolf Gutknecht





Discovering the disconnect between Strategy and Success

Tracks 2I can remember it like it was yesterday: I and some others from my agency team along with the client's CMO were sitting in the office of the CEO for a Fortune 100 company presenting the advertising campaign for the year. The CEO looked at us and pointedly said, "Strategy is results!" What he meant was that the strategy doesn't matter as

long as you are producing results. This CEO saw: strategy = analysis and execution = getting things done, and he attributed more value to doing than to analyzing. Strategy statements like "Being the brand of choice in the vertical markets we serve" and similar statements were not for him. And frankly, I'm not a fan of them either.

But, any seasoned marketer knows that a marketing strategy is about the series of choices you make on where to play and how to

win to maximize long-term value. Execution is producing results in the context of those choices. Therefore, you can't have good implementation without having good strategy. Most everyone would agree that you just can't achieve good results without having good execution; similarly, most would agree that having a good strategy alone is no guarantee for success. But, too many jump to the wrong conclusion that this makes execution or implementation more important than strategy. OK, so let's look at that for a moment.

It's pretty obvious to all that creating "The Strategy" is cool...it's sexy. And who wouldn't want to be part of the team that developed "The Strategy," right? But actually creating it right requires thought, knowledge, and understanding of the audience and marketplace, and creativity. Look at any university setting and you'll see that MBA courses stress

strategy. We worry about social media strategies, mobile marketing strategies, strategies for enhancing customer engagement or customer experience, advertising strategies, SEO strategies, lead generation marketing strategies, sales strategies, and on and on.

You'll get no argument for me when saying that a well-thought-out and written strategy is critically important to business success. But here's something that a lot of marketing people don't

always consider to the extent they should: the soft underbelly of strategy is implementation. Without implementation, even the most brilliant strategy is just words, a hope, an untested premise. We all know this intellectually, of course, but we don't necessarily follow through on that knowledge and make it the priority it should be. Implementation is generally left to some coordinator or least experienced member of the team. Or even to an automated program.

CONTINUED ON PAGE A25



The Importance of Hands (Part 3)

After writing the February article, I noticed a post on a Facebook blog on "Getting those indents out of the hands where hospital tied the hands together" for transfer. Unfortunately, if this happens to you, I would recommend that you speak to the hospital about their protocol. A procedure that has been popular on removing these indents from the hands prior to embalming is using a pack of Webril saturated with a Humectant Injection Accessory chemical.

- Elevate the hands as in normal protocol
- Spray the entire hands with a Humectant Injection Accessory chemical.
- Place a pack of Webril saturated with Humectant Injection Accessory Chemical on those indents prior to embalming.

Not all Humectant Injection Accessory chemicals are produced in the same manner, so consult with your sales rep on how their product performs.

Have you noticed that as people age the tissue on the back of the hands becomes more fragile as a layer of fat that protects skin from bumps and bruises is lost?

Ecchymosis or hematomas are commonly known as a bruise. With blood thinners being widely used on the aging we see more bruising on the hands. Prednisone also thins blood and increases the chance of bruising. The back of the hand is a normal site for the IV line which may cause bruising. The removal of the IV after death can cause the blood to enter the interstitial tissue surrounding the small puncture site. Thin skin is easily damaged and any puncture to the tissue increases the risk of distention and swelling at the puncture site during embalming. Most ecchymosis or hematomas are caused by blood entering interstitial tissue space outside the normal vascular system.

Discolored areas may not clear with normal arterial injection. A simple way to test if the bruised tissue is a postmortem discoloration or post-mortem stain is to apply digital pressure to the bruised tissue. If the blood moves out and clears from the tissue, this is a post-mortem discoloration also known as Livor Mortis. If the blood remains

and is immovable, it is a stain. A stain will not be removed by arterial injection.

This month we focus on stained tissue and a lack of embalming solution reaching this tissue.

The use of transdermal hypodermic chemical treatments shown below can reduce the negative effect of this unstable tissue, making cosmetic treatment easier. This type of treatment has become popular to help alleviate stained areas and discolored tissues (bruises). It is recommended to be done prior to embalming because arterial injection could preserve and fixate the blood within the bruise and in surrounding areas. The vascular drainage of the blood in the bruised or discolored tissue area could be difficult to remove. Once the blood becomes fixated in these areas, a formaldehyde reaction with the hemoglobin in the blood could cause methemoglobin. This staining effect could be increased in darkness and intensity. The fixation effect from embalming will inhibit the true abilities of the bleaching action of these bleaching agent products. The bleaching procedure after embalming normally will become more difficult.

An additional concern is when little or no arterial injection reaches the bruised area. This lack of distribution could lead to un-preserved tissue in the bruised area which will actually get darker in color and allow the decomposition to progress.

The embalmer could consider hypodermically injecting (transdermally) a Phenol Based or Non-Phenol Based cauterant and bleaching agent into the stained areas. Using a small syringe and small gauge needle is recommended.

- Prior to hypodermic injection cover the area around the stained tissue with a protective layer of massage cream or spray a humectant injection accessory chemical around the bruise. Enter skin (transdermally) keeping the small gauge needle as superficial as possible in a fan-like manner.
- Enter the stained tissue at its furthest point and inject slowly, be careful not to overfill the discolored tissue area. If the tissue distends slightly, using digital pressure to disperse chemical into the area will help.
- The small gauge needle should be removed slowly and carefully to avoid any leakage of the chemical to the surrounding area. Any leakage should be controlled by the protective layer of massage cream or humectant injection accessory chemical. If these bleaching and cauterant products come in contact with unprotected skin from the leakage they could cause bleach spots or streaks to the surrounding skin surface.

• The transdermal injection procedure can be repeated if the discolored area is severe in nature.

Rolf Gutknecht

The main difference between a Phenol based cauterant and bleaching agent and a Phenol-Free based cauterant and bleaching agent is the use of phenol. Phenol chemical bleaching and cauterant agents are more commonly used by mortuary embalming chemical companies. Phenol is the primary chemical used in most cauterant and bleaching chemicals. The advantage of Phenol-Free based cauterant and bleaching agents is that there is no Phenol odor. Phenol can be corrosive to the skin and the vapors are not considered safe. If you have spent any time in an embalming room you're familiar with the unique phenol smell.

Both of these chemicals will bleach the discolored tissue. The advantage of both is that they will also preserve, cauterize and dry the tissue. The bleaching effect of these powerful chemicals causes the discolored tissue to become very light or white in appearance. It is easier to apply cosmetic treatments to lighter bleached tissue than dark discolored tissue.

To minimize the whitening effect, a few drops of eosine dye can be added to these bleaching products. The dye will give the bleached area more pink hue color instead of the whitening effect. It is easier to apply cosmetic treatments to cover pink hue tissue than white tissue.

The ability to stabilize these bruises through transdermal hypodermic chemical treatments will significantly simplify your cosmetic approach and add a more natural cosmetic coverage. If these skin discolorations are not treated, the skin will maintain the dark color and could become worse with skin slip and decomposition making cosmetic coverage difficult and resulting in a less natural appearance for families and friends.

In our next installment, we will continue the discussion of bleaching and cauterizing agents including the use of surface packs and treatments for discolored fingernails.

Matt Black has been a licensed funeral director and embalmer in the State of Pennsylvania for over 20 years. He represents The Dodge Company in Central and Western Pennsylvania. In addition to being a graduate of the Pittsburgh Institute of Mortuary Science, Matt also holds degrees in Bio-Medical Engineering Technology and Industrial Management. Matt has also attended the Fountain National Academy of Professional Embalming Skills, Springfield, MO, and is licensed in eye and corneal enucleation. He has presented at Dodge Embalming Seminars as well as numerous local seminars in Pennsylvania. He can be reached by email at mblack@Dodgeco.com.



Discovering the disconnect between Strategy and Success

Continued from Page A24

Okay, we all know that the implementation and all the hard work that goes along with putting a strategy into the marketplace has to be done by someone. Initiatives don't get completed by stating them on paper; they require action, management and follow up. And from my experience working with organizations of various sizes, I'd say that no VP of Marketing or CMO can – or should – try to do everything. But in the same breath, we can't just assume that everyone who is diligently working on the tactics is actually supporting the overall marketing and business strategy that was created. Implementing different pieces of the program is not the same as true implementation to achieve the organization's business objectives. Poor tactics, poor coordination, and poor implementation of even a great strategy have led to as many flops as a poorly created strategy.

Here's a quick real life example: An athletic shoe manufacturer sent me email after email telling me to stop by their upcoming trade show booth, and by turning in a printed copy of the email, I would receive a certificate for significant savings off their athletic shoes. Guess what happened when I showed up at the booth? No one, and I mean NO ONE at the booth knew anything about the offer. "Don't know what this is all about," or "No one told us about this," were all anyone there could say.

So, at the risk of being overly obvious, the heart of the implementation of a marketing plan is the execution, the actual doing of the planned marketing activities. Successful marketing implementation requires:

- Attention to detail
- Staying on top of "who's doing what"
- Accountability of those involved...no passing the buck

• No waiting till tomorrow. No procrastination!

Mere implementation is not always that difficult. The hard part is implementing things in an organized way. And, it's the cohesiveness of the strategy's implementation tactics where the revenues (the results that the Fortune 100 company CEO talked about) will be generated.

Rolf Gutknecht is vice president, director of account services for LA ads. To discuss your thoughts with Rolf on this blog or any marketing matters, email rolfg@laadsmarketing.com, or visit www.LAadsMarketing.com. You can also connect with Rolf on LinkedIn.







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2017: Optimism at the Dawn of the Cremation Age

2017 is officially the Dawn of the Cremation Age. As a nation, we began 2016 with a cremation rate of 48.6 percent. Actuarial estimates peg late-summer (July or August) of 2016 as the likely point when cremation rates tipped 50 percent - and continued shooting ever skyward. 2017 is the first year in United States history when the cremation

rate will meet or exceed 50 percent for the entire year.

As dawn breaks on the Cremation Age, though challenges lie ahead, there is indeed much to be optimistic, very optimistic about. That optimism is rooted in the old and in the new.

The Old: Baby Boomers #s

The first Baby Boomers will turn 71 in 2017 and, just as they did in 1946 when they literally popped onto the United States demographic scene, they will

transform the death care profession as they have transformed so many other American industries. By most accounts, the Baby Boom generation will increase the average number of annual deaths by 20 percent

from 2.5 million deaths annually to 3.0 million deaths annually. The Dawn of the Cremation Age corresponds to the Sunset of the Baby Boom generation.

The Old: Baby Boomers \$s

It is well-documented that the Baby Boom generation is the wealthiest in United States history. Upon their passing, the

Baby Boom generation will bequeath \$30 trillion in wealth to their heirs.

While much of the press has focused on the implications of this wealth transfer for financial advisors, there are huge implications for the Death Care Profession. The Dawn of the Cremation Age corresponds to a dramatic increase in a family's ability to honor the life of their dearly departed in uniquely personal and meaningful ways.



Consumers have never been in a better position to choose: how to honor the life of a departed loved one and where their remains will spend eternity. The profession is mak-

ing investments to transform the end-of-life experience and to offer greater consumer-choice and myriad personalization options. For consumers choosing traditional funeral, casket, and burial options, the profession offers more variety than ever: from true celebrations and parties in remembrance of a life well-lived; to green casket and burial options; to innovations such as the Infinity Burial Suit (aka the Mushroom Suit).

For those choosing cremation, the options are seemingly endless: traditional flame cremation or liquid cremation; cremated remains placed in custombuilt urns; keepsake jewelry; or blown glass art pieces; inter cremated remains at a cemetery, at sea in the form of a reef, shot into space to become one with the universe, or interred in support of plants or tree life.

How can you be anything but optimistic as our profession is poised to serve more families, who have more ability to demand unique and meaningful end-of-life celebrations, with more innovative and imaginative end-of-life service and product solutions at our fingertips?

What an honor it is to be of service to families at the Dawn of the Cremation Age. Darrell W. Hill is the founder and CEO of Eternity Gardens. Eternity Gardens is building the largest, most comprehensive on-line listing of cremation, memorial, and scattering gardens for cremated human remains. Email Darrell at darrell@eternitygardens.com.

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How Does A Birthday Card Reunite A Couple

Separated By Death?

It all started when we wanted to find a clever, fun way of getting people to update their old self pre-need arrangements with us. But how do you call a family and ask if someone has died or moved without sounding like a vulture or at the very least insensitive? If someone arranges their own final expenses it usually shows me that person is quite practical and very often has a great sense of humor.

So, the idea of sending a birthday card to the person that had made their own prearrangements made sense, but carefully chosen words would be the obstacle. It was decided that we would use a birthday card with "Congratulations for not needing our services again for yet another year!!" Then within the card we would go on to say, "All kidding aside, we here at McKenzie tMortuary wish you a very happy birthday. If you wish to update your file, change phone numbers, addresses etc., please visit our web site or call us." The idea was that it was so unique people would brag to their neighbors, "Look I just got a birthday card from my mortuary!" And indeed, that's exactly what happens. On an At-need basis, we have seen a rise in new cases when family and friends call the person that received their yearly card: "What's the name of that mortuary that sends you a card?"

The response was great and continues to be great. We get calls, cards and handwritten letters of appreciation. It let us know we had decided on a good idea.

A few months back we received a birthday card back stamped "DECEASED" for Beatrice Smith. This was baffling because we had held Beatrice's pre need arrangements for many years.

This unique notice started our investigation to find out where Beatrice was. It turned out that she had been in a convalescent home for an unexpected illness and passed away with no family and no information. Her body was sent to the county morgue where it lay for



months. After a period of time the public administrator authorized cremation and for the ashes to be placed at a local park. With the hand written instructions that were given to McKenzie from Beatrice we were able to go to court to obtain a court order giving us permission to act on her last wishes which were to be buried with her husband at the national cemetery in Dayton, Ohio. We disinterred Mrs. Smith's Urn and sent her to be with her husband at the Veterans cemetery.

If it hadn't been for a simple birthday card, this couple married for over 60 years would not have had their final wishes realized.

Sometimes, all we need is to step outside of our comfort zone in our marketing and follow-up programs.

If you feel it's right in your heart then it's probably the right thing to do.

> Kenneth McKenzie McKenzie Mortuaries and Crematory Men of Mortuaries Calendar founder, co-author of Mortuary Confidential and Over Our Dead Bodies



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By Vernie R. Fountain

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Are we educating the public as effectively as we should be?

The funeral service industry offers a variety of outstanding products and services. From innovation in technology that brings loved ones together for virtual services to earth-friendly methods of burial, the means by which we honor our deceased are evolving. In the midst of change, funeral service has its challenges and a change of mindset is necessary to meet the demands of consumers. It seems that more and more, whether due to emotional, physical or financial concerns, people are

becoming more focused on cremation. For the record, I am not anti-cremation. Not by a long shot. It's direct cremation with no viewing of the body that bothers me.

Read on, and I will tell you why.

For several years I've had a growing concern that funeral service is out of focus regarding our professional existence. When a loved one dies, families come to us for guidance. We are not here to sell, we are not here to rush the process; we are here to listen, to counsel, and to educate families as to their options for a final goodbye. There are no doovers. In my opinion, the opportunity to view the deceased in an identifiable state, surrounded by friends, loved ones, mementos and memorabilia is an option that should never, ever be left out of the conversation.

Step back for a second and ponder this question: Does the family really need your funeral home? I extend a challenge to the readers of this article. Sit down with the staff at your facility and make a list of every service you provide for families. List them all, from the smallest to the greatest. Once the list is finished, ask yourself this question: Which of these many services provided by my funeral home could a family do for itself? Could a friend or a third party

agent complete these tasks for a family without retaining my funeral home? From here, go down the list and draw a line through each service that families can do without you. When you have completed this task you will most likely find that, unless state law allows otherwise, the only two services you provide that no one else can are embalming and reconstructive surgery with the goal of viewing.



In my opinion, these services are the foundation of our expertise and we should focus on how we can do them better. We need to more effectively train our funeral arrangers and pre-need counselors to convey the values of viewing to loved ones because they are about to see the body, and say goodbye, for the very last time. We are the death care expert in our communities, and make no mistake, this is an enormous responsibility. The family is totally dependent upon our skill and expertise once the heart and breathing stops, and soul has left its body. Doctors, attorneys, EMTs, firemen and police can't do what we do. No one but a caring, trained, licensed funeral professional can step in and take it from there. For that matter, few want to. But we do. Our compassion is the reason we walk toward the dead rather than run the other direction. It's the force that led us to the funeral profession in the first place.

We aren't nearly as focused as we should be on educating the public about death, dying and funeral options before the need arises. On a near daily basis I talk to people who say, "I just want to be cremated." When I query them further, I learn that many of these people don't look at cremation as a method of final disposition of the body; instead it's replacement for a funeral ceremony. We need to make sure that we educate the public that cremation is certainly an option, but that it is only a form of final disposition. I believe as professionals we need to help families consider the interval between death and final disposition - the time of grief, remembrance and adjustment to the idea that life is about to move forward with an empty space.

With this in mind, I extend another challenge: Do a random internet search for funeral home websites. Pretend you are a consumer, your child has died, and that you're searching for funeral options. How many websites mention the value of visitation and viewing prior to final disposition? I think you'll find that most funeral home sites offer far more information about direct cremation than about navigating through grief, comfort and closure. It is my opinion that educating the public about all aspects of funeral service is a wise investment in our future.

CONTINUED ON PAGE A31

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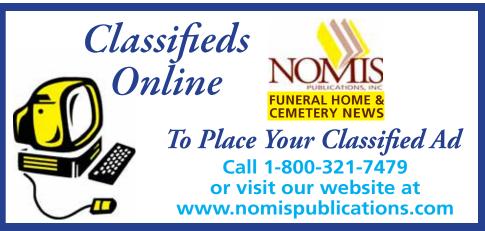
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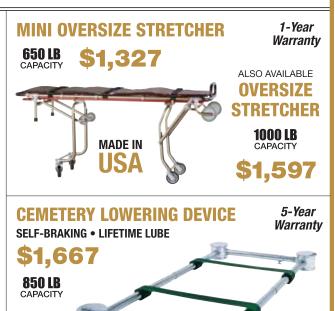
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Bob Horn to be Honored at Celebrity Roast

BOSTON,MA— Long time death care executive **Robert G. "Bob" Horn** has been chosen from the 'Top Ten' list of wealthiest funeral service professionals to be honored at a Celebrity Roast evening in Boston October 28, 2017. The event will be held at the Harvard Club and in keeping with Bob's

philanthropic nature, all proceeds, after expenses, will be donated to the St. Jude Children's Research Hospital.

The Top Ten list references the actions and activities of giving back by an individual to the deathcare profession and the people in it, rather than just a summary of dollars and deals accumulated over the course of his or her career. Bob has been exemplary in both his public and private giving to various people and organi-



Robert G. "Bob" Horn

zations, much of which has been done stealthily.

Everyone is welcome to attend this fun filled evening along with some notable 'Roasters', friends and family of Bob's.

For further information and to purchase tickets please call **Brenda** at 864-246-4560.

Carriage Declares Quarterly Cash Dividend

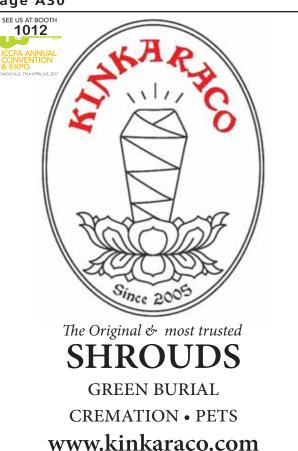
HOUSTON,TX— Carriage Services, Inc. (NYSE: CSV) announced that its Board of Directors on January 26, 2017 declared the quarterly dividend of \$0.05 per share payable on March 1, 2017 to common share record holders as of February 13, 2017. The Company also has a dividend reinvestment program that is available so that shareholders may elect to reinvest their dividends into additional shares of the Company's common stock.

Carriage Services is a leading provider of deathcare services and merchandise in the United States. Carriage operates 170 funeral homes in 28 states and 32 cemeteries in 11 states.

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Educational

Wolfelt to Impact Funeral Service Nationally and Internationally in 2017

FORT COLLINS,CO— Author, educator, and well-known consultant to funeral service **Alan D. Wolfelt**, Ph.D., will share his critical message of the importance of meaningful funerals in several locations internationally in 2017.

Dr. Wolfelt will be the keynote speaker for the Funeral Directors Association of New Zealand on March 1st in Rotorua, New Zealand. His presentation is titled The Why of Meaningful Funerals: Exploring a New Model Being Used in North America. Dr. Wolfelt will also provide two additional days of in-depth training on this topic to association members.

Dr. Wolfelt will then travel to Melbourne, Australia, on March 19th, where he will present to the *Australian Funeral Directors Association*. He keynoted the AFDA's 2015 convention and has been asked to return to provide additional intensive training on his body of work related to educating communities and families about the value of meaningful funerals.

In addition, while in Melbourne he will be working with the **Southern Metropolitan Cemeteries Trust** to help them with strategy and community education about the value of meaningful memorialization.

Next Dr. Wolfelt will travel north to the *Queensland Funeral Directors Association* on March 24-26 to serve as keynote speaker as well as provide a community workshop for caregivers on the importance of meaningful funeral experiences.

Summer will find Dr. Wolfelt in Brazil, where on June 30th

he will keynote the *Brazil Funeral Directors Association* convention, again emphasizing "The Why of Meaningful Funerals."

In addition Dr. Wolfelt has announced 2017 Educational workshops across the United States and Canada. The content of these workshops helps participants understand their own grief, how to companion others in their grief, and the significance of how when words are inadequate to still have meaningful ceremonies. Sponsors include hospices, hospitals, universities, funeral homes, and a variety of community agencies.

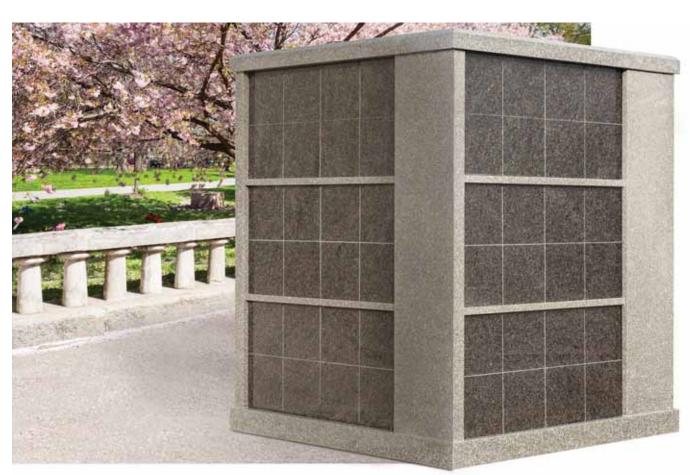
The locations are as follows: March 1-3, Rotorua, New Zealand; March 19-20, Melbourne, Australia; March 24-26, Queensland, Australia; April 11-12, Olathe, KS; April 12-13, Topeka, KS; April 18-19, Fort Wayne, IN; April 20, Batesville, IN; April 20-21, Columbus, OH; May 9-10, Colorado Springs, CO; May 16-17, Cambridge, Ontario; May 17-18, Toronto, Ontario; May 18-19, Hamilton, Ontario; September 26-27, Lubbock, TX; September 28, Albuquerque, NM; October 10-11, Appleton, WI; October 17-18, St. Charles, MO; October 19-20, Palm Harbor, FL; October 24-25, Des Moines, IA; October 25-26, Cedar Rapids, IA; November 2, Las Vegas, NV; and November 14-16, Vancouver, British Columbia. Locations to be determined include: September 19-20, September 20-21, and September 21-22.

