

Family Owned and
Operated Since 1974



NOMIS
PUBLICATIONS, INC.



FUNERAL HOME & CEMETERY

NEWS

APRIL
2017

PO Box 5159 Youngstown OH 44514 1-800-321-7479 Online at www.nomispublications.com

Previously Published as the YB News • Still the Place for Your News!

Maxey Funeral Home Celebrates 100th Anniversary



See Page A4

Vilonia Funeral Home Celebrates 1st Anniversary



See Page A18

Visit our website

www.nomispublications.com



Death Notices
powered by tributes

...and much,
much more!



Like Us On
Facebook!



Hampton Funeral Homes opens third location



Hampton Funeral Home, Jackson Location

JACKSON, MI— Tim and Shawna Hampton, owners, along with their son Josh, recently opened their third location of **Hampton Funeral Homes, Inc.**, in Jackson, MI. The location joins Hampton Funeral Homes in Hanover and Hillsdale. Working in the area for over 13 years, Tim has over 30 years of experience in the industry caring for families. Born and raised in a pastor's home, he feels he has a calling to serve families and is proud that his son has joined him in helping people in need.

The Hamptons selected the site of a local landmark, Club Ludwig, for the Jackson location. Club Ludwig was the social hot spot for over 60 years, but the business had closed years ago and the building was in disrepair. The existing building was demolished to make way for a new, technology enabled, 7563 square foot facility.

To assist him in realizing his dream, Hampton selected **Keystone Funeral Home Design Build** of Waite Park, MN. Hampton liked the idea of a funeral home special-

CONTINUED ON PAGE A16

Spry Funeral Home: Four Generations of service to Madison County



HUNTSVILLE, AL— **Spry Funeral Home** began serving north Alabama in 1919 when **Samuel L. Spry, Sr.** began helping families with their funeral needs.

In 1936 Spry Funeral Home of Huntsville opened in a home on Pratt Avenue. **Samuel L. Spry, Jr.**, a World War II veteran, returned home and later came to

Huntsville to manage that location. In June of 1960, Spry Funeral Home opened at their current location, 2411 Memorial Parkway NW. Samuel L. Spry, Jr. and his family lived in the funeral home for many years. In 1981, Samuel L. Spry, Sr. passed away.

CONTINUED ON PAGE A6

Index of Advertisers

Classified Ads

Shipping Directory

Death Notices
powered by tributes



Our marketing team **REALLY** works for **YOU.**

“I want to nominate one of our partners, Traci from **adfnity**, for turning around a project so quickly and after multiple edits during the last hour. I thought Traci was a part of Alex's team at Callahan and just working remotely. That is how quickly she got back to us and prioritized our work.”

— Jamie Mauer of Callahan & Associates, Washington, DC, nominating adfnity's Traci Tucker for Callahan's internal Team Members That Go Above & Beyond Award.



Traci Tucker
Account Manager

adfnity's Retainer Program

Get your advertising done on message, on budget, and on time. You may find it hard to believe we're not actually on **your** staff!

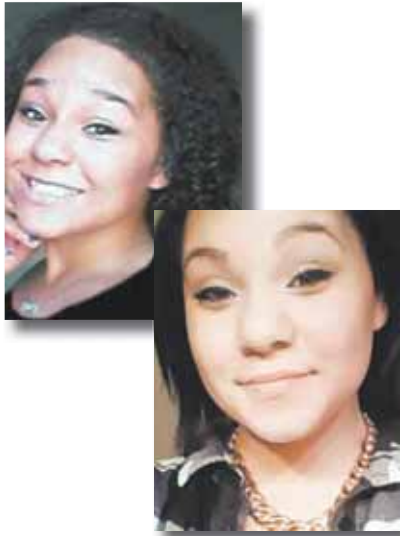
adfnity.net

1-877-251-1222 x1

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.

KIANNA GALVIN



Missing Since: 5/6/2016
Missing From: South Elgin, IL
Date of Birth: 7/16/1998
Age Now: 18 Yrs
Sex: Female
Race: Biracial
Hair: Brown
Eyes: Hazel
Height: 5'6"
Weight: 145 lbs

Circumstances: Both photos shown are of Kianna. She may still be in the local area. Kianna is Biracial. She is Black and White. Kianna's nose and navel are pierced. She has a tattoo of a heart and cross on her left wrist.

TIFFANY GILFILLEN



Missing Since: 5/10/2016
Missing From: Lakewood, WA
Date of Birth: 4/20/1999
Age Now: 17 Yrs
Sex: Female
Race: White
Hair: Brown
Eyes: Blue
Height: 5'2"
Weight: 161 lbs

Circumstances: Tiffany was last seen on May 10, 2016. She may go by the name Tia.