2017 course offerings to be presented at the Fort Collins facility (unless otherwise noted) for 2017 have also been announced.

They are as follows: April 3-6, Comprehensive Bereavement Skills Training; May 1-4, Understanding and Responding to Complicated Mourning; June 5-8, Counseling Skills Fundamentals; June 12-14, WHY We Need Funerals 3-Day Training Experience; July 17-20, Exploring the Paradoxes of Mourning; August 7-10, Companioning the Traumatized Griever: Reframing PTSD as "Catch-Up" Mourning; August 28-31, Support Group Facilitator Training; September 11-14, Comprehensive Bereavement Skills Training; October 2-5, Exploring the Shadow of the Ghosts of Grief; November 6-9, Suicide Grief: Companioning the Mourner; and December 11-14, Exploring Spiritual Dimensions of Death, Grief, and Mourning, Scottsdale, AZ.

Dr. Wolfelt is a noted author, educator, and grief counselor. A past recipient of the Association for Death Education and Counseling's Death Educator Award, he serves as the director of the Center for Loss and Life Transition in Fort Collins, CO. Dr. Wolfelt is the author of numerous books, including A Tale of Two Funerals, Creating Meaningful Funeral Experiences and Funeral Home Customer Service A to Z and also serves on the faculty at the University of Colorado Medical School in the Department of Family Medicine in addition to writing a regular column on customer service for The Director magazine.

For information about these workshops or to explore sponsoring a program in your community, email drwolfelt@centerforloss.com or call 970-226-6050. For additional dates, visit www. centerforloss.com and select "Hear Dr. Wolfelt Speak."



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Educational CONTINUE

Are we educating the public as effectively as we should be?

Continued from Page A28

Let's think for a moment about the concept of viewing and identification. For example: once forensic tests confirmed that the sons of Iraqi leader Saddam Hussein were dead, allied forces shared photos with Iraqi people for proof. The public demanded it, because seeing is believing. It is not unusual for world leaders to lie in state so that the public can view, pay respects in person, and find visual closure. Viewing matters.

Consider improving your website with more educational material about the values of viewing. At a recent seminar, a student told me that since his funeral home began offering visitations at no charge it has seen an increase in clients choosing embalming prior to cremation. It is also my opinion that funeral homes should offer longer visitation periods. Some visitations happen in a very short window of opportunity, denying friends and loved ones the chance to view and say goodbye. The family does not need to be present the entire time, so why the rush? With funeral staff on hand, longer visitation hours will, at the very least, offer time for friends who can't make the service, enabling them to leave a message for family in the guest book – a book that funeral homes are quick to sell, but not as quick to fill.

At my recent 2016 FNA International Conference I offered a presentation entitled When I Die. I discussed the things that I want and don't want when I die. First and foremost, I do not want my family to allow a funeral home to rush them to final disposition. I've never understood the concept that if you die on Monday we need to bury you by Wednesday. I want my wife and daughters to have a visitation for as long as they feel necessary. I want to allow them time to grieve and mourn and begin the transition of their life without me. I do not subscribe to the notion that

the quicker we get the body buried or cremated, the quicker we heal our grief.

I believe funeral service professionals should promote educational programs locally and across the United States to help the public understand the ins and outs of embalming, cremation, viewing, visitation and the process of navigating options following the death of a loved one. Currently there are people who are not friends of funeral service who are happy to speak in public forums about our profession, often providing inaccurate information. It is incumbent upon us to be forthright with the communities we serve. I challenge every national and state funeral service association across the country to create a speakers bureau and begin to support and promote public education. Presentations can be held at funeral homes, colleges or libraries and can be offered free to the public. As an incentive for the pubic to attend these presentations we should clearly advertise that the names of attendees will not be taken upon entry and the presentations are for accurate information only and not a sales pitch. It is better that we stand up and educate with accurate information than allow the public to be misinformed and misguided by others.

We entered this professional because we are compassionate. We are professional. We are dedicated. We should be proud of what we do, and share our knowledge with the people we serve. Our families and our communities, and our attitude toward death as a society, depend on it.

Vernie R. Fountain, CFSP, embalmer and post mortem reconstructive specialist is the founder of Fountain National Academy of Professional Embalming Skills in Springfield, MO. He can be reached at vrfountain@earthlink.net

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Educational

Funeral Service Foundation Launches the Foundation '45 Awards

BROOKFIELD, WI— The Funeral Service Foundation (FSF) has launched the Foundation '45 Awards, which are offered on the premise that access to solid education and resources can help funeral service professionals propel their career to the next level. The awards include an expanded array of academic scholarships, the newly created Career Awards, and NFDA Professional Women's Conference Scholarships.

These transformative scholarships, professional development opportunities, and mission-focused resources can help funeral service professionals unlock their poten-

tial throughout every stage of their career.

Awarded twice a year, the Funeral Service Foundation now offers up to 12 scholarships, ranging from \$1,000-\$2,500, to full- and part-time students pursuing a degree in mortuary science from ABFSE-accredited schools. Available scholarships include the Foundation '45 Academic Scholarship; the Shipley Rose Buckner, Joseph E. Hagan and Dennis Schoepp Memorial Scholarships; and the Memorial Classic Golf Tournament Scholarship.

"We're honored to offer a record number of academic scholarships this year," said Stephanie Kann, chair of the Foundation Scholarship sub-committee. "Our additions include the newly-created Foundation '45 Academic Scholarship, which honors our roots, and a record four Memorial Classic Golf Tournament Scholarships."

The Foundation is looking for applicants who demonstrate a passion for the funeral service profession that sets them apart from other candidates. The best applications are those in which students provide examples that show how they care about making a positive impact in their career. Those interested may apply online by the March 30th deadline.

The Foundation recently closed applications for its NFDA Professional Women's Conference Scholarships. Designed to support career development for women in funeral service by offsetting the costs associated the annual conference, the scholarships cover the recipients' conference registration fees, and provide up to a \$1,000 travel and accommodation stipend. The conference will be held April 7-9, 2017 in Franklin, TN.

New this year, the Foundation will allocate up to 60 Career Awards to licensed funeral directors across the profession. Career Awards underwrite registration fees for a single NFDA Cremation Certification, Arranger Training or Certified Preplanning Consultant training seminar of the recipient's choosing.

"Generous donor support has allowed us to expand our reach and help a greater number of funeral directors access career-fueling professional development opportunities," said Danelle O'Neill, executive director of the Funeral Service Foundation. "We're thrilled to roll out the Career Awards and help funeral directors take their careers to the next level."

Information about each of these innovative training programs is available at NFDA.org. Those interested may submit their names online at FuneralServiceFoundation.org. Names will be drawn in April, June and October. Recipients will have one year to redeem their career award. The Foundation will accept names throughout the year.

Since 1945, the Funeral Service Foundation has served as the profession's philanthropic voice. As the charitable arm of the National Funeral Directors Association since 1997, the Foundation receives operational support from NFDA and donors across the profession to help advance its mission support funeral service in building meaningful relationships with the families and the communities it serves.



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Educational CONTINUED

Crematory Operator Certification and Advanced Crematory Operations Programs to be held in Ohio

DAYTON,OH— The **Ohio** Cemetery Association in conjunction with Matthews International Cremation Division and The Matthews School of Cremation will be hosting a Crematory Operator Certification Program following the 2017 OCA Spring Conference on March 23 at the Doubletree Hotel in Worthington. This course is a 7 hour educational program designed to raise the level of knowledge and understanding of the design, operation, and maintenance of cremation equipment as well as day to day operations of a crematory facility. The Matthews International Cremation Division is qualified and approved to train operators in all 50 states. This certifica-

tion is valid for 5 years from the program date.

A second program, Advanced Crematory Operations, will be offered on March 24 at the same location. This course is for the experienced crematory operator looking to further their knowledge and expertise in the cremation process. Topics include Ethics & Professionalism in the Crematory, Advanced Operating Techniques, Cremation Liabilities, and a series of professionally prepared operational videos that demonstrate each step of the cremation process.

For more information please contact: Rufus Slade, Woodland Cemetery, 937-673-1952. Email rufus@woodlandcemetery.org.

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PIMS Graduates

PITTSBUGH, PA—Pittsburgh Institute of Mortuary Science (PIMS) held its 154th Commencement exercise on Friday, January 20, 2017 at the Calvary Episcopal Church. The gradu-

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ates, their family and friends were welcomed to the formal cap and gown ceremony by PIMS president Eugene C. Ogrodnik. The commencement address was delivered by Daniel F. Bekavac Jr who delivered an inspirational address entitled "Finding Middle Ground in a Job Where There Is None." Bekavac is immediate past president of the Allegheny County Funeral Directors Association and affiliated with his family firm, Daniel F. Bekavac Funeral Home and Crematory in McKeesport, PA. Bekavac, a PIMS

Alumnus, is also an attorney. The Funeral Service Oath was administered by Dr. Barry T. Lease, and the graduating class was presented by Dr. Joseph A. Marsaglia, dean of faculty and students.

Candidates to receive the Diploma in Embalming and Funeral Directing are: Shawn Arbuckle, Pittsburgh, PA; Lance Carrier, (Magna Cum Laude) Brookville, PA; Britney Cimini, West Middlesex, PA; Holly Conley, Lewiston, MI; Daniel Davenport, Amity, PA; Victoria Devore, (Student Senate President) West Salem, OH; Nicole Dubyne, Russell, PA; Teehan Kaye-Campbell, Flint Hill, VA; Madalyn King, Oil City, PA; Maria Koontz, (Cum Laude) Elizabethville, PA; Haylee Kormick, Pittsburgh, PA; Ann McCullough, Burgettstown, PA; Judd Murvine, Zainesville, OH; Alexandra Natale, Reading, PA; Logan Pfaff, (Student Senate Vice President) Ridgeley, WV; Sierra Pryor, St. Marys, PA; Adam Rhodes,

Pittsburgh, PA; Cody Rice,

Wellsburg, WV; William Rupert, Knox, PA; Jordan **Thompson,** Cumberland, MD; and Jasmine Wash**ington,** Youngstown, OH.

Candidates to receive the Associate in Specialized Technology Degree, Funeral Service Arts and Sciences are: Alexanderia Albaugh, Jacobs Creek, PA; Bethany Anna, Patton, PA; Nathan Beideman, Parkesburg, PA; Elyse Enea Bellows, Mohawk, NY; Nicole Boivin, Erie, PA; Burton Bolt, (Cum Laude) Holland, MI; Melanie Boney, Bowie, MD; Cory Braatz, Blairsville, PA; Matthew Buckley, Franklin, PA; Codi Cabrera, Buckhannon, WV; Katherine DeCapria, State College, PA; Emily Elkin, Derry, PA; Michael Geramita, New Castle, PA; Christopher Holzer, (Student Senator) Pittsburgh, PA; Meghan Kelly, Pittsburgh, PA; Jacob Martucci, Connellsville, PA; Gerard Phil**lips,** Grosse Pointe, MI; Justin Strouphauer, Pine Grove, PA; Julie VanTol, Essexville, MI; and John Watts, Endwell, NY.

Candidates to receive the Associate in Specialized Business Degree, Funeral Service Management are: Lydia Alvarez, Pittsburgh, PA; Rachel Crowder, Strongsville, OH; Mary Degenhardt, Pittsburgh, PA; Daniel Groff, (Summa Cum Laude) Leola, PA; MaryJo Hazelbaker, Morgantown, WV; Jordan Lenick, (Magna Cum Laude) Hanover, PA; Ronald Rich, Madison, PA; Lauren Morris, Pittsburgh, PA and Kealey Smartnick, Blairsville, PA

Bachelor of Science Degrees were bestowed at **CONTINUED ON PAGE A36**



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Educational

CONTINUED

Foresight Announces Human Resource Spring Training Seminar

PHOENIX,AZ— Daniel M. Isard, MSFS, president of The Foresight Companies, LLC, the nation's leading financial and management consulting firm serving funeral homes and cemeteries throughout North America, announced the dates for Human Resource Spring Training Seminar.

"The single largest cost of operating a funeral home or cemetery is staffing. Yet, no one has trained business owners and managers on what the rules are to manage their staff," says **Dan Isard.** He continues to state, "If you think good employees are expensive you should see how much bad ones will cost you." This two-day seminar will provide attendees everything they need to know and have for implementation as a human resource director. During this two-day workshop, they will learn what to do, how to do it, and most importantly what not to do. Attendees will create all their key human resource management documents during our 16 hours of seminar instruction.

The Human Resource Spring Training Seminar will feature The Foresight Companies human resources expert **Stephanie Ramsey.** Stephanie has been featured in *The Director, The American Funeral Director, The Independent* and the *ICCFA Magazines*. She is also a popular speaker

on human resource subjects at the *NFDA* and ICCFA annual conventions. "Dealing with employee issues is one of the most challenging aspects of operating a funeral business, the right tools make these issues manageable," states Ramsey.

Participants will leave this seminar with ready to implement (subject to state law) employee manual, procedure manual, hiring letter, firing/termination letter, annual review form, job description, confidentiality/non-disclosure letter, consensual relationship agreement, and motor vehicle accident reporting form. This will also give them the opportunity to receive their special human resource updates and access to The Foresight Forecast which is their new informational site with business blogs, videos, mini seminars and webinars posted weekly. "Staffing is the number one cost in running your funeral home. Why not do it right?" concludes Isard.

The seminar will take place in Phoenix, AZ at Foresight's office. It begins with a welcoming cocktail party on Wednesday evening, March 22 and run through Friday March 23, 2017. For information on registration, visit www.theforesightcompanies.com, contact **Catherine Belliveau** at the Foresight office by calling 800-426-0165 or email catherine@theforesightcompanies.com.

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Educational CONTINUED

PIMS Announces Deans List

PITTSBURGH,PA— Pittsburgh Institute of Mortuary Science (PIMS) is pleased to recognize the following students who have been placed on the Dean's List for the fall trimester ending January 20, 2017. This academic honor goes to those full-time students who have achieved a grade point average of 3.50 or better in this trimester of studies.

From Class #154: Lance Carrier, Brookville, PA and Maria Koontz, Elizabethville, PA.

From Class #155: Amanda Burgess, Carnegie, PA; Sarah Barczak, Venetia, PA; Chelsea Cush, Pittsburgh, PA; Juliana Fortunato, Pittsburgh, PA; Jessica Guina, Pittsburgh, PA; Londyn Hutson, Harrington, DE; Adrienne Kloecker, Erie, PA; Emily Nelson, Monaca, PA; **Bradley Noecker**, Pittsburgh, PA; **Cierra Personius**, Somerset, PA; **Taylor Rice**, Pittsburgh, PA; and **Holly Stavarski**, Pittsburgh, PA.

From the Associate in Specialized Business Degree class: **Daniel Groff,** Lancaster, PA and **Jordan Lenick,** Hanover, PA.

Congratulations to PIMS honor students on their academic achievement.

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PIMS Holds 154th Commencement

Continued from Page A34

commencement to **Michael A. Geramita. Martin Black,** Associate Dean of Career Development of *Thiel College* in Greenville, PA, was on hand to present the degree. Through PIMS cooperative bachelor degree programs, Michael was able to combine his course work from PIMS with his education from Thiel College. PIMS also has three other colleges/universities it shares a cooperative bachelor program with.

Special Awards were also presented at the commencement. *The Memorial Award* was presented to **Daniel A. Davenport**

who was chosen by his classmates as the student who, through qualities of leadership, professional conduct and good citizenship, best typifies the ideals of the student body. The John Rebol Award was presented to Lance A. Carrier who had maintained the highest scholastic average for the school year 2016-2017. The William J. Musmanno Memorial Award was presented to Jasmine C. Washington in recognition of her outstanding ability, attitude, commitment and achievement in the clinical embalming setting. Jasmine received an embalming kit from PIMS alumnus Wayne Urbine. Urbine, who has funeral homes in Jersey Shore and Loganton, PA received the same award when he graduated PIMS and he will be providing the embalming kit for all future recipients of The William J. Musmanno Memorial Award. The Pierce Chemical Restorative Art Award was presented to Haylee Kormick in recognition of her outstanding ability, commitment, attitude and achievement in the areas of restorative art and cosmetology. Michael Kuruc, representative from the Pierce Chemical Company and PIMS alumnus, made this award available. Haylee received a plaque from The Pierce Chemical Company. The Dodge Award was presented to Matthew Buckley in recognition of his demonstration in both exceptional and theoretical expertise throughout the embalming curricula practicum. Matt Black, Dodge representative and PIMS alumnus, made this award available. Matthew also received a complete Dodge Embalming Kit. The Champion Award for Mortuary Science Excellence is a criteria-based award of merit. This award was presented to Cody R. Rice, who demonstrated the qualities of scholarship, aptitude and practical skills specifically in the core science component of PIMS program. These qualities are indicated of the man who bears the namesake of the award. Paul Bauman, vice-president and general manager of Champion Company was on hand to present Rice a plaque and a credit towards Champion products. The Eugene C. Ogrodnik Entrepreneurial Award is also a criteria-based award of merit. This award is presented to Michael **A. Geramita** who demonstrated the qualities of stewardship, scholarship, and leadership. These qualities are indicated of the man who bears the namesake of the award; through his passion for education, visionary prowess, and keen business acumen, he established the legacy of the Pittsburgh Institute of Mortuary Science while shaping the future of the funeral profession. In honor of his namesake, this award is presented to the student who, as recognized by the core business faculty of the Pittsburgh Institute of Mortuary Science, is deemed to have the entrepreneurial spirit and greatest potential to impact the funeral service industry at large.

Ten percent of the graduates received the *Mu Sigma Alpha Award* which is the honorary society established by the *National Association of Colleges of Mortuary Science* and gives recognition to those students who have displayed outstanding merit in scholarship and who have conducted themselves as good citizens of the schools they attended. The recipients of the Mu Sigma Alpha Award are: Nicole Boivin, Cory Braatz, Matthew Buckley, Daniel Davenport, and Logan Pfaff.

At the conclusion of the ceremony, president of the student senate, Victoria Devore, gave her closing farewell remarks. As well, classmate and vice-president of the senate, Logan Pfaff, led the congregation in the traditional singing of America the Beautiful which concluded the commencement exercise.

Best of wishes to all the graduates as they begin their funeral service careers.

Accepting Entries For Interior Design Award

Mishawaka, IN – Entries are being accepted by *Cressy Memorial Group* for an *Interior Design Award for Best Conversation Area.* The contest is open to memorial industry businesses that serve the public.

In the memorial industry, there are currently no awards for beautiful interior spaces in funeral homes and cemetery buildings. **Designing Woman** columnist, *MaryAnne Scheuble* plans to change that by acknowledging businesses that are well-maintained and stand out for beautiful décor. "Having set foot in hundreds of memorial industry businesses I can attest to the creative, welcoming conversation areas that exist in select funeral homes, cemetery offices and mausoleums."

To enter - Submit photo(s) of the seating area which accommodates two or more people. Visitation rooms, hospitality spaces, arrangement

areas or any common space qualify. Then, *add a few sentences* to explain what's unique, beautiful, comforting about the space

Group 866.763.0485.

unique, beautiful, comforting about the space.

Send entries to: maryanne@cressymemorial.com

Subject title: Entry – Best Conversation Area

Deadline is March 31st.

Prize supplied by Howard Miller/ Hekman companies is a dramatic 49" Gallery-style wall clock – Wingate # 625-566.

The winner will be announced in the May issue of **The Funeral Home & Cemetery News.**

Cressy Memorial is a manufacturers' representative agency that works through distributors to bring **Howard Miller** clocks and urns, **Hekman** furniture, **R & S Marble** urns, **Natural Legacy** caskets and urns plus **Crowne Vaults** to the memorial industry. They support distributors throughout the

United States and Canada. For more information, contact: MaryAnne Scheuble, Cressy Memorial



Free Marketing Support for Today's Funeral Professionals

The Funeral and Memorial Information Council (FAMIC) created Have the Talk of a Lifetime® – a national campaign that encourages people to find out what matters most to their loved ones, so they can celebrate life when the time comes. We've prepared free marketing materials for use in your community, including: print and digital ads, PR materials, social media, and more.

FAMIC members can download materials at: **FAMIC.org**

Have questions? Email us at:

Havethe Talkofa Lifetime@gmail.com



Educational CONTINUED

John A. Gupton College to Begin New Online **Degree on April 1st**

NASHVILLE, TN-B. Ste-John A. Gupton College, has announced the creation and implementation of a new totally online Associate of Applied Science Degree in Funeral Service.

The student who successfully completes the requirements for this degree will be eligible to sit for the National Board Examination, which is required for final licensure as a funeral director and embalmer.

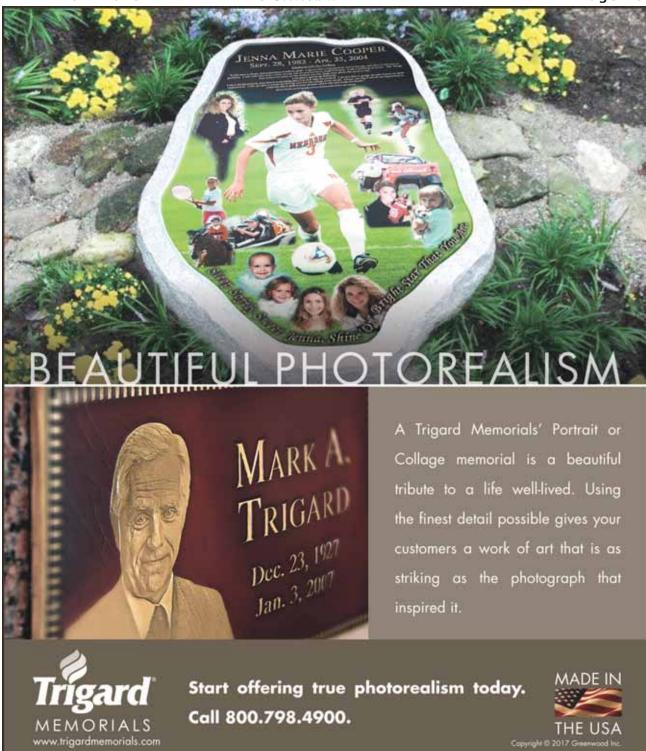
President Spann has set April 1, 2017 as the date for the inauguration of this new online program.

The program is fully accredited by the American Board of Funeral Service Education as well as the Southern Association of Colleges and Schools. The program takes between 12 and 16 months to complete depending on the evaluation of the applicants prior college course work.

According to Spann,

"The long history of John ven Spann, president of A. Gupton College is a history of innovation and creativity. Several years ago we started our own Cremation Certification program so our graduating students would be certified and qualified to professionally serve cremation families, and now once again JAG is on the cutting edge by offering the new Associate of Applied Science Degree in Funeral Service. We are blessed to have a well experienced staff of licensed funeral directors and embalmers who will serve as the core faculty in this new program. If you are interested in becoming a licensed funeral professional, and accomplish this without having the relocate, John A. Gupton College has the answer."

> For information concerning cost and the program call 615-327-3927, or visit guptoncollege. edu or email admissions@ guptoncollege.edu.







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Association

NFDA Expands Cremation Certification Program

BROOKFIELD, WI- The National Funeral Directors Association (NFDA) Certified Crematory Operator Program has changed its name to the NFDA Cremation Certification Program™. It will continue to lead the way as the profession's cremation certification of choice and, is now offering two designation options. Program attendees can choose their preferred designation based on their role in offering cremation to families.

The name change and addition of a second designation option reflect NFDA's ongoing efforts to respond to the needs of cremation providers.

"Some funeral homes own and operate crematories. Others partner with a third-party crematory to provide cremation services to families," said Mike Nicodemus, NFDA vice president of cremation services. "By offering two designations, the NFDA Cremation Certification Program will better reflect the diverse roles funeral professionals have in the cremation process."

Developed for funeral homes that offer cremation services, the NFDA Cremation Certification Program sets the bar high with a comprehensive training program that covers ethics, crematory operations, safety and compliance, liability issues, customer service, and more. Since the program's launch in September 2013, 2,177 individuals have been certified.

Regardless of the designation selected by program participants, the day-long training program and certification exam are the same. During registration, attendees select the designation they aspire to earn upon successful completion of the program certification test: Certified Cremation Services Provider (CCSP) which is for funeral directors and staff that offer cremation services through a third-party crematory; or the Certified Crematory Operator (CCO) program designed for crematory owners and/ or operators.

"During my career, I've been called on numerous times to testify as an expert witness in cremation litigation cases," said Nicodemus. "The mistakes I have seen have caused heartache for families and damaged the reputation of businesses. With cremation litigation on the rise, it is critical that you understand the steps you need to take to protect your firm from the moment a family walks in your front door until you deliver the cremated remains to the family, that's true whether you own a crematory or use a third-party. NFDA's Cremation Certification Program covers everything you need to know in order to safely and ethically provide cremation services to families."

NFDA's Cremation Certification Programs scheduled for 2017 are: March 7th, Pace, FL; March 17th, Atlanta, GA; March 30th, Mount Vernon, IL; April 4th, South Jordan, UT; April 12th, Detroit, MI; April 26th, Newton, MA; May 22th, Bloomington, MN; June 28th, Williamsburg, VA; August, Birmingham, AL (exact date TBD); September 19th, Greenwood, SC; and October 28th, Boston, MA, a preconvention seminar for the 2017 NFDA International Convention & Expo. Additional programs will be confirmed in the months to come. Registration is open for most programs.

The NFDA Cremation Certification Program has been approved for CE by the Academy of Professional Funeral Service Practice; the program is state-approved for crematory operator certification in Illinois, Kansas, Louisiana, Maine, Maryland, Mississippi, Nevada, North Carolina, Texas, Virginia, and West Virginia at this time. It also meets specific training requirements in states that require training but not certification.

State associations, mortuary science schools, funeral homes, and crematories that would like more information about hosting an NFDA Cremation Certification Program should visit the association website at www.nfda. org/cremationcertification, contact Nicodemus at 800-228-6332 or email mnicodemus@nfda.org for additional information.

Museum Corner

The National Museum of Funeral History Houston, Texas

National Museum of Funeral History Presents A Tribute to George Barris

On display through December 31, 2017

Celebrating its 25th Anniversary, the National Museum of Funeral History is proud to present a new special exhibit, A Tribute to George Barris, through December 31, 2017.

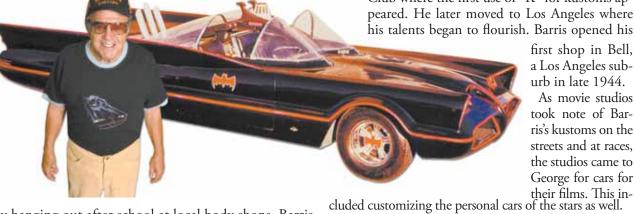
George Barris, known throughout the world as the 'original' King of Kustomizers, created iconic automobiles including the original 1966 Batmobile, the "Beverly Hillbillies" jalopy, the Munster Koach and casket turned dragster (the "Drag-U-La") for "The Munsters," and many KITTs, the short name of two fictional characters from the adventure television series "Knight Rider."

Located in Houston, Texas, the Museum will display a replica of the 1966 Batmobile, a replica of the casket Barris was buried in recreated by the original casket designer, Richie Valles, a memorial folder from Barris' funeral along with other personal memorabilia.

President of the National Museum of Funeral History Genevieve Keeney stated, "We have a wonderful gentleman who is on our board, Buck Kamphausen, who collects cars. He has fascinating hearses that are on exhibition in the museum and an outstanding private collection of unique automobiles. Mr. Kamphausen owns the replica of the 1966 Batmobile and the replica of the casket in which Barris was buried. It is a unique opportunity to display these items in A Tribute to George Barris.

Born in Chicago in the mid-twenties, Barris moved to Roseville California with relatives after his parents died in 1928. He pursued a passion for building scratch-built model airplanes and model cars that resulted in winning competitions for construction and design.

His interest in cars intensified during his teenage years as he discovered "the black art" of body work



by hanging out after school at local body shops. Barris created his first full custom car from a used 1936 Ford convertible before he graduated from high school that led to his first commercial customer.

Shortly after, Barris formed a club called Kustoms Car





Photos Courtesy National Museum of Funeral History

Club where the first use of "K" for kustoms appeared. He later moved to Los Angeles where his talents began to flourish. Barris opened his

> first shop in Bell, a Los Angeles suburb in late 1944.

> As movie studios took note of Barris's kustoms on the streets and at races, the studios came to George for cars for

As the sixties began, George shifted gears and bought a new shop in North Hollywood where he designed

and built award-winning cars. Kamphausen, who is a funeral director, stated that he had attended the funeral for Barris. "It was a WOW! I knew he would have something different. I have fond memories of George. He was a great part of the automobile world."

For more information, go to www.nmfh.org

Looking for a unique gift? Visit the Museum's online gift shop for a variety of gifts and one-of-a-kind trinkets and treasures. www.nhmf.org/shop

Be sure to follow the museum on Facebook www. facebook.com/funeralmuseum for the latest news and happenings.

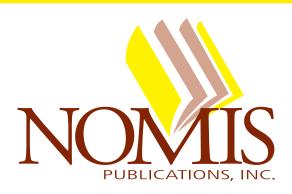
The National Museum of Funeral History, located in Houston, Texas, houses the country's largest collection of funeral service artifacts and features renowned exhibits on one of man's oldest cultural customs. It belongs to YOU and everyone in the funeral industry. Visitors can discover the mourning rituals of ancient civilizations, see up-close authentic items used in the funerals of US Presidents and Popes and explore the rich heritage of the industry which cares for the dead

The museum is located at 415 Barren Springs Drive, Houston, TX 77090 and is open Monday-Friday from 10am-4pm, Saturday from 10am-5pm and Sunday from 12pm-5pm. Admission is \$10 for adults and children age 12 and older, \$9 for seniors and veterans; \$7 for children 6-11 years old; and free for children age 5 and younger. For more information, visit www.nmfh.org, "like" the museum on Facebook or call 281-876-3063.



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Association

CFDA elects New Officers and Executive Committee

WETHERSFIELD, CT-

The 2017 officers and executive committee members have been elected to the Connecticut Funeral Directors Association (CFDA) during the association's 128th Annual Convention.

New president Robert L. Muccino Jr. of Funk Funeral Home in Bristol is also the Northeast-Eastern Region Director of Support for Carriage Services of Houston, TX. Muc-



Robert L. Muccino Jr

cino's theme for his 2017 presidency is to "Embrace Change, Offer Light, and Provide Direction." He has served five terms on CFDA's executive committee, most recently as the association's vice president.

A lifelong Waterbury resident, Muccino says that his interest in funeral service was sparked at a very young age when his grandfather was murdered in one of the city's neighborhoods. That painful tragedy made him all too aware of the impact that grief has on families and individuals. Muccino chose a career as a funeral director so that he can compassionately guide people along life's journey during the most difficult of times.

Muccino became a funeral director and embalmer in 1985 after receiving his professional schooling from the New England Institute of Mortuary Science in Boston, MA and completed his apprenticeship at the John J. Ferry & Sons Funeral Home in Meriden, CT. Prior to joining Carriage Services and Funk Funeral Home in 2015, he spent eight years as the regional market prearranged funeral manager in Connecticut and Rockland County,



John F. Cascio, CFDA Executive Director (left) was honored with the 2017 Brass Apple Award by the Council of Funeral Association Executives for his presentation of the association's ongoing public relations & communications plan. The strategies and actions are developed and managed by Laura Soll Public Relations, LLC of Windsor. The award was presented by CFDA President Robert L. Muccino Jr.

NY for Service Corporation International (SCI)/Dig**nity Memorial** of Houston, TX.

The new officers are: Vice President: Edward J. Sheehy

Jr, CFSP, CPC, CCO, of Riverview Funeral Home in Shelton, CT and Edward F. Adzima Funeral Home in Derby, CT; Treasurer: Matthew R. Adzima of Adzima Funeral Home, Inc. in Stratford; Secretary: Alexander J. Scott, CFSP, CPC, of Newington Memorial Funeral Home and Fisette-Batzner Funeral Home in Newington and Burritt Hill Funeral Home in New Britain; CFDA Policy Board Representative to the National Funeral Directors Association: Pasquale S. Folino, CFSP, COO, of Thomas L. Neilan & Sons Funeral Homes in New London and Niantic; and Immediate Past-President: Howard K. Hill, CFSP, CPC, CCO, of Howard K. Hill Funeral Services in New Haven, Hartford and Bloomfield. CFDA's executive director is **John F. Cascio**. Executive Committee members include: Albert M. **DeLucia** of **Porto Funeral Homes** in West Haven and East Haven; David W. MacDonald of Wallingford Funeral Home in Wallingford and Yalesville Funeral Home in Yalesville; Melissa Melin-Miles of Alderson-Ford Funeral Homes, Inc. in Cheshire, Naugatuck and Waterbury; Jacqueline L. Teske of Pietras Family Funeral Homes in Rockville, Coventry, Tolland and East Windsor; and John "Jay" C. Carmon Jr, CPC, of Carmon Community Funeral Homes with locations in Windsor, Avon, Granby, Rockville, South Windsor, Suffield and Vernon.

The Connecticut Funeral Directors Association (CFDA) is comprised of funeral directors at more than 220 funeral homes. Founded in 1889, the Wethersfield-based association is committed to the promotion and advocacy of high ethical standards in funeral service. This includes the development and presentation of ongoing professional training opportunities for practitioners and educational programs for association members and the public. For more information about the Connecticut Funeral Directors Association, call 860-721-0234 or 800-919-2332, visit www.ctfda.org or like them on Facebook.

Memoires des choix des Jacque

(Memories of Jack's Recipes)

Original Recipes from Dottie and Jack Frediani

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"Eat your crust, that's where all your vitamins are." -Mom, 1955

MONTE CRISTO SANDWICH

2/3 cup eggs or egg substitute

1/3 cup fat free milk

4 slices cooked turkey bacon

4 slices cooked ham

4 slices Swiss cheese

8 slices white bread

Salt and pepper to taste

1½ tsp powdered sugar

Combine eggs, milk, salt and pepper in a shallow dish. Place one slice each of turkey, ham and cheese on 4 bread slices. Top with remaining bread slices. Dip both sides of each sandwich into the egg mixture. Place sandwiches in a large skillet coated with cooking spray over medium high heat. Cook 3 minutes on each side until sandwiches are golden. Sprinkle with powdered sugar. Serve sandwiches with sauce.

Sauce: Combine 1/4 cup red currant jelly, 2 Tbs Dijon mustard, 1 Tbs orange juice and 1 Tbs water in small saucepan over low heat. Cook until jelly melts.

QUEEN VICTORIA SOUP Fannie Farmer Cookbook (Early Edition)

1 Tbs butter

1 Tbs finely chopped onion

Cook slowly in a deep pan until the onion is yellow then add:

1/3 cup chopped mushrooms 1 cup diced celery

Cook 10 minutes and add: 4 cups chicken broth 1 Tbs Quick tapioca ½ cup diced cooked chicken ½ cup diced cooked ham Sage, nutmeg and onion salt to taste

Cook 20 minutes and then add: 2 hardboiled eggs, finely chopped 1 or 2 cups cream (or evaporated milk)

Heat and serve in large bowls and garnish with chopped parsley.

To simplify – Use a can of mushroom soup in place of the mushrooms and cream and canned luncheon meat in place of ham.

Good Eating!





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Association

Helen Loring Dear presented Next Gen Award

DEERFIELD, IL—Selected Independent Funeral Homes has named Helen Loring Dear of Porter **Loring Mortuaries** in San Antonio, TX as the 2017 recipient of its NextGen Professional of the Year Award. Loring Dear was honored at a ceremony at the opening reception of the group's annual NextGen Seminar, held January 22-26 at the Iberostar Cancun, Mexico. Recipients are presented a physical award and reimbursed



Helen Loring Dear

for the meeting registration. The award highlights career achievements, community involvement and achievements of funeral professionals under the age of 50.

Loring Dear, president of Porter Loring Mortuaries, began her journey in the funeral profession at the age of 16 as a housekeeper at her family's firm. Since then, she has worked in virtually every position within the firm, performing each role with the utmost compassion for the families she serves. Active in numerous organizations in her profession and in her community, and her involvement in Selected has played an integral part of her development and growth. She is a Selected Study Groups participant and a graduate of Selected's Leadership Academy, an intensive two-year leadership training program. Graduates of this program complete a Capstone project to demonstrate and apply the leadership tools developed over the course of the program.

The focus of her Capstone project was on teen suicide rates in the San Antonio area. She soon determined that there were few resources for teens in her community and wanted that to change. For a year, she worked with several local nonprofit directors to plan a Roundtable on Teen Suicide. The meeting resulted in the creation of the Alamo Area Teen Suicide Prevention Coalition (AATSPC).

"I have been personally involved with and marveled at the community commitment that Helen has made which resulted in establishment of the AATSPC. Helen's leadership regarding this pressing issue has now evolved into a major effort with staffing, a Teen Advisory Board and participation by almost every school district in the San Antonio region," said Marian Sokol Ph.D., and executive director of the Children's Bereavement Center of South Texas. "She has been recognized in our community as a dynamic young woman who is among the 'Rising Stars of Texas.'"

In 2016, Helen was chosen as one of San Antonio Business Journal's "40 under 40," honoring young leaders succeeding in business and contributing to their community. "Helen undoubtedly has a bright future and is a remarkable reflection on her family, her community, her business and Selected," noted one judge on the Professional of the Year Award panel.

Perhaps Helen's father, Porter Loring, III, put it best when he said, "Beyond the professional accolades is a devoted wife and mother of two young children, who ensures that she devotes time to her family as well as taking care of the business. Integrity and perseverance are at the core of everything that Helen does."

Selected Independent Funeral Homes created NextGen to develop young funeral professionals as well as acknowledge those new to the profession. The four-day NextGen Seminar, held annually, offers educational and networking sessions for its attendees.

Founded in 1917 as National Selected Morticians, Selected Independent Funeral Homes is the world's oldest and largest association of independently-owned funeral homes. With a common interest in providing families and individuals with compassionate care and professional integrity, members agree to uphold the association's Code of Good Practice, a pledge to provide the public with reliable, high-quality funeral services and funeral-related information. Further information on Selected Independent Funeral Homes can be found at www.selectedfuneralhomes.org.

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NGFSPA to host Annual Retreat in Orlando

Funeral Service Practitioners Association (NGFSPA) will host its Second Annual Funeral Professional Retreat in Orlando, FL at the Westgate Lakes Resort April 6-9, 2017. Young professionals from funeral homes around the country will come together for three days of learning and networking.

The retreat programs will encourage young professionals to become better

FLORENCE,SC— New Generation of leaders and visionaries in their communities. Presentations will include Attorney Christopher Chestnut of the Chestnut Law Firm with "Surviving, Preventing, And Avoiding the Storm," Attorney Nuru Witherspoon of the Witherspoon Law Group with "7 Things You Should Know To Avoid Being Sued," Rob Brice from **C&J Financial** with "Three Simple Strategies to Increase Your Bottom

Line," Attorney Kevin Kelly of the **Kelly Law Firm** with a "2017 Update on Legal Issues in the Funeral Industry," and Attorney Ortavia Simon of the **Simon Law Group** with "Issues: Who is Next to Kin Uninsured and Underinsured Inadequate Processes and Procedures."

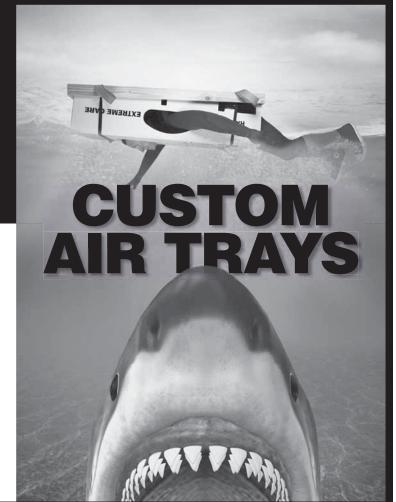
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Death Notices



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GERALDINE BROWSER WOOD of Wynnefield, PA died January 13, 2017 at the age of 89. In 1959, she and her husband, **Clarence M. Wood** established the **Wood Funeral Home** in Philadelphia, where she acted as the support staff and lady attendant.



CARL LEONARD GERBER SR of Norwalk, OH died February 2, 2017 at the age of 79. He was a licensed funeral director and embalmer at Gerber and Son Funeral Home, which his father, the late Leonard David Gerber established in 1939 as Gerber Funeral Home. He then acquired Heaston Funeral Home in the late 1970's and created Heaston-Gerber Funeral Home in Norwalk

and he also acquired **Norwalk Monument Company** and sold it four years later. Gerber Funeral Home merged with **Kubach-Smith Funeral Homes** of Norwalk and Milan. A graduate of the *Cincinnati College of Mortuary Science*, he was a member of the *National Funeral Directors Association*, *Ohio Funeral Directors Association* and served as past president of the *Huron County (Firelands) Funeral Directors Association*.



TERRY L. MOFFETT of Boise, ID died February 3, 2017 at the age of 72. He worked alongside his wife, **Faye** as a licensed funeral director, owner and operator of **Moffett's Memorial Chapel** for over ten years and was a graduate of the *Gupton Jones College of Mortuary Science*.



JOHN H. KERNS of Oelwein, IA died February 4, 2017 at the age of 75. He worked as a funeral director for the Murdoch Funeral Home in Marion and the Fawcett Funeral Home in Winthrop before joining Brant Funeral Home in Oelwein in 1968. He later purchased the firm along with the Delsing-Wright Funeral Home in Maynard and the Gleim Funeral Home in Ar-

lington and continued to own and operate them until May 1, 1987. John later worked as the public relations and entertainment director for **Omaha Wilbert Vault** and **Wilbert Vault** of Waterloo, Fort Dodge, Mason City and West Union; and was part owner of **Zenith Casket Co** in Des Moines. He graduated from the *Milwaukee Institute of Mortuary Science* in 1965.



WILLIAM "STEVE" SOUTH-ERLAND, SR of Lynn Haven, FL died January 26, 2017 at the age of 79. He was a licensed funeral director at Southerland Family Funeral Home for 41 years, which he established alongside his parents, Ray and Bobbie Southerland in 1955. As president of the firm, he and his wife, Mary Sue, expanded the business beyond Bay County to

include neighboring counties. A 1966 graduate of the *John A. Gupton College of Mortuary Science* in Nashville, he served as past president of the *Florida Funeral Directors Association* and was a member of the *National Funeral Directors Association* policy board.



GEORGE B "MIKE" DODGE JR of Cambridge, MA died January 29, 2017 at the age of 87. He joined The Dodge Company in 1956, was elected treasurer in 1966, and served as vice president alongside his brother, Arnold Dodge and later both daughters, Debbie and Kristie.



THOMAS EDWARD "TOM" GRAVES, JR of Norfolk, VA died January 13, 2017 at the age of 92. He served his apprenticeship at Hale Funeral Home in Norfolk before establishing the Graves Funeral Home in 1953 with the help of his family and wife. It was the first establishment ever designed and built to service the African-American community in the area.

He remained licensed with the *Virginia State Board of Funeral Directors and Embalmers*, was licensed in the state of North Carolina until 2016 and was active in both local and national levels in the industry for many years. He graduated from the *Echols School of Mortuary Science* in Philadelphia, PA, where he completed a two year course in one with honors and was subsequently inducted into the honorary fraternity.



CHARLES EDWIN GILLIL-AND of Greensburg, IN died January 24, 2017at the age of 75. He joined his father's business, Gilliland-Howe Funeral Home at the age of 20 and later operated it as a licensed funeral director until his retirement. He graduated from the *Indiana School of Mortuary Science* in 1962.



RICHARD H. SEARER of Tyrone, PA died January 22, 2017 at the age of 91. He served his apprenticeship at Graham and Getz Funeral Home before becoming sole proprietor of the firm in 1988. He owned and operated it as the Richard H. Searer Funeral Home, Inc for 29 years. In 2012, he was recognized for 60 years of service as a licensed funeral director in Pennsylvania. A 1954 graduate of the *Pitts*-

burgh Institute of Mortuary Science, he was member of the National Funeral Directors Association, Pennsylvania Funeral Directors Association and the Keystone (local) Funeral Directors Association, which he served as past president.



ARNETT RAY BURNSIDE of Bridgeport, WV died February 8, 2017 at the age of 83. He established Burnside Funeral Home in 1997 alongside his son, Scott P. Burnside and was a member of the West Virginia Funeral Directors Association.



R. KLINE ASHTON SR of Palmer Township, PA died January 25, 2017 at the age of 84. He was a fourth generation funeral director and owner of the Ashton Funeral Home in Easton for more than 60 years. He graduated from Lafayette College in 1954 with a degree in mortuary science and was a founding member of the Northampton County Community College Funeral Service program and advisory

board. He was past president of the *Eastern Pennsylvania Funeral Directors Association*, where he was recognized with a Lifetime Achievement Award. A member of the *National Funeral Directors Association*, he served as a district governor of the *Pennsylvania Funeral Directors Association* and was a state chair for the *International Order of the Golden Rule*.



JOHN HARVEY GIVENS, JR of Pearisburg, VA died January 10, 2017at the age of 82. He served his apprenticeship at J.T. Morris & Son Funeral Home in Petersburg before receiving his funeral directors license in 1957. He returned to Pearisburg in 1959 to join his brother, Cale T. Givens at Givens Funeral Home, which was established by their father, the late John Harvey Givens Sr in 1912. He

licensed funeral director until his retirement. He graduated from the *Indiana School of Mortuary Science* in 1962. was a golden licensee funeral director with over 50 years of service. A 1955 graduate of the *Cincinnati College of Mortuary Science*, he was a member and past president of the *Virginia Board of Funeral Directors and Embalmers*.

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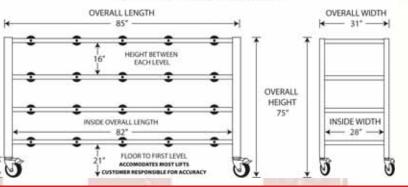
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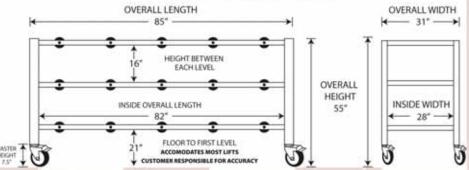
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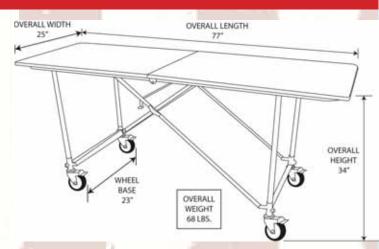
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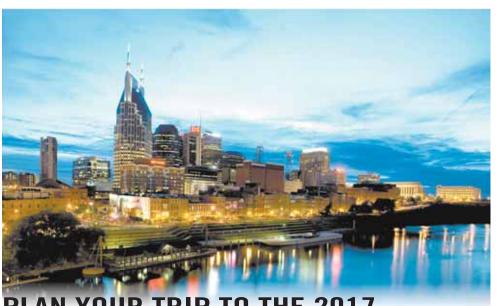
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NASHVILLE, TN • APRIL 5-8, 2017

PRE-CONVENTION HIGHLIGHTS



LAN YOUR TRIP TO THE 2017 ANNUAL CONVENTION IN NASHVILLE

STERLING, VA— Keynoters will focus on defying comparisons, building connections, creating quality customer experiences and taking action during the 2017 International Cemetery, Cremation and Funeral Association Annual Convention & Exposition, April 5-8, in Nashville, TN.

The ICCFA Convention will feature educational breakout sessions covering every aspect of the funeral, cemetery and cremation profession, from how to meet the digital expectations of Millennials to sustainability planning for cemeteries and how to sell cremation in the mobile world. There is also a three-day expo where attendees can meet face-to-face with supplier reps and examine the newest and most innovative products and services available. Full program details are available at www.iccfaconvention.com. Download the ICCFA app in the Apple store of Google Play to begin planning a personal convention schedule.

THINGS TO DO IN NASHVILLE

GRAND OLE OPRY

2804 Opryland Drive, Nashville, TN 37214 1.800.SEE.OPRY

The Grand Ole Opry has been called "Country's Most Famous Stage". It is a weekly country music concert stage that was founded in 1925. Its stage has seen many of country music's biggest stars, from Hank Williams to Dolly Parton.

You can come attend a show and even tour the backstage area. Line-ups for the weeks surrounding the Convention are still being determined, so visit www.opry.com to see who will be in Nashville in early April!

COUNTRY MUSIC HALL OF FAME & MUSEUM

222 Fifth Avenue South, Nashville, TN 37203 615.416.2001

The Country Music Hall of Fame is the largest museum dedicated to the preservation of country music artifacts. The museum is within walking distance of the Music City Center.

THE BIG BANG DUELING PIANO BAR

411 Broadway #201, Nashville, TN 37203 615.747.5851

The Music City isn't just about country music! The Big Bang combines music, comedy and audience participation into a fast-paced, high-energy show. The music is requested by audience request, making every night a different experience.

ROBERT'S WESTERN WORLD

416B Broadway, Nashville, TN 37203 615.244.9552

Described as a boot shop by day and a honky-tonk by night, Robert's Western World is a self-described Nashville tradition. You could enjoy a porkchop sandwich, drink a PBR, try on some boots, and listen to an old hillbilly singer.



FUNERAL HOME & CEMETERY NEWS

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ONLINE DIRECTORIES: FUNERAL HOMES CEMETERIES

DAILY NEWSPAPERS BUYER'S GUIDE



KEYNOTE SPEAKERS



JOE CALLOWAY
How Extraordinary
Companies Transcend
Commodity and Defy
Comparison

THURSDAY, APRIL 6 9:30 TO 11:00 AM

Becoming a Category of One is based on Joe's game changing best-seller about what extraordinary companies and top performing individuals do to create, sustain, and grow success. It's not just what you do, it's how you think that makes all the difference. Developing and always growing a Category of One mindset can be the most powerful thing you do in your business.

You won't be day-dreaming your way through this interactive presentation. Ideas will be flying around the room and you'll be taking part in a dynamic session that engages and motivates people to take action on ideas that can change everything.

Becoming a Category of One is about going beyond being one of the leaders in your category. It's about being so good, creating such value for the customer that you create your own category — and you're the only one in it.

Joe Calloway is a business performance expert and author. Joe will discuss how to separate yourself and your company from your competition in a way that truly sets you apart and how to compete and win in the real world marketplace of today (and tomorrow), and not get stuck in past success.



KELLY MCDONALD

Crafting the Customer
Experience for People Not
Like You: How to Delight &
Engage the Customers Your
Competitors Don't Understand

FRIDAY, APRIL 7 9:00 TO 10:00 AM

Learn how companies, brands and products struggling to differentiate themselves in a sea of sameness can foster long-term loyalty and brand preference with exceptional and customized customer service.

A "one-size fits all" approach to customer service is no longer viable. Businesses competing on service need to understand and cater to customers' racial, ethnic, religious, generational, lifestyle and geographic differences in order to meet or exceed customers' service expectations.

This session will cover core customer groups, including women, the five generations (Matures, Boomers, Gen X, Gen Y and Gen Z), racial and ethnic segments, such as Hispanics, Asians and African-Americans, as well as those who are defined by key lifestyle and life-stage attributes. Includes consumer insights that will help you deliver a better business experience for every customer.

Kelly McDonald is a marketing and communications expert who speaks on how to grow business with effective marketing techniques and how to connect with others to form relationships that are constructive and effective in business.



SETH MATTISON
Relationship Revolution:
Building Better Connections
in the Digital Age

THURSDAY, APRIL 6 11:00 AM TO 12:00 PM

In today's super-wired, highly digital society, humans still crave social interaction and relationships. In business, creating strong relationships is the key to achieving success, both individually and as an organization. What's the secret for cultivating successful relationships, particularly in business? As more and more of lives play out virtually, connections can sometimes feel less than fulfilling. From Facebook to LinkedIn, Twitter to Foursquare, it's important to remember just how powerful it can be to reach beyond the fiber optics and make that physical connection. By balancing the time and energy we spend in both the physical and virtual space we can create deeper and more meaningful connections. In The Relationship Revolution, Seth will explore 5 key insights that will equip you for building better, stronger, more authentic relationships in the new world of work.

Seth Mattison is an internationally renowned expert on workforce trends and generational dynamics. As Founder and Chief Movement Officer of FutureSight Labs, Seth advises many of the world's leading brand and organizations on the key shifts happening around talent management, change and innovation, leadership, and the future of work. His ideas have been featured in such publications as the Wall Street Journal, The Huffington Post, and The Globe. He was named one of the "Editors' Picks For Favorite Speakers for 2013," by MeetingsNet and as been called one of the most dynamic young speakers on the circuit today.



RORY VADEN
Take the Stairs
FRIDAY, APRIL 7
10:00 TO 11:00 AM

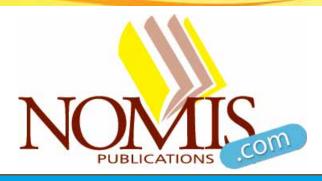
An award-winning entrepreneur and business leader, Rory Vaden co-founded Southwestern Consulting™, a multi-million dollar global consulting practice that helps clients in more than 14 countries drive educated decisions with relevant data. He's also the Founder of The Center for the Study of Self-Discipline (CSSD).

Rory speaks and consults on how to say no to the things that don't matter, and yes to the things that do. He is a regular contributor for American Express Open Forum, Huffington Post, and The Tennessean. His articles and insights average more than 4 million views every month.

Rory relates profound truths coupled with humorous anecdotes that empower professionals to conquer their fears and take immediate action in all aspects of their lives. He is the perfect speaker for increasing employee engagement, overcoming procrastination, raising productivity, growing sales, maintaining better work life balance, managing change, having more effective time management and motivating people to do the hard work necessary to achieve success in life. Rory's insights on improving self-discipline, overcoming procrastination and enhancing productivity have been shared on Oprah radio, Fox News, CNN, CNBC, CBS, in Businessweek, Entrepreneur, Fast Company, USA Today, The Wall Street Journal and in SUCCESSTM Magazine.

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ICCFA EDUCATIONAL FOUNDATION TO HONOR JAN C. SCRUGGS

STERLING,VA— "No single individual, in my view, has had a greater positive impact in the past 35 years on remembrance and memorialization than Jan Scruggs and the Vietnam Memorial," stated Jim Price, president of the International Cemetery, Cremation and Funeral Association's (ICCFA) Educational Foundation Scruggs, a returning Vietnam Veteran, conceived the idea of building the national memorial honoring 58, 286 Americans who lost their lives in Vietnam on the National Mall in Washington, DC. He launched this effort with his own money and raised 8.4 million dollars in two years. This emotionally moving and inspiring memorial has had such a significant impact on how Americans began to grieve more "openly." Prior to erecting the Vietnam Memorial, there were no roadside

memorials. Both the memorial, visited by 5.6 million annually, and the story of how it came to be are remarkable testaments to the Americans who served and to those who died in this unpopular war, and to the fact that in America, one individual's dream, no matter how difficult, can still come true. In addition to providing this country with such a powerful memorial, Scruggs continued as president and CEO of the Vietnam Veterans Memorial Fund until his recent retirement and raised more than 28 million dollars over the past 35 years. These funds are going to be used to build a Vietnam Educational Center on the Washington, DC Mall (underground next to the memorial). Since his retirement he is concentrating his efforts as a member of the board of advisors of another important group. Their mission is to assist

in coordinating efforts to build Global War on Terror Memorial on the National Mall (gwotme-morialfoundation.org). He has served 3 presidents since 1991 and is a member of the Selective Services National Appeals Board and is current chairman. Scruggs is also the author of "To Heal A Nation."



Jan C. Scruggs

The Educational Foundation's "Lasting Impact Award" will be presented to Scruggs at a special re-CONTINUED ON PAGE A51

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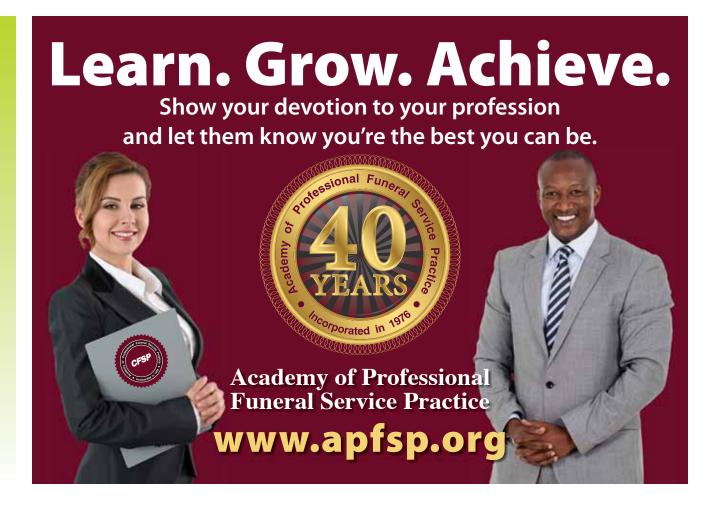
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NASHVILLE PREDATORS HOCKEY TUESDAY, APRIL 4 5:30 PM

It will be ICCFA night at the Bridgestone arena! See the Nashville Predators take on the New York Islanders. Come enjoy a night in Smashville with your fellow attendees. Tickets for seats in the lower bowl are \$60 and seats in the goal zone are only \$35.

You can purchase these discounted tickets at www.nashvillepredators.com/ ICCFA17. Use the offer code "ICCFA17".

Bridgestone Arena, 501 Broadway Nashville, TN 37203



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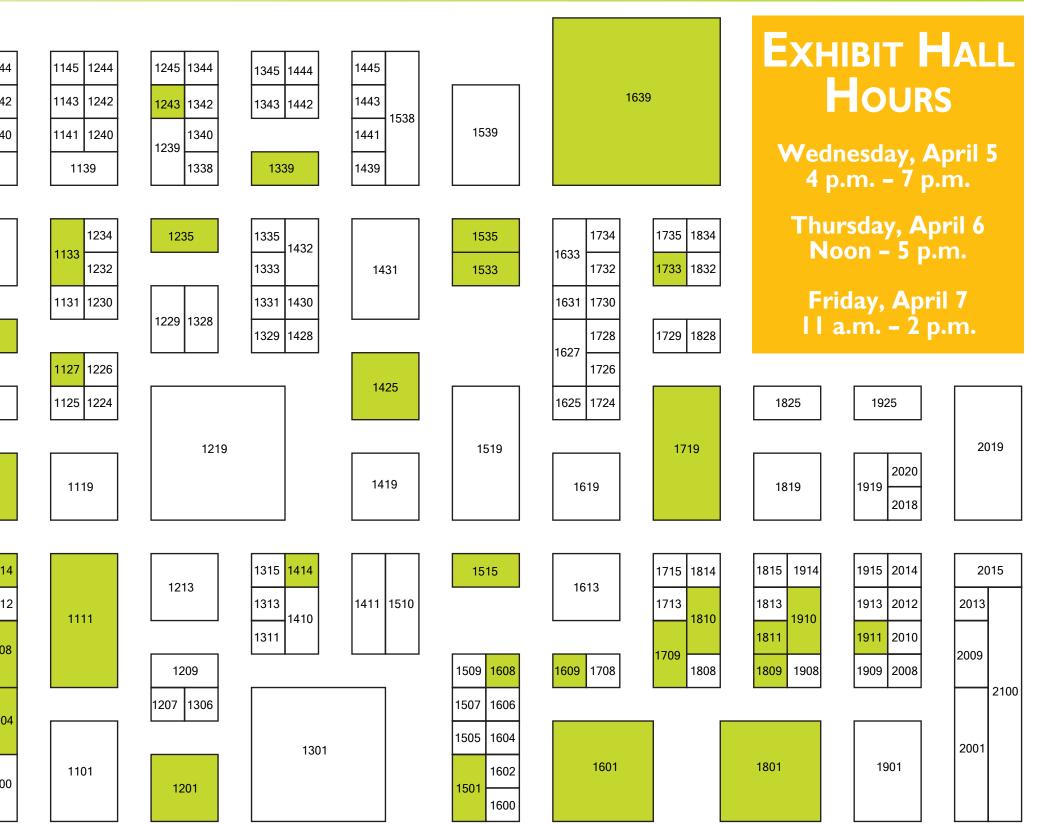
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SPECIAL EVENTS

*TICKETED EVENTS

ICCFA ANNUAL MEETING OF MEMBERS

THURSDAY, APRIL 6 8:00 TO 9:30 AM

All ICCFA members are encouraged to attend the association's Annual Meeting of Members. Vote for members to represent you on the Board of Directors, listen to officer reports on the state of ICCFA and fully engage in the running of your association.

PLPARECEPTION

THURSDAY, APRIL 6 5:00 TO 6:00 PM

Join pet loss professionals from around the world as they meet to kick off a week full of festivities. Hors d'oeuvres and drinks will be served. Admission is included with every full registration.

FIRST TIMERS' RECEPTION

THURSDAY, APRIL 6 5:00 TO 6:00 PM

Will this be your first time attending the ICCFA Annual Convention & Exposition? Come meet other members who are also new to the convention, as well as ICCFA volunteers and leadership, at this special reception dedicated to welcoming you. Admission is included with every full registration.

ICCFA EDUCATIONAL FOUNDATION RECEPTION*

THURSDAY, APRIL 6 6:00 TO 7:00 PM

Join us for a reception to honor donors, scholarship recipients and bestow the ICCFA Educational Foundation Lasting Impact Award to Jan Scruggs, founder of the Vietnam Veterans Memorial Fund. Jan has perhaps done more to promote the concept of memorialization than anyone else in the past 35 years. Heavy hors d'oeuvres will be served along with cocktails. All proceeds will benefit the Educational Foundation, a taxexempt 501(c)(3) charity that supports the association's educational programs. Tickets: \$50 (Vietnam Veterans may attend for free).

ICCFA PRAYER BREAKFAST

FRIDAY, APRIL 7 7:30 TO 8:30 AM

Come join us in breakfast and fellowship at this year's Prayer Breakfast. This year's Prayer Breakfast is courtesy of generous sponsorships. It is open to the first 60 individuals who show up to the breakfast first-come, first-served. Sorry, spouse/ guests may not attend unless they are a paid registrant.

3RD ANNUAL PET MEMORIAL **SERVICE**

FRIDAY, APRIL 7 8:40 TO 8:50 AM

Join us as we honor service pets and family pets of ICCFA members who have died in the past year. Instructions and a PDF form can be found at www.iccfa.com/membership. The deadline for submission is February 28.

KEEPING IT PERSONAL (KIP) AWARD PRESENTATION

FRIDAY, APRIL 7 8:50 TO 9:00 AM

Winners of the 2016 Keeping It Personal (KIP) Awards will be honored during a ceremony on the general session stage. The KIP Awards recognize the best in personalization and were created by ICCFA's Personalization Committee to recognize outstanding examples of personalization of services or products in the deathcare profession.

JEWISH FUNERAL **DIRECTORS OF AMERICA BUSINESS MEETING**

WEDNESDAY, APRIL 5 12:30 PM

1:00 TO 2:30 PM Elected leaders, staff and "rising stars" from

LEADERSHIP LUNCHEON*

STATE ASSOCIATION

SATURDAY, APRIL 8

state and regional associations are invited to gather at this roundtable luncheon to network and share the issues affecting their members. A ticket is required and can be purchased on your registration form. Tickets: \$60.

CLOSING RECEPTION SATURDAY, APRIL 8 6:00 TO 7:00 PM

Join us for an open bar before the Closing Dinner. The reception and the closing dinner will be held at the Omni Nashville, which is only a short walk away from the Music City Center.

ICCFA MEMORIAL SERVICE

SATURDAY, APRIL 8 7:00 TO 8:00 PM

Tribute and memorialization are at the heart of what we do. Join us as we remember colleagues and loved ones of ICCFA members who have passed away this past year. If you would like to remember a loved one who has died, please send us a profile and photos for inclusion in the service. Instructions and a PDF form can be found at www.iccfa.com/ membership. The deadline for submission is February 29.

DENIM & DIAMONDS: CLOSING DINNER

SATURDAY, APRIL 8 8:00 TO 11:00 PM

Join us for a night of casual glamour at the Denim and Diamonds-themed closing dinner. Come enjoy food and entertainment as we close the 2017 ICCFA Annual Convention. The ICCFA presidential transfer from Michael Uselton, CCFE, to Scott Sells, CCFE, will take place during this event, as will the exchange of gifts with our fellow international groups Tickets are included with full attendee and spouse/guest registrations. All others may purchase a ticket on the registration form.



C E R T I F I E D CELEBRANT TRAINING IN PARTNERSHIP WITH THE IN-SIGHT INSTITUTE

Before the 2017 ICCFA Annual Convention & Expo Monday, April 3, to Wednesday, April 5, 2017 Westin Nashville • Nashville, Tennessee

ICCFA's mission is to help its members continue to be viable and thrive in today's marketplace as well as tomorrow's. It's been found that Celebrant-led services lead to increased customer satisfaction, with families finding them considerably more personal than other funerals they have attended.

Full Details at www.iccfa.com/celebrants



ICCFA TO HONOR JAN C. SCRUGGS

Continued from Page A47

ception on April 6, 2017 during the ICCFA Annual Convention & Exposition in Nashville, TN. The Lasting Impact Award is presented annually to an individual that has made significant contributions to this profession in education and memorialization. convention will also feature four keynote speakers as well as breakout sessions that focus on issues such as management, operations, sales and more. Full program details and registration are available at www.iccfaconvention.

The ICCFA Educational Foundation is a 501(c) (3) non-profit, tax-free entity that the sole purpose of which is to provide financial assistance in order to fund students to attend the ICCFA University and the ICCFA Wide World of Sales Conference. Thirty-three scholarships were awarded in 2016. For additional information, visit www.iccfa.education.

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 profession. Its membership is composed of more than 9,100 rooftop locations and 20,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.

BREAKOUT SESSIONS AT A GLANCE

WEDNESDAY, APRIL 5

2:00 рм

How Can Cemeteries Meet the Digital Expectations of Millennials

Sean McAllister & Leona McAllister

Leading a Life of Legacy Rabbi Daniel Cohen 3:00 PM

Breaking Bad II: Is Your Cemetery Being Used As a Meth Lab?

Chris Cooke

Engaging Families & Community Partners by Providing Comfort, Information & Support Dr. Jason Troyer

FRIDAY, APRIL 7

2:00 рм

Government & Legal Panel: Stumped by Trump?

Garnering Publicity: The Media and You! Lynn Sullivan

Planning for Perpetuity: Embedding Sustainability Cliff David Jr., Jennifer Anderson & Gino Merendino

Resilience After Loss: The Reflection Effect Allison Gilbert

Crisis Communication Management: What to Do When Your Brand or Profession Becomes Headline News Jodi Clock & Poul Lemasters 3:00 рм

The New Value Brand: Dominating Marketshare, Creating Experiences *Justin Baxley & Erin Whitaker*

Natural Burial, the New Generation of Funeral Consumers Kate Kalanick & Ed Bixby

Survey of 21st Century Cemetery Technology Nick Timpe

The Millennial Workforce: Recruiting Implications & Career Management Mark Jorgensen & Mike Jorgensen

3:30 PM

The Hospice Perspective: How Improved Understanding Can Help Your Firm Better Serve Families"

4:00 PM

Expand Your International Sales with a Little Help from Uncle Sam William Lawton

Legal and Property Interests in Burial Places Tanya Marsh

How to Create Pre-need Opportunities for Your Funeral Home Through Your Pet Loss Business Jodi Clock

How to Protect and Grow Your Trust Assets and Why You Should Turn Off CNBC Paul Gottlieb

SATURDAY, APRIL 8

9:00 AN

Pet Cremation Standards Dr. Richard Hobart

is the Risk? Glenn Sturchio & Daniel Crutchfield

Radioactive Decedents: What

Perpetual Solutions for Perpetual Care Cemeteries Bill Williams, Jr.

Shaping the Future One Relationship at a Time Mike Watkins

Litigation Avoidance

Techniques Steven Gurnee & John Mason 10:00 ам

Getting to "Yes" with Your Veterinarian & Loving Selling Along the Way Ed Albertson

iCremation - Selling Cremation in the Mobile World Poul Lemasters

The Rise of the Micro-Cemetery Christopher Keller

Something Borrowed from the Bridal World

Dale Amundsen

Just When You Think You Have Arrived, Someone is Moving the Destination Doug Gober 11:00 ам

Néctar Ramírez

Setting a New Standard: Cremation Arrangement Process

Turning a Small Town Cemetery into a Big Time Asset: Part II Erin Whitaker

Best of Breed 2017: How to Thrive in a Fragmented Funeral Market Paul Seyler

The 10 Biggest HR Mistakes in Funeral Homes & Cemeteries Stephanie Ramsey 12:00 РМ

Anatomy of a First Call Poul Lemasters & Cole Imperi

Cemetery Master Plans & Section Development Requre a Team Effort David Crispin & Thomas Daly

Our Why of Being: Where the Healing Begins John McQueen

Prudent Management of Endowment Care Funds Pat Severo

2017 ICEFA ANNUAL CONVENTION AND EXPO

APRIL 5-8, 2017

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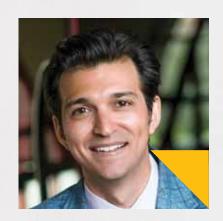
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- FIRST TIMERS RECEPTION
- BREAKOUT SESSIONS IN ALL OF THE INDUSTRY'S HOTTEST TOPICS

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Thacker Leads the Smithsonian's **Restoration of the Original Emmett**





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Emmett Till's Original Casket

cently completed a multi-year project from Chicago who was visiting family in to restore the original casket of Emmett Mississippi. Till was accused of whistling

Till was an African American teenager

ly in the south. The restored casket is now a permanent exhibit at the Smithsonian's National Museum of African American

CLINTON, MD— Thacker Caskets re-

Emmett Till's Casket in 1955

Till's body was shipped to his hometown of Chicago where his mother decided on an open-casket funeral. In her words, she wanted to "let the world see what has happened because there is no way I could describe this. And I needed somebody to help me tell what it was like." The open casket brought not only awareness to this singular incident, but has also been described as a metaphor for segregation during that time in the racially charged south.

According to Smithsonian Magazine, see-

people that were standing what we call 'on the fence' against racism. It encouraged them to get in the right and do something about it.' In 2005, Till's body needed to be exhumed in order to reopen the case, and

ing Till in the casket "motivated a lot of

with state laws preventing burial in the original casket, it was eventually found in a shed at the cemetery. The Smithsonian's National Museum of African American

CONTINUED ON PAGE B13

Till, an African-American teenager murand flirting with the white wife of a grodered in 1955. Till's case has been credcery store owner, Carolyn Bryant. Four days later, Carolyn's husband and halfited as a spark of the mid-century African American civil rights movement, bringing brother kidnapped, beat and murdered awareness to segregation issues particular-Till before dumping him into the Tallahatchie River. He was found a couple of days later by two fishermen, his face unrecognizable. The murderers were later ac-History and Culture in Washington, DC. quitted by an all-white jury.

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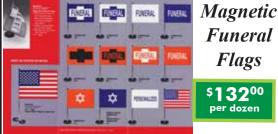
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CALENDAR Events

CONVENTIONS/CONFERENCES

The Independent Funeral Group Annual Spring Trip - Mar 04-10, 2017, Laguna Niguel, Dana Point, CA. 865-977-0027. www.theindependentfuneralgroup.com info@theindependentfuneralgroup.com

Illinois Cemetery & Funeral Home Assn 89th Semi-Annual Spring Convention - Mar 08-09, 2017, Holiday Inn & Suites, Bloomington, IL. Exhibits. 866-758-7731. www. icfha.org icfha@hotmail.com

Ohio Cemetery Association Spring Conference - Mar 21-22, 2017, Doubletree Hotel, Columbus, OH. Exhibits. 937-885-0283. www.ohiocemeteryassociation.comjburrowes@cemeterydata.com

Finger Lakes Funeral Directors
Association 12th Annual
Convention - Mar 28-29, 2017,
Harbor Hotel, Watkins Glen, NY.
Exhibits. 607-739-2035. www.
fingerlakesfuneraldirectors.org

Arkansas Funeral Directors Association - Mar 31 - Apr 01, 2017, Rogers, AK. 501-246-8842. www. arfda.com

North Dakota Funeral Directors
Assn Annual Convention - Apr
03-05, 2017, Ramada Plaza Suites
& Convention Center, Fargo, ND.
Exhibits. 701-845-2414. www.ndfda.
org.ndfda@oliver-nathanchapel.com

National Concrete Burial Vault Assn 2017 Annual Convention -Apr 04-05, 2017, Hilton Garden Inn Nashville Downtown/Convention Center, Nashville, TN. 888-886-2282. www.ncbva.org info@ncbva.org

Int'l Cemetery, Cremation & Funeral Assn 2017 Annual Convention & Expo - Apr 05-08, 2017, Renaissance Nashville and the Omni Nashville Hotel, Nashville, TN. 800-645-7700. www.iccfaconvention. com kase@iccfa.com

Utah Funeral Directors Association Annual Convention - Apr 05-06, 2017, Home2 Suites by Hilton, South Jordan, UT. Exhibits. 801-263-3286. www.ufda.org ufda@ufda.org

New Gen Of Funl Svc Practitioners Assn 2nd Annual Funeral Service Professional Retreat Getaway - Apr 06-09, 2017, The Westgate Lakes Resort & Spa, Orlando, FL. 843-624-7957. ngfspa.org ngfspa1@gmail.

Mississippi Funl Dirs & Morticians Assn 2017 Annual Convention - Apr 09-12, 2017, Hollywood Casino, St. Louis, MS. Exhibits. 601-764-3262. www.mfdma.org gregory.owens@ mfdma.org

Oklahoma Funeral Directors Association 115th Annual Conference - Apr 10-11, 2017, Cox Convention Center, Oklahoma City, OK, Exhibits. 800-256-6332. www.

International Order Of The Golden Rule 58th Annual Conference & Supplier Showcase - Apr 20-22, 2017, Sheraton New Orleans, New Orleans, LA. Exhibits. 512-334-5504. www.ogr.org membership@ogr.org

Pennsylvania Funl Directors
Association 136th Annual
Convention & Expo - Apr 2326, 2017, Kalahari Resorts and
Conventions, Pocono Manor, PA.
Exhibits. 800-692-6068. www.pfda.
org john@pfda.org

Texas Cemeteries Association
Annual Convention - Apr 23-25,
2017, Courtyard Dallas Allen at The
John Q. Hammons Center, Allen,
TX. 817-339-8210. www.txca.us
lberger@txca.us

Catholic Cemeteries Of The West - Apr 25, 2017, Lake Tahoe Resort Hotel, South Lake Tahoe, CA. Exhibits. 925-268-9824. www.ccwecare.org dsylva@pacbell.net

Alberta Funeral Service Association 90th AGM & Convention - Apr 27-29, 2017, River Cree Resort & Casino, Edmonton, AB. Exhibits. (403-342-2460. www.afsa.ca inquiry@afsa.ca

Kansas Funl Dirs & Embalmers
Association 2017 Annual
Convention - Apr 30 - May 03, 2017,
Wichita, KS. Exhibits. 785-2327789. www.ksfda.org kfda@kfda.
kscoxmail.com

Nebraska Funeral Directors
Association 2017 Annual
Convention - May 02-04, 2017,
Younes Conference Center, Kearney,
NE. Exhibits. 402-761-2217. www.
nefda.org staff@nefda.org

South AssnDakotaFuneral DirectorsAssn118thAnnualStateConvention-May10-122017RamkotaHotel& WatertownEventCenter, Watertown, SD. Exhibits. 605-246-9466www.sdfda.orgtkerr@triotel.net

Independent Funl Dirs Assn Of Texas Inc 84th Annual Convention & Expo - May 15-17, 2017, Sheraton Brookhollow, Houston, TX. Exhibits. 2542145649. www.ifdatexas.org ifdatexas@aol.com

South Carolina Morticians Assn Inc 92nd Annual State Convention - May 15-18, 2017, Embassy Suites by Hilton Greenville Golf Resort & Conference Center, Greenville, SC. Exhibits. 803-339-4133. www. scmorticians.com scmainc@gmail.

Iowa Funeral Directors Association 2017 Premier Mid-West Funeral Service Expo - May 16-17, 2017, Prairie Meadows Hotel and Conference Center , Altoona, IA. Exhibits. 515-270-0130. www.iafda.org/?page=convention mharms@iafda.org

Ohio Funeral Directors Association 137th Annual Convention & Exhibition - May 16-18, 2017, Hilton Columbus at Easton, Columbus, OH. Exhibits. 800-589-6332, 614-486-5339. www.ofdaonline.org diana@ofdaonline.org

North Carolina Funeral Directors
Assn 130th Annual State
Convention - May 21-23, 2017,
Raleigh Marriott and Convention
Center, Raleigh, NC. 919-876-7886.
www.ncfda.org info@ncfda.org

Georgia Funl Serv Practitioners Assn Inc 92nd Annual Convention & Exhibit - May 21-24, 2017, Atlanta Marriott Hotel Airport, Atlanta, GA. Exhibits. 706-886-3944. www.gfspa. net gfspaexsec@hotmail.com

Jewish Cemetery Assn Of North America 9th Annual Conference - May 21-24, 2017, Holiday Inn Vancouver-Centre, Vancouver, BC. Exhibits. 314-353-2540. www.jcana. org danielbrodsky@sbcglobal.net

MinnesotaFuneral
127thDirectorsAssociation's127thAnnualConvention- May22-24,2017,DoubletreeMinneapolisSouth,Minneapolis, MN. Exhibits.763-416-0124.www.mnfuneral.orgmtufto@

Georgia Funeral Directors
Association - Jun 04-07, 2017, King and Prince
Beach Resort, St. Simons Island, GA.
Exhibits. 770-592-8002. www.gfda.

Texas Funeral Directors Association 2017 Annual Convention & Expo- Jun 04-07, 2017, Hyatt Austin and Palmer Events Center, Austin, TX. Exhibits. 800-460-8332. www.tfda. com ann@tfda.com

Tennessee Funeral Directors
Association 2017 Annual
Convention - Jun 04-06, 2017,
Embassy Suites, Murfreesboro,
TN. 615-321-8792. www.tnfda.org

West Virginia Funeral Directors Assn Annual Convention - Jun 04-07, 2017, Glade Springs Resort, Daniels, WV. Exhibits. 304-345-4711. www.wvfda.org kimesrob@yahoo.

MissouriFunlDirectors&EmbalmersAssn2017AnnualConvention- Jun05-06,2017,Lodge of the FourSeasons, LakeOzark.Exhibits.573-635-1661.www.mofuneral.orgpublications@

Funeral Service Association Of Canada 2017 Annual Convention & Trade Show - Jun 05-09, 2017, Hotel Delta Prince Edwards, Charlottetown, PE. Exhibits. 613-271-2107. www.fsac.ca roberta@fsac.ca

Funeral Directors Assn Of Kentucky Annual State Convention & Mid-West Regional Trade Show - Jun 06-08, 2017, Louisville Crowne Plaza, Louisville, KY. Exhibits. 502-223-0622. www.fdaofky.com info@fdaofky.com

Arizona Funl Cemetery & Cremation Assn - Jun 06-08, 2017, The Wigwam, Litchfield Park, AZ. Exhibits. 602-909-6135. www. afccaannualconvention.org director@azfcca.org

Independent Funeral Directors Of Florida 2017 Annual Convention - Jun 07-09, 2017, Rosen Shingle Creek, Orlando, FL. Exhibits. 850-222-0198. www.ifdf.org mhood@ ifdf.org

IndianaFuneralDirectorsAssociation137thAnnualConvention- Jun 07-08, 2017,IndianaConventionCenter,Indianapolis,IN. Exhibits. 800-458-0746.www.indiana-fda.orgconnie@

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10-13, 2017,
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Worleans,
LS-767-7640.
LFDA@tatmangroup.

Alabama Funl Dirs & Morticians Assn Inc 80th Annual Convention - Jun 11-14, 2017, Embassy Suites Hotel, Montgomery, AL. Exhibits. (256) 546-0432. www.alabamafdma. org info@alabamafdma.org

South Carolina Cemetery
Association Inc and the North
Carolina Cemetery Association
(Joint Convention) - Jun 11-13,
2017, Embassy Suites at Kingston
Plantation, Myrtle Beach, SC.
Exhibits. 803-419-0768. www.
sccemeteryassociation.com tpaules@yahoo.com

California
AssociationFuneral
2017Directors
AnnualConvention
Hyatt regency
Spa, Monterey, CA. Exhibits.916-325-2361.
www.cafda.orgefda@

WisconsinFuneralDirectorsAssociation136thAnnualConvention - Jun12-14, 2017, BestWesternPremierWaterfrontHoteland ConventionCenter, Oshkosh, WI.Exhibits.608-256-1757.www.wfda.info gary@wfda.info

Buckeye State Funeral Dirs & Embs Assn 2017 State Convention - Jun 15-17, 2017, Hyatt Place Hotel, Cleveland, OH. 614-267-8310. www.bsfdea.net bsfdea@gmail.com

South Carolina Funeral Directors Assn 119th Annual Convention -Jun 18-20, 2017, Marriott Resort & Spa at Grande Dunes, Myrtle Beach, SC. Exhibits. 800-445-3427. www. scfda.org info@scfda.org

Florida Morticians Association Inc 93rd Annual Convention - Jun 18-22, 2017, Sandestin Golf and Beach Resort, Destin, FL. Exhibits. 727-599-3221. www.floridamorticians.org Jerlyn2560@yahoo.com

Western Pennsylvania Funl Dirs Assn Inc - Jun 19-21, 2017, The Ambassador Conference Center, Erie, PA. Exhibits. 814-824-5000. www. wpfda.org sjsnator@gmail.com

Funeral Directors & Mort's Assn Of NC Annual Convention - Jun 19-22, 2017, Hilton Greenville and Greenville Convention Center, Greenville, NC. Exhibits. 704-982-0347. www.fdmanc.org fdmanc@aol.

Florida Cemetery Cremation & Fun Assn 2017 Annual Convention & Trade Show - Jun 22-24, 2017, Turnberry Isle Miami, Aventura, FL. Exhibits. 800-226-3332. www.thefccfa.com djessup@executiveoffice.org

 Virginia
 Funeral
 Directors

 Association
 129th
 Annual

 Convention
 - Jun
 25-28, 2017,

 Williamsburg
 Lodge, Williamsburg,

 VA. Exhibits
 804-264-0505.
 www.

 vfda.net
 lwhittaker@vfda.net

Southern Cemetery Cremation & Funl Assn, Georgia Cemetery Association & Cemetery Association of Tennessee Inc (Joint Convention) - Jun 25-27, 2017, Chattanooga Marriott Downtown, Chattanooga, TN. Exhibits. 985-206-5606. www.sccfa.info sccfa@bellsouth.net

Idaho Funeral Service Association Annual Convention - Jun 25-27, 2017, Shore Lodge, McCall, ID. Exhibits. 208-888-2730. www.ifsa.us ifsa@ifsa.us

Illinois Funeral Directors Association 137th Annual Convention - Jun 26-28, 2017, Holiday Inn Hotel & Tinley Park Convention Center, Tinley Park, IL. Exhibits. 217-525-2000. www.ifda.org info@ifda.org

Associated Cemeteries Of Missouri Annual Convention - Jul 11-16, 2017, Tan-Tar-A Resort, Osage Beach, MO. Exhibits. 314-863-3011. smzell@ earthlink net

Int'l Cemetery, Cremation & Funeral Assn University - Jul 20-26, 2017, Fogelman Executive Center at the University of Memphis, Memphis, TN. 800-645-7700. www.iccfa.com

National Funl Dirs & Morticians Assn Inc 80th Annual Convention & Expo - Jul 29 - Aug 03, 2017, Myrtle Beach, SC. Exhibits. 770-969-0064. www.nfdma.com nfdma@nfdma.com

Ohio Cemetery Association
Annual Convention - Jul 31 Aug 02, 2017, Hilton Garden InnCleveland East, Mayfield Village,
OH. Exhibits. 937-885-0283. www.
ohiocemeteryassociation.com
jburrowes@cemeterydata.com

West Virginia Cemetery & Funeral Assn 2017 Annual Convention - Aug 04-05, 2017, Lakeview Resort, Morgantown, WV. Exhibits. 304-342-3769. www.wvcfa.org office@wvcsi.com

Cremation Association Of North America 99th Annual Convention - Aug 16-19, 2017, New York, NY. Exhibits. 312-245-1077. www.cremationassociation.org jennifer@cremationassociation.org

Washington State Funeral Directors Assn, Washington Cemetery Cremation & Fnl Assn (Joint Convention) - Aug 17-19, 2017, Northern Quest Resort & Casino, Airway Heights, WA. Exhibits. 253-941-3370. www.wsfda.org jewell@ wsfda.org

New York State Funeral Directors Assn 2017 Annual Convention - Aug 20-24, 2017, The Saratoga Hilton & Saratoga City Center, Saratoga Springs, NY. 800-291-2629. www. nysfda.org info@nysfda.org

Catholic Cemetery Conference 68th Annual Convention & Expo - Sep 19-22, 2017, JW Marriott Las Vegas Resort & Spa, Summerlin, NV. Exhibits. 708-202-1242. www. catholiccemeteryconference.org info@ catholiccemeteryconference.org

Ontario Funeral Service Association - Sep 25-27, 2017, Deerhurst Resort, Huntsville, ON. Exhibits. 905-637-3371. www.ofsa.org info@ofsa.org

New Jersey State Funeral Directors
Assn 2017 Funeral Directors
Convention & Expo - Sep 26-28,
2017, Harrah's Waterfront Conference
Center, Atlantic City, NJ. Exhibits.
800-734-3712. www.njsfda.org
convention@njsfda.org

National Funeral Directors
Association 2017 Annual
Convention & Expo - Oct 29 - Nov
01, 2017, Various Hotel Room Blocks,
Boston, MA. Exhibits. 800-228-6332.
convention.nfda.org/nfda@nfda.org

Funl Dirs Servs Assn Of Greater Chicago 12th Annual Trade Show - Nov 08, 2017, White Eagle Banquets and Restaurant, Niles, IL. Exhibits. 630-980-4010. www.fdsachicago.com office@fdsachicago.com

MEETINGS/SEMINARS

The International Conference of Funeral Service Examining Boards 113th Annual Meeting - Mar 01-02, 2017, The Omni Hilton Head Convention Resort, Hilton Head, SC. 479-442-7076. www.theconferenceonline.org theconferenceonline.org

West Virginia Funeral Directors Assn Mid-Winter Advocacy Summit - Mar 07-09, 2017, Embassy Suites, Charleston, WV. 304-345-4711. www. wvfda.org kimesrob@yahoo.com

Casket & Funeral Supply Association Annual 2017 Winter Seminar - Mar 09-11, 2017, Hotel Del Coronado, Coronado, CA. 847-295-6630. www.cfsaa.org info@cfsaa.org

New York State Association Of Cemeteries 2017 Orange County Cemetery Regional Conference -Mar 09, 2017, IBEW Local Union 363, Harriman, NY. 518-434-1134. www. nysac.com info@nysac.com

National Funeral Directors Association Meet the Mentors - Mar 12-14, 2017, Emory Conference Center Hotel, Atlanta, GA. 800-228-6332. events.nfda.org/Meet-the-Mentors/ Overview nfda@nfda.org National Funeral Directors
Association Cremation Retreat Mar 15-16, 2017, Emory Conference
Center Hotel, Atlanta, GA. 800-2286332. events.nfda.org/CremationRetreat/Overview nfda@nfda.org

Assn Of Independent Fnl Hms Of Virginia Conference - Mar 17, 2017 Laws/Regulations and Preneed, University of Richmond, Richmond, VA. 804-643-0312. www.ifhv.org ifhoffice@gmail.com

Pittsburgh Institute Of Mortuary Science Best Practices 101 - Mar 17, 2017, PIMS Special Events Center, Pittsburgh, PA. 412-362-8500. www. pims.edu.pims5808@aol.com

National Funeral Directors
Association Cremation Certification
Program - Mar 17, 2017, Emory
Conference Center Hotel, Atlanta,
GA. 800-228-6332. www.nfda.org/
cremationcertification nfda@nfda.org

M K J Marketing Seminar - Mar 20-22, 2017, Waldorf-Astoria Beach Club Resort, Boca Raton, FL. 888-655-1566. www.mkjmarketing.com mkj@ mkjmarketing.com

The Foresight Companies LLC Human Resource Spring Training Seminar - Mar 22-23, 2017, The Foresight Companies LLC Office, Phoenix, AZ. 800-426-0165. www.theforesightcompanies.com catherine@theforesightcompanies.com

Ohio Cemetery Association
Advanced Crematory Operator's
Certification Program - Mar
23-24, 2017, Doubletree Hotel,
Columbus, OH. 937-885-0283.
www.ohiocemeteryassociation.com
jburrowes@cemeterydata.com

Cremation Association Of North America Crematory Operations Certification Program - Mar 31, 2017, University of Central Oklahoma, Edmond, OK. 312-245-1077. www. cremationassociation.org

Association For Death Educ & Counseling Pre-Conference Institute - Apr 04-05, 2017, Portland Marriott Downtown Waterfront, Portland, OR. 847-686-2240. www.adec.org adec@adec.org

Association For Death Educ & Counseling 39th Annual Conference - Apr 05-08, 2017, Portland Marriott Downtown Waterfront, Portland, OR. 847-686-2240. www.adec.org adec@adec.org

JewishFuneralDirectorsOfAmericaInc-Apr05,2017,RenaissanceNashville and the OmniNashvilleHotel, Nashville, TN.800-645-7700.www.jfda.orgjfda@iccfa.com

National Funeral Directors
Association Professional Women's
Conference - Apr 07-09, 2017,
Franklin Marriott Cool Springs,
Franklin, TN. 800-228-6332. events.
nfda.org/Professional-WomensConference/Overview nfda@nfda.org

Academy Of Graduate Embalmers Of Georgia 62nd Annual Clinic -Apr 10-12, 2017 770-445-3180. www. ageg.org staff@ageg.org

National Funeral Directors Association Advocacy Summit - Apr 26-28, 2017, The Mayflower Hotel, Washington, DC. 800-228-6332. events.nfda.org/Advocacy-Summit/ Overview nfda@nfda.org

SelectedIndependentFuneralHomes2017SpringManagementSummit - Apr 26-28, 2017, DoubletreebyHiltonRaleighBrownstone-University,Raleigh,NC.800-323-4219.www.selectedfuneralhomes.orgpattyn@selectedfuneralhomes.org

National Hospice & Palliative Care Org 32nd Management and Leadership Conference - May 01-03, 2017, Washington Hilton, Washington, DC. 703-837-1500. www.nhpco.org dcherry@nhpco.org

New York State Association Of Cemeteries 39th Annual Public Affairs Seminar - May 01-02, 2017, Hilton Albany, Albany, NY. 518-434-1134. www.nysac.com info@nysac.com

KatesBoylstonPublicationsCremationInnovationsSummit- May05,2017,HiltonBaltimore,Baltimore,MD.800-500-4585.www.katesboylston.com/eventstparmalee@ucg.com

Kates Boylston Publications Cremation Innovations Summit - May 05, 2017, Hilton Baltimore, Baltimore, MD. 800-500-4585. www. katesboylston.com

National Business Conference
- May 10-11, 2017, NFDA
Headquarters, Brookfield, WI. 800228-6332. events.nfda.org/BusinessConference/Overview nfda@nfda.org

National Museum Of Funeral History 23rd Annual Charity Golf Classic - May 22, 2017 Cocktail Party/ Golf Classic, Kingwood Country Club, Kingwood, TX. 281-876-3063. www.nmfh.org info@nmfh.org

Virginia Cemetery Association 2017 Annual Conference & Meeting - Jun 01-04, 2017, The Berry Hill Resort & Conference Center, South Boston, VA. 804-675-7502. www. virginiacemeteryassociation.com

Pennsylvania Cmtry, Crem & Funeral Assn 2017 Annual Meeting - Jun 14-16, 2017, Kalahari Resort, Pocono Manor, PA. 717-236-9970. www.pccfa.com

The Association For Gravestone Studies 2017 Annual Conference - Jun 20-25, 2017, The University of Alabama, Tuscaloosa, AL. 413-772-0836. www.gravestonestudies.org info@gravestonestudies.org

National Alliance For Grieving Children 21st Annual Symposium -Jun 22-24, 2017, Richmond Marriott Downtown, Richmond, VA. 866-432-1542. www.childrengrieve.org kathy. wisnefski@childrengrieve.org

National Funeral Directors
Association Leadership Conference
- Jul 16-19, 2017, Coeur d'Alene
Resort, Coeur d'Alene, ID. 800-2286332. events.nfda.org/LeadershipConference/Overview nfda@nfda.org

Center For Loss & Life Transition Training Seminars by Dr. Alan Wolfelt - Jul 19-21, 2017 Opening Your Community's Eyes to WHY We Need Funerals, Center For Loss & Life Transition, Fort Collins, CO. 970-226-6050. www.centerforloss.com wolfelt@centerforloss.com

Professional Car Society International Meet - Jul 20-22, 2017, Lebanon, MO. 973-862-6047. www. professionalcarsociety.org hookjch@ ptd.net

SelectedIndependentFuneralHomes99thAnnualMeetingSep10-13,2017,RadissonBlu,Chicago,IL.800-323-4219.www.selectedfuneralhomes.orgpattyn@selectedfuneralhomes.orgpattyn@

New York State Association Of Cemeteries 2017 Annual Fall Conference - Sep 16-19, 2017, The Otesaga Resort Hotel, Cooperstown, NY. 518-434-1134. www.nysac.com info@nysac.com

National Hospice & Palliative Care Org 2017 Fall Conference - Sep 18-20, 2017, San Diego Marriott Marquis and Marina, San Diego, CA. 703-837-1500. www.nhpco.org dcherry@ nhpco.org

Ohio Cemetery Association Fall Maintenance Seminar-North - Oct 05, 2017, Perry, OH. 937-885-0283. www.ohiocemeteryassociation.com jburrowes@cemeterydata.com

California Assn Of Public Cemeteries Educational Seminar & Area Meeting - Oct 06-07, 2017, Holiday Inn Capitol Plaza, South Lake Tahoe, CA. 888-344-9858. www.capc.info publiccemeteries@aol.com

Virginia Cemetery Association 2017 Mid Atlantic State Conference -Nov 02-04, 2017, The Golden Nugget, Atlantic City, NJ. 804-675-7502. www.virginiacemeteryassociation. com

Kates Boylston Publications Seventh Annual Cremation Strategies Conference - Dec 06, 2017, Marriott Renaissance, Nashville, TN. 800-500-4585. www.katesboylston.com/events tparmalee@ucg.com

Kates-Boylston Publications
Twelfth Annual Funeral Service
Business Plan Conference - Dec
07-08, 2017, Marriott Renaissance,
Nashville, TN. 800-500-4585.
www.katesboylston.com/events
tparmalee@ucg.com

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Bogati Urn offers Triviabased Discounts for Service Providers

SARASOTA,FL— True or False: All U.S. death and cremation figures are based on the state where they occurred, regardless of residency?

Bogati Urn Company, is using trivia questions like this in an effort to lighten things up for - and offer discounts to – its industry partners.

Each Friday, funeral homes and cremation service providers can visit http://www.bogatiurns.com/discounttrivia/ to answer a new trivia question pertaining to the funeral and cremation industry. Those answering correctly will earn 10 to 15 percent off their next purchase on the Bogati website. The discount is available until the following Friday when a new trivia question is asked.

Test runs of the trivia-style offer have proven very successful. In fact, dozens of answers were submitted in the first hour of the first question asked during the busy holiday season. Initial reactions have also been very positive.

"We've had some great feedback from customers who've called saying they love what we're doing with the website, making it fun and interactive," said Andrea Bogard LeBlanc, owner of Bogati Urn Company. "In a historically print-driven industry, we see this as progress. We're excited to be part of that while building relationships with our industry partners at the same time."

Founded in 2004, Bogati Urn Company offers funeral homes and crematories unparalleled service and wholesale pricing on an equally unparalleled variety of urns, scattering tubes and related products. Its original lead crystal line has expanded to feature a diverse and hand-selected product line from trusted manufacturers and skilled artisans worldwide. Its inventory now includes hundreds of memorial urns for adults, children and pets in varying materials, including glass, marble, wood, porcelain, brass and metal. Custom options are also available. For more information on Bogati Urn Company, please visit www.bogatiurns.com.



introduces Golden

EAGAN, MN— Timberland Urns has introduced the Golden Retriever Dog Memorial Urn as a new addition to their Dog Urns by Individual Breed line. With this Golden Retriever Dog Urn customers can use their dog's existing name tag to truly customize their urn and commemorate their beloved companion forever. If the original tag is no longer available, it can be eas-

Timberland

a pet store.

This Urn is just as versatile as it is beautiful. It is suitable for a Setter, Spaniel or a similar looking dog breed as well. The urn is cast of polymer resin/bronze powder mixture and hand finished with bronze patina. It measures 10.5" long by 9" wide by 4" high and has a capacity of 110 cubic inches. For more information, call 651-688-0875 or visit www.timberlandurns.com.

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ily replaced or purchased at

SEE US AT BOOTH **Funeral Directors** Life Recognized as a 2017 Best **Workplace in Texas**



ABILENE, TX— Funeral Directors Life was recently recognized by Fortune magazine and Great Place to Work® as one of the Best Workplaces in Texas for 2017, ranked at number 6 overall in the state.

The Best Workplaces in Texas rankings are based on feedback from more than 100,000 employees at Great Place to Work–Certified™ organizations with locations in Texas, including several national and multi-national companies.

"We are honored to be recognized as one of the top companies in the state by Fortune magazine and Great Place to Work," said Kris Seale, Funeral Directors Life president and CEO. "We try to create a culture that allows each person to grow and achieve their personal best. This isn't just a job—it's a way of life. We are continually growing and developing personally, professionally, and spiritually as a community. I think our employees really respond to that vision. They are what truly make this a great place to work."

In the survey, employees expressed their appreciation for Funeral Directors Life's unique culture and work environment. 99 percent of employees stated that people at the company care about each other and celebrate special events regularly. 100 percent of employees agreed that the company facilities contribute to a good working environment.

Employees enjoy several unique perks, including an on-site clinic and an on-site fitness center, prayer team, mentorship programs, employee recognition programs, volunteer opportunities, and personal development programs such as book studies. In 2017, the company is also offering a sabbatical program that allows the employee to take a paid 30-day sabbatical to rest, gain perspective, and participate in a service project or mission trip.

"Being awarded a place on this list indicates the company has distinguished itself from peers by creating a Great Place to Work For All™," Great Place to Work published on their website regarding the list. "Rankings reward organizations where not only the majority of their employees experience a great place to work, but these experiences are highly consistent, regardless of gender, race/ethnicity, job role or other personal characteristics."

Funeral Directors Life specializes in the sale of prepaid funeral insurance policies and annuities. Their mission is "to be known as the best, most-respected provider of service to the funeral industry." For more information about Funeral Directors Life, visit www.funeraldirectorslife.com.



SEE US AT BOOTH **Frigid Fluid Earns** 611 **Illinois Export** Award



(L to R) Lt. Governor Evelyn Sanguinetti; European Sales and Relationship Manager for Frigid Fluid Bob Pine; Frigid Fluid President Brian Yeazel; CEO of Intersect Illinois Jim Schultz; Assistant Director of the Illinois Department of Commerce & **Economic Opportunity Brittany Ladd**

Governor Evelyn Sangui**netti** and the Illinois Department of Commerce & Export Opportunity (DCEO) presented Frigid Fluid with one of the 2016 Governor's Export Awards at a reception held on December 6th at the Union League Club of Chicago. This award is Illinois' highest recognition of export achievement honoring Illinois companies that have achieved excellence in exporting, as well as organizations that provide export assistance.

"Our state takes great pride in its exports, and through this event we recognize businesses and organizations that succeed in international trading and exporting," said Sanguinetti. Acting director of DCEO, Sean McCarthy, added: "Each of these recipients has demonstrated a true gift for expanding across

CHICAGO, IL— Illinois Lt. markets and showing off Illi-

nois around the globe." When asked about the Export Continuing Excellence award, relationship manager, **Robert M. Pine,** stated that "Frigid Fluid recognized, and is responding to, the increasing economic strength and consumer demand in Latin America and Africa, in addition to expanding its base in Canada, Europe, Australia and New Zealand."

Brian Yeazel, president and fifth generation owner of Frigid Fluid added, "This is another proud milestone for our family company, founded in 1892. It fits nicely with our history of innovations, including the invention of the casket lowering device 100 years ago, our unique Silitech line of embalming fluids, and over 35 years of exporting American made products."



CryptoTestament Launches Encrypted Technology Designed to Protect Digital Legacies

NEW YORK,NY— CryptoTestament, developers of new encrypted technology tools to secure postmortem digital legacies—including credentials and passwords, Bitcoin accounts and digital files—has launched its Kickstarter crowd funding campaign to bring the digital technology to consumers.

Crypto Testament bridges the gap between estate laws, which grant families access to digital data, and privacy laws, which often prohibit access after a family member has passed away. As simple as using a thumb drive or saving a file to the cloud, Crypto Testament uses AES 256-bit encryption with a manageable console allowing Crypto Testament to unlock the device after death. The device is secured using the same certification used by the NSA and other government agencies. With the proper credentials and proof of death, the company works with the executor

of the will to pass the secure digital legacy on to the family member or confidante chosen by the client.

"In today's digital landscape, more and more sensitive information, both personal and financial, is being stored digitally and is not recoverable after death unless family members have access to passwords and accounts. CryptoTestament aims to address this growing issue and preserve one's 'digital legacy' for their heirs," said Tom Falardeau-Leclerc, CryptoTestament's CEO and founder. "Bitcoin accounts, for example, are not recoverable after death without specific credentials and families can suffer significant financial losses if they do not properly plan. Estate planning must now account for digital activity, and CryptoTestament easily meets that need for consumers."

Various storage sizes of USB-style encrypted devices are utilized to meet

individual storage needs. "CryptoTestament works like a safety deposit box at your bank," Falardeau-Leclerc said. "It is an extra layer of protection necessary to preserve and secure all sensitive digital files, including crypto currency accounts, passwords, music, video, photos and more in this digital age."

Based in Montreal, Quebec, CryptoTestament's mission is to secure the digital legacies of people after they pass away. The encrypted hardware and cloud technology ensures all digital files, passwords, Bitcoin accounts and more are safely protected and can be easily accessed by family members. Founded in 2012, CryptoTestament is currently raising funds on Kickstarter to bring this technology to the masses. To learn more or get involved in CryptoTestament's Kickstarter campaign, visit www.kickstarter.com/projects/1033670017/cryptotestament.







2005 Federal Cadillac 46" 6-Door Limo



2013 Midwest Mercedes Sprinter Limo Bus



2009 Eagle Chrysler T&C Funeral Van



2007 Eagle Cadillac Ultimate Hearse



2006 Federal Lincoln Stratford Hearse



2004 Eagle Cadillac Ultimate Hearse



2003 Superior Cadillac Stateman Hearse

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The Dodge Company Welcomes Monty Birge to its Team of Sales Representatives

BILLERICA,MA— The Dodge Company is pleased to announce the addition of Monty Birge to its team of sales representatives. If Monty's time spent in Billerica in January is any indication, he is certain to provide excellent service to the funeral service professionals in his territory which covers Washington State, Alaska, Northern Ida-

ho and Western Montana.

Monty has taken over the territory previously served by **Bill Martin** who is now enjoying retirement. Initially licensed as a funeral service practitioner in Washington in 2014, graduating *Pima Medical Institute*, Seattle, WA, with an Associate in Arts Degree in Mortuary Science, Monty is no stranger to funeral service having spent

many years in Western Washington working with several local funeral homes, most notably Mountain View Funeral Home, Memorial Park and Crematory where he spent twelve years.

Monty is the proud dad of two adult daughters, Nikki and Mikalah. When not working, he enjoys golf, working out at the gym and going on mini vacations.

Tim Collison, vice president of sales and marketing, said "Monty came highly recommended by Bill Martin, and his training and orientation in Billerica were very enjoyable and productive." Tim is certain Monty's enthusiasm and expertise will serve him well and provide his customers with the service and resources they have come to expect from Dodge.

NeutrOlene Announces Australian Distributor

KANSAS CITY,MO— Chet Robbins and Tony Riddle, co-founders of NeutrOlene, LLC, have announced the appointment of Pauline Tobin, owner of Pauline Tobin Mortuary Services in Melbourne and Jato Distributors Australasia, as master distributor of NeutrOlene products across the continent of Australia.

"We are extremely pleased to announce and welcome her warmly into the NeutrOlene family as a significant leader in our international expansion," said Riddle, president of NeutrOlene. "We were particularly impressed with how NeutrOlene's benefits as an organic, environmentally-friendly odor neutralizer, aligns with Pauline's numerous areas of expertise."

Pauline attended St. Columba's College Essendon and after leaving school went on to study Division 2 Registered Nursing and worked in the field of nursing for 17 years.

"During that time, I witnessed an embalming and found it fascinating. I also was able to witness the difference the embalmer was able to create from the rawness and often ugliness of death to a dignified and acceptable presentation of the deceased. So when I was looking at a career change, embalming seemed the next logical step.

"Ironically, while I had been bought up the daughter and grand-daughter of funeral directors, I had no idea there was a profession of embalmers."

In Australia, the funeral service profession is unregulated, meaning no government body oversees it. "Of course, we do have Health Acts and the Cemetery Acts, but nothing to stop any Tom, Dick or Harry setting up a funeral company," Tobin explained, "so we constantly have funeral directors popping up overnight, and some have no premises or funeral home, just a phone number. In addition, funeral directors are rarely also embalmers because it is not required.

"Qualified embalmers are the only industry specific professionals in Australia's funeral service profession," said Tobin, "I studied embalming at the *Australian Funeral Directors Association College*, which no longer offers training."

Tobin is a member of Blake Emergency Services International, a United Kingdom based company that specializes in Disaster Victim Identification and air crash disaster response and was deployed in 2006 for the Cameroon, Kenyan; Airways flight KQ-507 air crash, and

deployed in 2015 Rotterdam, Malaysian Airlines flight MH17 shot down over the Ukraine.

NeutrOlene's newest master distributor currently chairs the *Australian Institute of Embalming* and has served on their board since 2007. She also is Australian ambassador for **Fountain National Academy** in Springfield, MO.



Pauline Tobin

"I was introduced to NeutrOlene and its founders by Vernie Fountain, and after many phone meetings and extensive independent trials of the products in Australia, I was happy to add NeutrOlene products to my inventory and endorse it," she said.

"During my product trials, the director said, "we received a decedent enclosed in three body bags, due to the state of decomposition. After following the instructions of use, I was astounded, as were

my colleagues, to the effectiveness of the NeutrOlene spray. "Also in Australia, we have a large percentage of cremations and the product that is currently used in granule form within a coffin is causing huge problems for the crematoriums as it is not breaking down. My own trials of NeutrOlene granules have been positive, with no residual remaining.

"With our very harsh varying climates here in Australia, I am excited to offer Neutrolene's unique products to colleagues across the country to address the most horrendous and unpleasant situations our colleagues find in the day-to-day assignments.

"Funeral service professionals in Australia have, for many decades, waited for a product that not only makes work areas more pleasant but also is beneficial to the planet's environment."

Robbins said it best, "Pauline Tobin's appointment as master distributor for NeutrOlene is the perfect collaboration. She's an outstanding professional, well-regarded in Australia's funeral service family. We welcome her insights and input and appreciate working with someone with such passion for funeral service."

MODERNI **OUR EXISTING COACH** NGS) EXTERIOR BODY When it comes to your funeral fleet, clients of the deceased expect new vehicles to be a part of their memorializing time. As you know, most of your coaches have very low mileage, along with a pristine interior. The only giveaway to its age is the older model/body style of the exterior. Wolf Limo Conversions understands this, and provides you with a beautifully enhanced - Modernized Exterior Body Conversion. Simply put, we use your existing funeral coach, then apply our exclusive exterior conversion process with precision artistry. Once completed, your older transport will then sparkle as a late-model gem! $_{ t L}$ FOR SPECIALS ON THE XTS CONVERSION

Facebook



I've had a long, passionate love affair with cars, with constant fascination adding fuel to the fire. I'm not a discriminating man, most cars are my type, and that goes for hearses as well. My wife, on the other hand, has a more utilitarian view of cars. She doesn't share my in-

terest in them, and that is especially true of hearses.

A few days ago, the topic of hearses came up in conversation (probably a result of me gawking at one). This prompted a simple question from my wife, "Where do hearses go that are no longer used by funeral homes?" explained that some are bought by collectors, some are used as parts cars, and some are bought by those with a strong interest in the macabre. The real question though, where do the rest go?

Hearses, as a group, are luxury vehicles that often have low mileage, are

ASD Celebrates 10 Years of FuneralSync™ Integration



MEDIA, PA— On Tuesday, January 10th, ASD-Answering Service for Directors' FuneralSync[™] integration feature reached a significant milestone. The feature, which allows funeral directors to automatically sync their software and websites to ASD's systems, was first introduced to the funeral profession a decade ago. The first version of the tool was a somewhat manual process that allowed for transfer of some very basic information. Over time, this feature, now known as FuneralSync[™], has evolved to become the most flexible integration tool available to directors.

Funeral professionals spend hours every week entering data into their funeral management systems and posting information on their websites. FuneralSync[™] was created by ASD to help their clients reclaim the time once spent on these redundant tasks. The feature allows funeral homes to automatically transfer funeral service information from their funeral home's website to ASD. Directors can also use FuneralSync[™] to pull First Call information, including call recordings, from ASD directly into the funeral home's management program.

There are thousands of funeral homes nationwide utilizing FuneralSync[™] to save time, reduce data entry errors and operate more efficiently. In 2016, more than a quarter of a million obituaries were automatically transferred over to ASD through FuneralSync™. Each obit represents time ASD has given back to their clients. Rather than having to log into various databases and copy/paste information into multiple fields, the data is automatically synced without any effort. When considering the fact that each obit could take up to five minutes to enter, ASD's FuneralSync™ feature saved funeral professionals 20,000 hours of redundant work in 2016 alone, not to mention the headaches saved by eliminating the chance for errors.

One of ASD's biggest goals when developing Funeral-Sync[™] was to partner with as many of the funeral profession's leading software and **SEE US AT BOOTH** 1111

website companies as possible. The company's owners understood that their clients used many different providers and did not wish to set any limits on this timesaving technology. In 2013, ASD released an enhanced version of FuneralSync[™] that more easily allowed companies to integrate. This gave ASD clients the freedom to utilize their advanced solution without having to switch providers. The updated version also offers increased flexibility. For example, clients can edit their funeral home's website obituaries from within the ASD Mobile app and myASD.com website portal.

The following software and website companies have used the FuneralSync[™] API to integrate with ASD: funeralOne, Batesville, Consolidated Funeral Services, SRS Computing, FrontRunner Professional, FuneralTech, Continental Computers, Gemini Graphics, Frazer Consultants, FuneralNet, Tributes.com, Ionic Services, and MKJ Marketing.

"FuneralSync™ gives ASD's 20,000 plus funeral professional users the freedom to integrate with any funeral software or website company," says ASD vice president and owner, Kevin Czachor. "This feature is a winner for all involved, allowing directors to spend more time with families and less time entering data while increasing accuracy."

well maintained, and have rarely been in an accident. They are always garaged. For any other car this would bring premium prices. Not true for hearses. Several examples of this can be found on HearseHub.com. Hearses that were built in the early 1990's have well less than 100,000 miles and are only in the \$2,000 to \$3,000 range. Quite a bargain! However, most people will never consider them for their transportation purposes. So, what do you do with them?

Instantly, I thought of converting them into campers. You see campers on trucks all the time, why not on hearses? Sure, you'd have the unenviable task of cutting off the back, enclosing the cab, and beefing up the suspension, but they do have a long wheel base, making them the perfect candidate. A simple Google search confirmed that that many shared my Frankenstein idea, but much to my surprise, there aren't

> Converting a hearse to an El Camino-type truck also came to mind. Again, the same process as converting them to a camper would be required. I was sure I'd found the perfect second life for hearses. When I did a second Google, I found a few examples, but far fewer than camper conversions. In that same search, I discovered a Pinterest link boasting of thousands of pictures based on my search. The link mostly lived up to the hype. While there were fewer pictures than advertised, I did find

something called a "Rat Hearse" that kind of looked like a truck, but not quite. There was an Airstream Hearse, a Tank Hearse, many hot rod hearses and other unique hearse examples, but not one picture of a hearse that had been converted into a functional truck.

To me, truck conversion seems like a straight forward project, but there are few examples of it being done, and not a single mention of a company offering this service.

Truth be told, I don't fully understand what it takes to make these projects a reality, nor the money it takes. This may explain the lack of results in my searches. The old adage of "lipstick on a pig" came to mind as well. In the end what you've produced still looks like a hearse.

If anyone can answer my questions as to why conversions are not being done, or if you know of a cottage industry converting hearses into something functional, please let me know at HearseHub@gmail.com.



Mike Jamar is founder and co-owner of Advanced Integration Technology. Mike has been working with computers since the early 80s and started Advanced Integration in 1994. Advanced Integration specializes in Internet inventories designed for specialty vehicles and equipment. HearseHub was created through a collaboration between Advanced Integration and Nomis Publications, and is now in its fifth year of service. HearseHub brings together funeral vehicles from a number of dealerships that specialize in high quality funeral vehicles. HearseHub offers funeral directors a large, and easy to shop inventory, of funeral vehicles. You can reach him at Mike@AITAdvantage.com.



Robinson Funeral Home Inc. takes delivery of two New Limousines



Robinson Funeral Home, Inc. in Easley, SC recently took delivery of their two new 2017 Cadillac S&S Professional Roof Limousines. Pictured (L to R) are Chris Robinson, owner and Jerry Small representing Bill Black Cadillac in Greensboro, NC. Robinson Funeral Home Inc. is a family owned business that has been faithfully serving the families of this area since 1875.

C.J. Boots Adds Five New Models to Craft Casket Line

ANDERSON,IN— Inspiration can come from a variety of sources—a walk in the woods, a sunset on a lake or the shower in the morning. For **Chris Boots**, president of **C. J. Boots Casket Company**, one of the country's leading manufacturers of solid hardwood, veneer and cremation caskets, inspiration for new and innovative casket models was found in a barn in Lapel, IN.

"When I first met Jennifer Spitz of Distressed by Design and toured her workshop located inside a barn in Lapel, I felt an immediate

connection," stated Boots. "She provided inspiration and the barn acted as a great stimulus; C. J. Boots is indeed fortunate to have this creative relationship with Jennifer."

This uncommon arrangement has resulted in five new models to the C.J. Boots' Craft Casket line: *Harvest Pine*, a solid pine facetted top casket featuring a rough barn finish and rose-tan crepe interior with barn scene head panel; Going Home Pine, a solid pine round top casket offering a satin finish and white crepe interior with bird images on the lugs and a head panel offering birds and the words, Going Home; Whitewash Oak; a solid oak facetted top casket with a rough barn, white wash finish and a white crepe interior with a Lived, Laughed, Loved head panel; Antique Pine, a solid pine flat top casket with a satin finish and rose-tan crepe interior with a baker pipe head panel; and Chamberlain Popular, a solid hardwood round top casket with a satin finish and champagne linen interior with a doric head panel. A beautiful unique antique blue color



Decorating and repurposing pro Jennifer Spitz kneels beside the new Whitewash Oak casket from the C.J. Boots Casket Company. Spitz is lending her expertise to help create caskets in the company's Craft Casket line.

adorns the exterior of this casket.

Spitz's influence can best be seen in the Antique Pine, Chamberlain and Whitewash Oak models. Each of these caskets offers an exterior with a distinctive distressed wood appearance and other unique design features.

"I've always had a great deal of respect and admiration for funeral directors and the funeral profession," commented Spitz. "I look forward to assisting Chris with the design and look of additional caskets in the Craft Casket line that can help play a role in the memorialization process for grieving families."

By combining the skills of traditional artisans and the use of state-of-the-art woodworking machinery, C.J. Boots Casket Company manufactures only the highest quality solid hardwood, veneer and cremation caskets. In an effort to bridge the gap between "old world craftsmanship" and "lean manufacturing," the company continues to develop new and innovative manufacturing processes. For more information, visit www.cjboots.com.

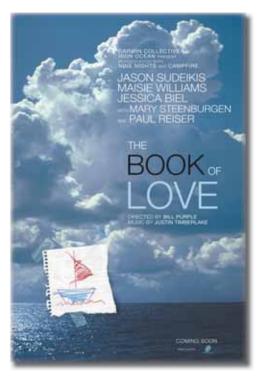
Capsule Urn Featured in New Film The Book of Love

VANCOUVER, WA — Modern urn maker, Capsule Urn LLC, was selected to provide product for The Book of Love, originally titled The Devil and the Deep Blue Sea, an American film directed and rewritten by Bill Purple from an original script by Robbie Pickering and was recently featured at the 2016 Tribeca Film Festival. Six major motion picture movie starts, Maisie Williams, Jessica Biel, Jason Sudeikis, Mary Steenburgen, Orlando Jones, and Paul Reiser star in this film. The entry to the plot of the movie revolves around Jason Sudeikis character, Henry, who is a widowed architect that strikes up a friendship with Millie (Maisie Williams), an independent but troubled teen. Hoping to find her long-lost father, Millie asks Henry to build her a raft that can sail across the ocean. After agreeing to do so, the unlikely duo embarks on an incredible adventure that deepens their bond and lifts

Capsule chose to allow their product to be included in the film because they believe believes it will raise awareness of their contemporary memorials and the meaning they can offer to families who have lost a loved one. **Joyce Chua,** Capsule Urn creative director comments, "We are honored to be selected by such a well-considered film. Capsule Urn shares the design ethic with the film's director and production design team."

An article written by *Caroline Williamson* of *Design-Milk* reads, "[Capsule Urn] offers a line of simple and modern urns and keepsake boxes to commemorate your loved ones in a classy way." (www.design-milk.com) *Fast Company Magazine* described Capsule's urns as, "the iPod of urns."

Capsule's line of contemporary urns and keepsakes stand apart in the crowd-



ed landscape of ordinary cremation products. Their American-made products are designed by award-winning designers and offer a comprehensive customization program with a wide variety of personalization options. They design and manufacture memorials for discerning customers and their products resonate with an expanding class of customer that appreciates modern design and quality materials.

Located near Portland, OR, Capsule has sophisticated design and manufacturing capabilities which allows them to offer multiple options for personalization, including unique colors and finishes, premium materials, and custom engraving. Additional images and detailed ordering information are available at www.capsuleproject.com.



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Foresight Launches Digital Communication

PHOENIX,AZ— The Foresight Companies announced their complete launch of new communication, education, and leadership as a business financial consulting firm. Foresight is recognized as the preeminent boutique financial and management consulting firm in the funeral and cemetery profession. Dan Isard, president of Foresight said about the new site, "We were an early adapter to having a web presence. Our goal has always been to educate. However, the methods of education continue to evolve. Our redeveloped site has a library with more content than any other in fu-

neral service. Now we will add other methods of education including video seminars and blogs."

Director of marketing for Foresight, **Jeff Harbeson** said, "I worked

to assemble a creative team of digital experts to assist us in our effort. Our goal is to have a graphic and educational experience that is superb. We enlisted **Directors Advantage** as a key part of this development. **Ellery Bowker** and his team understand the ability to have a theme interwoven through the site with a brand such as ours." Jeff went on to say, "So many times I hear from funeral professionals that they know Isard but they don't quite know what Foresight does. Now we can showcase the full talents of our diverse company and its highly-trained staff with four decades of experience."

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Foresight's refreshed website, theforesightcompanies. com, was created and designed by the team at Directors Advantage led by Bowker. "The goal of the new website is to communicate the depth and breadth of Foresight's offering in a way that lets a firm of any size see the value of working with Dan and his team of experts," says Bowker.

"The web site is just one step in Foresight's full engagement to share our messages in a timely method through social media," Harbeson added. "Social Media expert and CEO of **Disrupt Media, Ryan Thogmartin**, along with his team of experts, are the second key component and the ongoing engine to our ability to get these news worthy messages to the funeral and cemetery public," Isard added. Thogmartin says, "It's great to partner with a leader in the marketplace like The Foresight Companies. Being able to align with a company that has a passion for helping funeral homes and cemeteries by driving the profession forward is a true privilege."

The Foresight Companies is passionate about providing the necessary content to help educate funeral and cemetery professionals and the owners and managers of these businesses. As part of their commitment to the betterment of business practices, TheForesightForecast.com blog/vlog has been created to offer insights and valued content for everyone at no cost. Isard states, "My practice started in 1974. With more than 40 years of collective expertise in all matters of business, the Foresight Forecast is the latest commitment to help educate the next generation of this profession." Foresight Forecast will offer weekly video enhanced blogs. The video segments are called "The more you know, the smarter you are." They will include short four to five minute presentations as well as free monthly video seminars by experts Isard, Stephanie Ramsey, Harbeson, Kevin Kruger and Mandy Rohde. The Foresight Forecast will be broadcast from the studio located at The Foresight Companies headquarters in Phoenix.

Visit theforsightcompanies.com to see their informational site which hosts The Foresight Forecast blog/vlog and like The Foresight Companies Facebook page to get connected.

SEE US AT BOOTH 1601 & 1801 ICCFA ANNUAL CONVENTION & EXPO

MacCrindle joins Eagle Coach and Federal Coach as the New President

AMELIA,OH— Eagle Coach Company and Federal Coach Company has announced the addition of Dan MacCrindle as president of the companies.

Dan is a seasoned executive with extensive manufacturing and operations experience in continuous improvement processes, change management and

America

lean implementation. His previous work experience includes chief operating officer and senior management positions with United Technologies; a multi-site manufacturer involved in fire suppression vehicles and mobile equipment and components for the aerospace and automotive industries, as well as LNS Group; an international manufacturer of machine tool industry bar feeding

and work holding systems.

Dan's credentials include an MBA in International Business and a Bachelor's degree in Business Administration with an accounting major and an engineer-

ing minor.
Dan's strong background, leadership, and experience will be important in continuing to serve dealers and customers by providing industry leading product quality and outstanding

Federal Coach Company have been nationally recognized as an industry-leading builder of funeral coaches, limousines, and specialty cars. For more information, call your authorized dealer, or contact Eagle & Federal directly at 800-537-2963. Additional information is available online by visiting www. eaglecoachcompany.com or

www.federalcoach.com.

service and responsiveness.

Eagle Coach Company and

The Living Urn, Committed to Turning Cemeteries into Forests, Launches New Program to Reforest

GREENWOOD VILLAGE,CO— Biolife, LLC, a leader in the emerging green burial movement and the developers of the patent pending Living Urn®, America's leading bio urn and planting system that gives families the ability to grow a memory tree with a loved one's cremated remains, has announced a new program to give back and donate a reforestation tree for each Living Urn planted.

Mark Brewer, president of Biolife, commented, "The Living Urn's mission is to provide an uplifting, beneficial and meaningful alternative to traditional burials. By growing a memory tree with cremated remains, families can honor a loved one and keep their memory present with a living memorial. Our employees and customers really connect with the idea of giving back to the earth, to family, to future generations. That is why we're extremely excited to launch this new program that fits perfectly with our mission and the 'giving back' ethos of our customers."

Brewer continued, "With this new program, our customers will not only grow their own tree with The Living Urn, but we'll also donate on their behalf to plant a second tree in one of America's forests in need of reforestation. Two mature trees can supply enough oxygen for a family of four - now each one of our customers is

making that happen."

Initial donations from this program will go to support ongoing tree planting efforts by the Arbor Day Foundation in the Tahoe National Forest and Chippewa National Forest. The Tahoe National Forest, located in the north central region of the Sierra Nevada Mountain Range in California, encompasses more than 850,000 acres of public land. The Chippewa National Forest, established in 1908 as the first national forest east of the Mississippi River, is located in the heart of Northern Minnesota.

Brewer comments on this program's impact, "We feel strongly about this cause given the amount of destruction, including forest fires and beetle kill, that's occurred in our forests over the past few decades. We expect to provide tens of thousands of new trees with this reforestation program over the next few years, which can really make a difference."

Brewer continued, "We have a vision of turning cemeteries into forests - family plots into family trees. If the over 75 million baby boomers who will reach their average life expectancy over the next 25 years choose burial, they will take up over 130 square miles of land, about the size of Atlanta. Fortunately for our future, more than half of Americans who pass are now choosing

cremation instead of burial and electing not to take up space in a cemetery. We're catering to this movement and our business is growing dramatically. The Living Urn gives people the ability to give back after they pass and also create a living memorial which is a beautiful thing and this new reforestation program only helps our customers make a greater positive impact on the environment and future generations."

The Living Urn®, America's leading bio urn and planting system, is designed to grow a memory tree, plant, or flowers with cremated remains. The Living Urn® provides families with everything they need to grow a tree, including a proprietary BioUrn®, a biodegradable urn made from recycled plant materials, RootProtect[™], a proprietary soil additive designed to counterbalance the natural properties of cremated remains to make the planting environment suitable for tree growth, premium growth mix, aged wood chips, and a tree of choice. This patent pending system is the only bio urn designed to be used with actual tree seedlings, or baby trees. Customers select their seedling from a tailored menu of tree options best suited for each unique geographic area. The Living Urn® is available in two versions – one for people and the other for pets. For more information, visit TheLivingUrn.com.

Navarrete Consulting, LLC Goes International

Navarrete, president of Navarrete Consulting, LLC has announced the firms first international client signing, Chaton Urns from Mexico City, Mexico

Mexico City, Mexico. Navarrete says, "It is an amazing feeling to be partnering with such a passionate, driven and focused company. Our initial strategy session was very successful and we are looking forward to partnering with Chaton Urns and helping build their brand and products into a staple in our industry. The artisan wood workers at Chaton Urns are craftsmen of all woods, with many of their products being hand carved and hand finished from many different species of woods. Chaton Urns will be re-locating all of their corporate offices, manufacturing and distribution to the United States in the coming months, which will be one of our first major areas of focus with them. This is going to be a meaningful addition

to our client base and we couldn't be happier."

Gilberto Rubio, CEO of Montres Chaton USA, **Inc** said, "We are delighted to work hand in hand with Navarrete Consulting LLC, as our main consulting firm in the United States. For us, it is vitally important to have the correct bearing to start our operations in America. The solid knowledge and experience from Navarrete in the funeral industry will help us to understand the market and the needs of our future customers."

Navarrete Consulting, LLC is a full-service consulting firm that offers fresh insight, exciting team building dynamics, strategic planning, business valuation enhancements and other services to be a true strategic partner with funeral home owners/operators and vendors/suppliers. For more information, visit www. navarreteconsultingllc.com, call 469-268-6068, email david@navarreteconsultingllc. com or like them on Facebook and LinkedIn.



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Specialty Hearse Joins the Federal Team

AMELIA, OH—Federal Coach is proud to announce lance Sales in 1960 as a result of the appointment of its' newest dealer, **Jim** and **Scott** O'Neill, owners of Specialty Hearse in East Farmingdale, NY. Operating as a third generation family owned business, Specialty Hearse has been serving the industry since 1929 and is one of the largest suppliers of new and reconditioned used funeral vehicles in the United States with over 200 international customers worldwide.

Specialty Hearse has been in the funeral service industry for nearly 88 years; beginning as Specialty Motor Car Division in 1929, and then changing their company name to Specialty Hearse & Ambutheir growing segment of the funeral car industry.

As Specialty Hearse has grown and expanded across the Northeast region, the O'Neill's wanted to ensure that they could provide their customers with a choice of high quality vehicles. Federal Coach is the company with the products that

enable them to accomplish that goal.

Join Jerry Looney, vice president of sales and marketing, in welcoming Specialty Hearse to the Federal Coach team. For more information, visit www.specialtyhearse.com or call at 888-725-5185.

Unity Financial Life helps Needy Families

CINCINNATI,OH— Unity Financial Life Insurance Company was able to donate to two Greater Cincinnati area needy families this past holiday season. The home office staff collected money all year long, through a program called "Blue Jean Charity." They used the collected funds to buy Christmas gifts for the families.

Since the company sponsored program's inception in 2006, home office employees have helped buy Christmas presents for over twenty needy families. Local social service agencies participate in the program by recommending families that could use a helping hand during the holiday season.

"We started the Blue Jean Charity as a fun way for home office employees to be able to wear blue jeans to work every Friday and the last working day of each month," said Jay Hardy, president, Unity Financial Life. Employees can wear jeans only if they donate a dollar into the Christmas holiday fund. At the end of the year the collected funds are used to purchase Christmas presents for needy families.

Angie Darenkamp, accounting analysis and Tracy Stewart, policy issue specialist delivered Christmas presents to one of the area families. According to Tracy, "The young lady we met was Dana, who was chosen for us by the St. George Interfaith Food Pantry. She has a family that consists of two son's ages 6 and 10, a 15 year old step-daughter, a boyfriend and her mother who lives with her. Her mom has been battling cancer and has had many surgeries. When she was talking to us about her, she teared up. When we opened up the car, she could not believe all the gifts we had and again started to cry. Dana was very thankful and much appreciated what we did for her family. It always brings me a feeling of warmth to be able to do this

for families in need." Unity Financial Life continues to be one of the fastest growing national preneed insurance companies in America. Assets and net worth have grown every year since 2002. Founded in 1964, Unity Financial Life is an Ohio-based life insurance company, currently licensed in 48 jurisdictions, including the District of Columbia. Visit www.uflife.com or call 877-523-3231 for additional information.



Homesteaders Account Executives Recognized for Outstanding Service



Steve Lang (L), Chairman, President and CEO, presents the Graham J. Cook Account Executive of the Year Award to RD Monson

WEST DES MOINES, IA - Homesteaders Life Company recently held its national sales meeting and recognition banquet in Glendale, AZ. During the event, the company recognized several account executives for providing exceptional service and delivering results for their funeral home customers.

Senior account executive **RD Monson** of the East Region was named the Graham J. Cook Account Executive of the Year. The award recognizes the account executive who best exhibits the qualities required to provide superior support to funeral home customers. Monson, who previously served as a funeral director and pre-need counselor, has been part of the Homesteaders account executive team for more than a decade. He was recently inducted into Homesteaders' prestigious Pioneer Club for tenured account executives.

"RD's strong commitment to the funeral profession is just one of the many reasons he has earned the trust and respect of his colleagues and funeral home customers," said Dan Lodermeier, Homesteaders' vice president of field sales. "He continuously demonstrates Homesteaders' values by holding himself accountable to help firms achieve success."

Monson was also recognized as the East Region Account Executive of the Year. Several other Homesteaders account executives were honored during the event, including: Tami Hall: West Region Account Executive of the Year/Territory Development Award; Jake Sale: Central Region Account Executive of the Year/Territory Development Award/Commitment Award; Brianne Niedermyer: Home Office Region Account Executive of the Year/Territory Development Award; Vincent Michaelsen: Daniel M. Voecks Award/Monthly Volume Award; Jessica Schulz: PartnerPoints® Service Award; Gary Weisenbach: Rising Star Award; Terri Bordenkircher: Territory Management Award; and **Eolo Nizzi:** Positive Attitude Award.

Since 1992, the Homesteaders account executive program has helped the company provide top-quality service and business support to its funeral home customers. This program is part of Homesteaders' ongoing commitment to customer success and promoting the value of funeral service.

Homesteaders Life Company, a 110-year-old mutual company, is a national leader in providing life insurance products and services to promote and support the funding of advance funeral planning and end-of-life expenses. Visit homesteaderslife.com to learn more.



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CLARKSVILLE, IN— Express Funeral Funding (EFF), the fastest and easiest insurance assignment provider in the nation has promoted Andy Buckman to director of sales.

"Buckman, has been a pillar for the success of our company since he joined us in 2013, his passion and affable nature will make him a great leader to our sales force," said Aaron Calloway, vice president of EFF.

Buckman will be responsible for implementing strategic sales objectives and promotional programs to achieve annual growth and retention of the current customer base. He will monitor competitive advantage opportunities and oversee regional and national account operations.

Prior to Express Funeral Funding, Buckman managed accounts with Equian LLC, a leading platform for cost containment solutions in the healthcare industry.



Andy Buckman

His four year duration with EFF has developed his invaluable claim resolution knowledge, providing funeral homes with the fastest and most accurate assignment funding.

"I'm extremely privileged to accept the position of director of sales at EFF," said Buckman. "The partner's emphasis on creating a family atmosphere for all our clients aligns directly with my core values of how any company should run."

The financial professionals at EFF have been improving financial management and increasing cash flow for funeral homes and cemeteries in the United States since 2002. All at no expense to funeral professionals, Express Funeral Funding limits administration, advances complete and immediate policy funds within 24 hours, and offers direct payment to third parties and provides up-to-the-minute claim status. For more information on how Express Funeral Funding can improve your cash flow, visit www.expressfuneralfunding.com or call 800-231-8383.





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Terrybear's Craftsman Style Memory



ST.PAUL,MN— **Terrybear Urns & Memorials** is excited to announce the launch of its new Craftsman Style Memory Chest. This new Memory Chest is designed with beautiful contrasting bamboo highlights and includes a photo display area inside, a memento drawer and a velvet urn bag that accommodates most standard return containers.

Families can select from six designs which

include: Tree of Life, Modern Geometric Design, Butterflies, Cardinals, Dove, and a photo frame option. The magnetic panel adds another level of personalization to the piece. Personalized engraving is available as well.

Call Terrybear at 1-888-588-8767 to find a distributor in the area, or visit www.Terrybear.com.

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Vitalboards[®] Selects Disrupt Media

ZANESVILLE,OH— Looking for digital marketing help to introduce its new Vital ICE app, **Vitalboards**® has selected **Disrupt Media** to coordinate its social media strategy and content management. Using their proprietary Funeral Social Design Process, Disrupt Media has helped Vitalboards successfully introduce their mobile Vital ICE app to the funeral profession.

Vital ICE is the premier In Case of Emergency mobile app that helps save lives anywhere. Free for download with the sponsor's unique code, this public safety app locally stores user medical information, emergency contacts and more. It can be easily accessed by EMS and first responders in situations where the user is unable to speak or is otherwise incapacitated. First responders are given access to Vital ICE's back office site, where they can send emergency communications and other alerts to local app users. Similar medical alert programs, which are limited to use in the home only, can cost families in excess of \$1000 per year.

"When I started in the funeral business almost twenty years ago, direct mail was the way to go and that's what we used to first introduce the Vitalboards" in-home memo boards," commented **Frank Hastings**, a partner at Vitalboards. "However, our recent results with direct mail have been declining. That's when we knew things needed to change and we had to consider embracing digital media for the introduction of the Vital ICE app."

"Since we started working with Ryan and his team at Disrupt, it seems our Vital ICE

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Disrupt Media's assistance with social media support has helped continue the success of Vitalboard's Vital ICE

marketing program has turned to magic," stated Hastings. "Ryan and his team have not only provided social media support, but have been very forthcoming with strategic digital marketing counsel as well. Using Disrupt Media has been a real feather in our cap as we introduced the Vital ICE life-saving app."

"At Disrupt Media, we've had some real pleasure juxtaposing a life-saving app with death and funeral homes on social media," commented **Ryan Thogmartin,** president and CEO of Disrupt Media. "We have been careful to deliver the messages in a tasteful way, which has resulted in some amazing results over the past year for Vitalboards and the VITAL Ice app."

Disrupt Media is a full service social media management and content agency dedicated to the funeral profession. To learn more, call 800-215-2713 or visit www.disruptmedia.co.

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New Memorials Direct Releases New Line of Birthstone Charms

GIG HARBOR,WA— **New Memorials Direct** is proud to offer more options to personalize their memorial jewelry. Birthstone charms are the newest addition to their memorial pendants. Each person is unique, and birthstone charms offer the perfect way to let personality shine through as well as add versatility.

Simplicity and elegance are center stage with the new birthstone charms. The charms are specially designed to lay with the pendants, so that the two pieces look unified together. The charm elegantly twists, enabling it to perfectly pair with a variety of pendants, or it can simply be worn alone. Charms are available in all twelve birthstone colors and the bail's opening is large enough to fit any common chain size. Families can order a sterling silver or gold plated bail.

New Memorials Direct birthstone charms offer yet another way to honor loved one's unique identity. With a 24-hour turn-around time, satisfaction is always guaranteed. For more information call 877-995-8767 or visit www.newmemorialsdirect.com.

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Forever in My Heart Featured in **Golden Globe Gift Bag**

Mira Alicki presenting her Forever in My Heart Jewelry designs at the Golden Globe Awards Style Lounge



BEVERLY HILLS, CA— Fantastic news straight from La La Land! Forever in My Heart Jewelry was honored to be included in the official 74th Annual Golden Globe celebrity gift bags.

Mira Alicki, founder and owner of the unique line of cremation jewelry in Middletown, CT who donates 40 percent of her proceeds to animal charities, presented her designs at the Golden Globe Awards Style Lounge on Friday, January 6th in Beverly Hills. Since returning, the designer was also invited to present her designs at the 89th Academy Awards!

Donned in a custom, "Save a Life" sash and a red carpet-ready ball gown, Alicki rubbed shoulders with stars from shows like Modern Family and Ray Donovan, all whom stopped to chat and learn more about the designer's mission to benefit animals.

Their gifts and participation were especially special to the nominees whom, like many of us, are animal lovers themselves. There was no better event to spotlight their dedication to these charities that Forever in my Heart Jewelry aims to sup-



Silver Handmade **Antique Cremation Ash Holder Pendant with Gemstone**

port each and every day. With more than 25 years of experience in designing and making cus-

tom jewelry, Mira Alicki designed a line of cremation jewelry which brought her passion for helping animals. Launching Forever in my Heart Jewelry gave her the opportunity to make one of-a-kind pieces for her clients to commemorate their loved ones. For photos and more information, visit https://foreverinmyheartjewelry.com/.



Paisley Bar

MANASSAS, VA—Tyler Fraser, CEO of UPD Urns, has

announced the Sacred Place™ Urn. This patent pending urn is a wall hanging memorial and cremation urn with a shelf for sentimental items and a frame for an image.

Under the shelf is a full size adult urn that slides out and is opened with screws. Four hooks line the inside to hang items such as a necklace, rosary, keys or a watch.

Dan Katz, CEO of LA Ads said, "This could be a new product category segment. I believe in this product."

The Sacred Place™ Urn measures 26" x 16" x 6" and is 250 cubic inches. The width aligns with the comSacred Place™ Final Hero Urn

UPD Urns Introduces the

Hanging Memorial

Sacred Place™ Urn and Wall

mon wall studs in the United States and Canada, so the memorial can be securely fastened to the wall. The urn is made of poplar and comes in a dark wood finish.

Fraser said, "For years I've thought about this product and I'm so happy to have our first order ready to ship to funeral homes. Gathering small and important items around a photo and remains are a powerful memorial to a loved one."

The Sacred Place[™] Urn is engravable and the front can include a presentation of name, dates and words of sentiment across the top. The urn is available to ship to funeral homes from

UPD Urns' California and Virginia locations.

UPD Urns was founded 16 years ago with a mission of bringing value and service to funeral homes. Alongside offering bestselling urns, they focus on having a unique collection to cater to the ever-changing needs of cremation. UPD Urns has offices in Visalia, CA and Manassas, VA, the greater Arlington and Washington DC area, where CEO Tyler Fraser plays an active role in community and business events. For more information visit updurns.com, email tylerf@ updurns.com, or call Tyler Fraser at 213-261-4984.

SEE US AT BOOTH 1201 LARGO,FL— MKJ Marketing, the leader in death care industry adver-

tising and marketing, has announced the opening of its second office in the Bellevue district of Nashville. According to Marilyn Gould, president of MKJ, "The Florida office will remain the central operation for MKJ, but we are pleased to open an office convenient to our Midwest and Northeast clients. Music city is a great place to visit and we know many of our clients would prefer to drive to Nashville than fly to Tampa."

The Nashville office is available for staff training and consultations in the conference room, and will house their social media and Search Engine Optimization (SEO) operations. Being a film and audio produc-

MKJ Marketing opens Nashville Office

tion city, Nashville offers new opportunities for television and radio production as does nearby Indianapolis.

Courtney Miller, chief operations officer and legal counsel, will operate the office along with her staff of technology and social media copy writers. "I am very proud of the social media team in the Nashville office; our strategy of working closely with individuals within our client firms makes our social media posts more interesting for readers, and more productive for clients."

"Over the years MKJ has created many advertisements for funeral homes with the headline, Convenience is an important part of Quality Service; it's time we put our marketing philosophy in to practice," says Miller. "Everyone loves visiting Florida, particularly in the winter, so there will always be a MKJ office in Tampa; but Nashville is an easy drive from nearly anywhere east of the Mississippi, and we believe this will make MKJ more accessible to our clients. Not only that, the Nashville nightlife is terrific."

We are particularly excited about the opportunity to provide staff training at our Nashville office as well as our Florida office. Dollar for dollar, the most productive marketing investment a funeral home can make is training. For most funeral homes simple volume is not the greatest obstacle to becoming a more profitable business; instead quality of sale and reducing unnecessary expenses have a greater impact on the bottom line.

MKJ Marketing has been training funeral directors and owners since its inception. MKJ's objective is to make effective and productive training programs available to every funeral business in the profession regardless of size. This is accomplished by offering a diversity of training programs. Training sessions address communication and management skills including making cremation arrangement, handling telephone inquiries and price shoppers, public speaking and how to bring your social media in-house for greater results at a lower cost.

Contact MKJ Marketing at 888-655-1566 for additional information on training programs, seminars and other learning experiences, or visit www.mkjmarketing.com.

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Thacker Leads Restoration of the Emmett Till Casket

Continued from Page B1



National Museum of African American History Exhibit Opening

History and Culture acquired the casket through family donation.

It was released in January 2017, that during an interview conducted in 2008 with a historian writing a book on the case, Carolyn Bryant Donham had admitted she had lied about the claim that Till made advances towards her.

Thacker has been involved with the casket restoration project since 2010 when museum curators simply visited Thacker's facility to learn more about the funeral industry and caskets. After the Smithsonian decided to officially add the casket as an exhibit, the curators again reached out to Thacker, this time looking for help with the restoration of the casket.

"I visited the Smithsonian Research Center where I got to see the casket in its original state. The casket had been put into a shed and therefore it was rusted, discolored and the fabric had been in poor shape. The Smithsonian had disassembled it to do analysis on the entire casket including its paint, head panel and even down to the fibers in the fabric," says **Justin Thacker,** director of manufacturing at Thacker Caskets. The casket was analyzed for about a year at the Smithsonian research facility where every original piece of the casket was cataloged by Smithsonian ry will continue to eduteam members to ensure that the restoration was as period-correct as possible.

The casket was then shipped from Washington, DC to Thacker's manufacturing plant in Florence, AL where the restoration work began. Justin and the museum conservators met in Alabama to begin the restoration process. The majority of the casket components and parts were restored directly by Thacker, but for those that could not be restored, Thacker used its network of connections in the funeral industry to find and source time-period casket components so the casket would be as original as possible. In addition, select mem-

bers of Thacker's sewing department worked diligently to sew the interior using a method specific to the time-period method that is not currently used in casket production.

In a thank you letter to Thacker Caskets, a senior conservator referenced the restoration process and Thacker's team, "We serially disrupted almost every section of the finishing department [specifically], but everyone was kind and gracious - and conscientiously worked to re-create the semblance of the original 1955 casket we sought." They went on to note, "I don't know that it helps for everyone to realize that they are playing an important part in the regeneration of the American spirit, or that they have seen the finished casket before President Obama does on September 24th."

"It was true honor to be working to restore the casket of Emmett Till, a civil rights case that I had read about in my high school and college American history classes," said Justin who led the restoration effort on behalf of Thacker. "Our team at our manufacturing plant was honored to be a part of history in restoring the Till casket that is such a pivotal piece of African American history. This casket will be seen by millions of people and Emmett Till's tragic stocate people from around the world as they visit the National Museum of African American History and Culture."

In all, Justin and the team at Thacker put hundreds of hours into the casket that will be a permanent fixture at the National Museum of African American History and Culture, which opened on September 24, 2016.

Since 1939, Thacker has been committed to serving the funeral industry inclusive of the restoration efforts to this historically significant civil rights artifact. For more information on Thacker Caskets, visit thackercaskets.com or call 800-637-8891.

Wilbert First Responders Program helps 111 Families

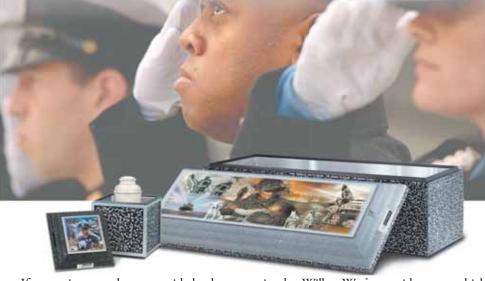
BROADVIEW,IL- The families of 111 fallen first responders were served in 2016 by Commemorating First Responders®, a philanthropic program of Wilbert Funeral Services, Inc. (WFSI). The program and its licensees throughout the United States and Canada were honored to donate burial vaults, urn vaults, urns, and a graveside service to first responders who died in the line of duty.

Families of firefighters, law enforcement officers and emergency medical personnel received a Wilbert Stainless Steel Triune® burial vault

when traditional burial was chosen. If cremation was chosen, Wilbert offered families a choice of any urn in their catalog or online; if the cremated remains were to be buried, a Stainless Steel Triune urn vault was also provided. Each vault is able to be customized with a Wilbert Legacy Series print depicting the hero's profession, donated by partner Legacy Prints, or a print that is personalized with photos.

In 2016 the burden for the families of 72 law enforcement officers, 36 firefighters, and 3 emergency medical personnel was made a little lighter because of the program. Since the program's inception in 2012, 600 first responders have been served.

The nearly 200-strong network of Wilbert licensees shared in the contribution of the burial vault and urn vault, but also pro-



vided, where permitted, a WilbertWay graveside setup, which displays the vault cover and then seals and lowers the vault.

"The first responder community has been extremely appreciative of the help the Wilbert network provides to families who lose a loved one in a line of duty death," said **Terry Whitlock,** WFSI vice president, licensee relations. "But it pales in comparison to the service provided by all first responders."

Visit www.wilbert.com and the Commemorating First Responders Facebook page at www.facebook.com/ WilbertFuneralServices for more information on the program and the brave men and women who have fallen while in service to their communities. SEE US AT BOOTH

Twelve Wilbert Licensees Recognized for Special Achievements

BROADVIEW,IL- Twelve Wilbert licensees were recognized for sales accomplishments at the Wilbert Funeral Services, Inc (WFSI) Annual Sales Meeting recently held in Houston, TX.

Whited Cemetery Service, Menifee, CA received both of the top awards for sales growth in lined burial vaults, achieving the greatest increase in the number of burial vaults interred in 2016 over 2015, as well as the greatest percentage increase year-over-year.

For cremation product sales, Arnold Wilbert Corporation, Goldsboro, NC earned the award for the greatest growth in units. Windsor Vault Co. Limited, Maidstone, Ontario achieved the greatest percentage growth in cremation products.

Also related to cremation products is the WilbertDirect award achieved by Baxter Burial Vault Service, Inc, Cincinnati, OH, which recognizes the greatest growth in sales on the Wilbert-Direct ecommerce website.

Ten Wilbert Licensees received the Wilbert 110% Club award, which recognizes those whose 2016 burial vault sales were at least 110 percent of their 2015 sales. Recipients were: Whit**ed Cemetery Service,** Menifee, CA; Knauer Industries, LLC, Joliet, IL; Wilbert Vault Works, Hudson, NY; Brown-Wilbert, Inc, Fargo, ND; The **Akron Vault Co,** Akron, OH; **Evans** Burial Vaults, Leola, PA; Lycoming

Burial Vault Co, Inc, Montoursville, PA; Wilbert Funeral Services, Austin, TX; Wilbert Funeral Services, Cedar Hill, TX; and Windsor Vault Co. Limited, Maidstone, Ontario.

"These special achievements illustrate the dedication and excellent service these licensees provide to funeral professionals and the families they serve," said Mark Klingenberger, vice-president of sales and marketing, WFSI. "Ultimately it's all about the experience that families receive and the quality of the products and excellence of the service help frame a good experience. Congratulations to these Wilbert licensees for their exceptional accomplishments."

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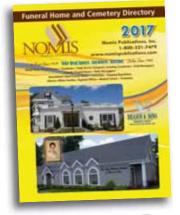


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Women in the Funeral Industry: One Challenge Stands in Their Way

CEDAR RAPIDS,IA— A glance inside the classrooms at any mortuary school confirms an industry trend: women are outnumbering men in choosing a career in funeral service. Yet in the job search that follows, women candidates are not always on an equal playing field with the men. Prospective employers appreciate a woman's empathy and attention to details, admire her impressive credentials and respect her educational accomplishments. But a question often lingers in an employer's mind: Can she lift?

In 2010, women comprised 57 percent of the mortuary student population, an increase of more than 60 percent since 1995, according to NFDA. Not content to be in the front office only, these women want an active role in all aspects of funeral service, including the prep room. Katie Hill, a third-generation licensed funeral director, understands firsthand the physical demands of the job. So her company, Mortuary **Lift,** manufacturers of the Ultimate 1000 Lift™, made it possible for employers to get beyond their concern of whether or not a female candidate can lift.

Women are often drawn to the funeral industry because of their empathy,"



Katie Hill

states Hill. "However, once in the profession they realize it's not just about meeting with and supporting families. It's all the additional responsibilities such as dressing bodies, lifting them onto prep tables, lifting caskets in and out of shipping trays and onto casket biers." The Ultimate 1000 Lift ™ enables a woman to carry out a full range of responsibilities singlehandedly. Not only does it broaden her capabilities, but it eliminates the need for several people to be involved in the processes.

Hill spent 10 years as a licensed funeral director at her family's funeral home. Early on, her father realized the benefits a lift would offer, not just to his daughter but to the entire staff. His search brought him to a boat hoist manufacturer who had designed a version of a hoist for funeral homes and mortuaries. Unfamiliar with the death-care industry, the manufacturer was struggling to market and sell it. So Hill's father recognized the opportunity, bought the company and its inventory and made his own lift. His daughter, Katie, managed this new venture and now owns and operates it.

Hill's business has experienced annual double-digit growth, in part a reflection of women choosing funeral service as a career. "I am seeing an increase in calls from funeral home owners who say they are impressed with a woman they have interviewed and think they should have a lift to accommodate her," says Hill. But, she points out, that a lift brings efficiency to funeral homes and mausoleums, whether or not women are employed there.

"Being able to do all elements of the job is very liberating for women and allows them to compete shoulder-to-shoulder with men in the job market," says Hill. "And a lift gives a positive answer to the question 'Can she lift?"

To see a demonstration of the Ultimate 1000 Lift $^{\scriptscriptstyle\mathsf{TM}}$ and to hear what funeral home owners say about the lift, visit www.mortuarylift.com.

SEE US AT BOOTH 1428

Tribute Companies add Attoe and Clark to Sales Team

HARTLAND, WI-The Tribute Companies cently added Maggie Attoe and Eric Clark to their sales team. Attoe is the new regional sales manager for the Western Region which includes Wisconsin, Minnesota, Illinois, and Iowa while Clark serves the Eastern Region which includes Michigan, Indiana, and Ohio.

Attoe graduated from **Maggie Attoe** UW Oshkosh with a degree in Environmental Studies and Geology. Prior to Tribute she worked in sales for over 9 years. Maggie also has an extensive background in large account management, brand management, sales, customer relations, service, and company development. She enjoys the outdoors through cycling, hiking, paddle boarding and is a naturalist. Maggie also lived in the Daxing district of Beijing, China.

Clark graduated from Purdue University with a degree in Organizational Leadership and Supervision. He has a minor in Communications. Prior to working for Tribute, he worked at the Tradesman Companies. In his spare time he coaches middle school football, travels and likes to scuba dive.

'We are thrilled to have Maggie and Eric representing our company in our expanding markets. They will do an exceptional job taking care of our current clients and building our business in these markets," said Christine Toson Hentges, president of The Tribute Companies.





The Tribute Companies is made of up several specialized areas within the cemetery profession; Tribute Cemetery Systems, Tribute Precast Systems and Tribute Design Systems. Through the cemetery division, the company owns four prominent cemeteries throughout Wisconsin: Pinelawn Memorial Park in Milwaukee; Restlawn Memorial Park in Wausau; Fort Howard Memorial Park in Green Bay; and The Gardens of StoneBank in Hartland.

Tribute Precast Systems is a leading provider of precast concrete products to cemeteries throughout the United States and Canada with production facilities in Ashley, IN and Freeport, IL.

Tribute Design Systems focuses on master and site planning, chapel and administrative facility design and mausoleum and columbarium design and development for cemeteries, churches and funeral homes. The Tribute Companies is located at 352 Cottonwood Avenue, Hartland, WI 53029. Further information can be found at www.tributeinc.com.

New Faces join Messenger Sales Team



Keisha Addison



Chuck Lemmons



Thomas Gutzmer

SEE US AT BOOTH 1029 ICCFA ANNUAL CONVENTION & EXPO

AUBURN,IN— Messenger, the leading supplier in North America, has appointed three new sales

consultants. Keisha Addison will be serving in Northern Georgia, Chuck Lemmons in Arkansas and **Thomas Gutzmer** in Virginia.

Addison has over fifteen years of account management experience, most recently representing Matthews-Aurora Funeral Solutions. She was raised in a family owned business and is driven by relationships and helping people achieve success. Lemmons comes to Messenger with over twenty years of sales and account management experience and the past few years has served as a funeral director and pre-need consultant. No stranger to working in a small business and wearing multiple hats, he is excited to share his experience using Messenger solutions when he was a funeral director and the times savings it afforded him. Gutzmer comes to Messenger with extensive experience in teaching and customer relations. He loves meeting new people and helping

bring out the best in every situation.

All three recently completed comprehensive stationery training at Messenger and have since begun serving clients in their respective area. "As we continue to grow, we are committed to ensuring that our front line team members are the best in class and can help funeral professionals take advantage of all that we have to offer. The energy and professionalism these three bring to the table is second to none and we look forward to the positive difference they are going to make," stated Bob Hoaglund, vice president of sales and marketing at Messenger.

> Messenger, headquartered in Auburn, IN, has been in business since 1913 and has transformed funeral registries and stationery. Now, Messenger leads with the best digital registry on the market and the most extensive line of funeral stationery available. Messenger invests in consumer research each year and is dedicated to helping funeral professionals stay relevant in an ever-changing marketplace. Their ultimate goal has been and always will be, to make a difference to grieving families through the products and services we provide. For more information, call 800-827-5151 or visit www.messengerstationery.com.



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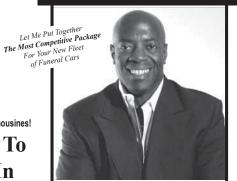
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Funeral Business For Sale

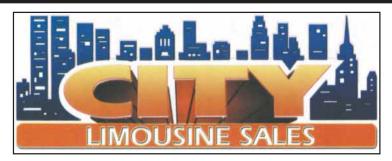
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2011 Cadillac Superior Hearse black/black Call for Price!

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2007 Lincoln Superior 6-Door Limousine black top/black leather interior, 59,039 miles Great Price \$15,900

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2014 Cadillac Federal Heritage, St# 16234

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Wholodard Colodition I found work for Childrin act Child								
HEARSES	LIMOUSINES							
2006 S&S Medalist, Black, 55,000 miles	2007 Cadillac Eureka, 6-Door, Black, 32,000 miles							
2005 Cadillac, original owner, Navy Blue,	2004 Lincoln 140" Stretch, Black, ROUGH, 163,000 miles							
2005 Cadillac Superior, Silver, 50,000 miles, Clean!	2003 Cadillac Federal, 65" 24 Hour Hour, Chrome Wheels, White, 256,000 miles,\$1,875							
1997 Eureka, Black, 110,000 miles,	2003 Federal Lincoln 65" Stretch 6-Door, Champaign exterior, 115,000 miles, original owner .\$2,400							
1996 Cadillac Eureka Hearse, White, Extra Clean	2000 Cadillac Krystal Six Door, Southern Limo, Black, 61,000 Miles\$2,000							
1993 Cadillac Superior, original owner, White, 39,000 miles, commercial glass	1999 Cadillac S&S 6 Door, 30,000 miles							
1973 Cadillac Superior Landau, barn find, 45,000 miles	1999 Cadillac Superior, 46" Limousine, White, 12,000 actual miles							
1970 Cadillac Hightop Ambulance, Needs Restored	1996 Cadillac, Commercial Glass, White, 35,000 miles							

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Hearses/Limousines Cont'd 8

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Help Wanted is continued on Page B26



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2012 Eagle Lincoln Icon, Black/Black, 27k Miles

2012 Eagle Lincoln Icon, White/White, 23k Miles





2011 1/2 Eagle Kingsley, Black/Black, 24k Mile

2011 Eagle Echelon, White/White, 16k Miles





2011 Eagle Kingsley w/ Limo Window, White/White, 16k Miles

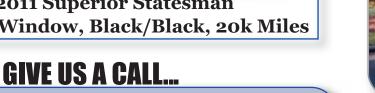
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Bob

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GA, NC, SC..... 770.480.7434 Ric

GA, AL..... 678.777.5888 Ruel



2009 Superior Statesman, Black/Black, 44k Miles



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Chrome Pkg - Urn Carrier - Due in March 1st *Call today or visit website for more info.*

2017 Superior Coach Cadillac XTS
SOVEREIGN HEARSE - All Black - Table Extension
- Stainless Steel Band - Due in Late February

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2017 Eagle Coach Cadillac XTS

KINGSLEY Hearse - All Black - Extend a Sill - Urn
Carrier - Crown Band - Due in March 10th
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2016 Cadillac XTS Flower Car Lease for **\$895.00** Plus TTL #427



2015 Federal Coach Lincoln MKT "STRATFORD" Lease for \$1,099 Plus TTL #703



2012 Federal Coach Lincoln MKT "STRATFORD" Lease for \$995.00 Plus TTL #325



2009 Federal Coach Cadillac "RENAISSANCE" Lease for \$869.00 Plus TTL #084



2017 BUICK ENCLAVE HEARSE - BRAND NEW!!LEASE FOR **\$1,099.00** Plus TTL #029



2014 Superior Coach 47" Cadillac XTS Six Door Lease for \$1,099.00 Plus TTL #469



2011 Eagle Coach Cadillac "KINGSLEY" Lease for **\$899.00** Plus TTL #373



2009 Superior Coach Cadillac "Statesmen"Black Top - Gray Paint - Lease for **\$695.00** Plus TTL

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2010 Superior Coach Cadillac 47" Six Door Lease for \$740.00 Plus TTL #189



2007 Federal Coach Cadillac 46" Six Door Lease for \$545.00 Plus TTL #590















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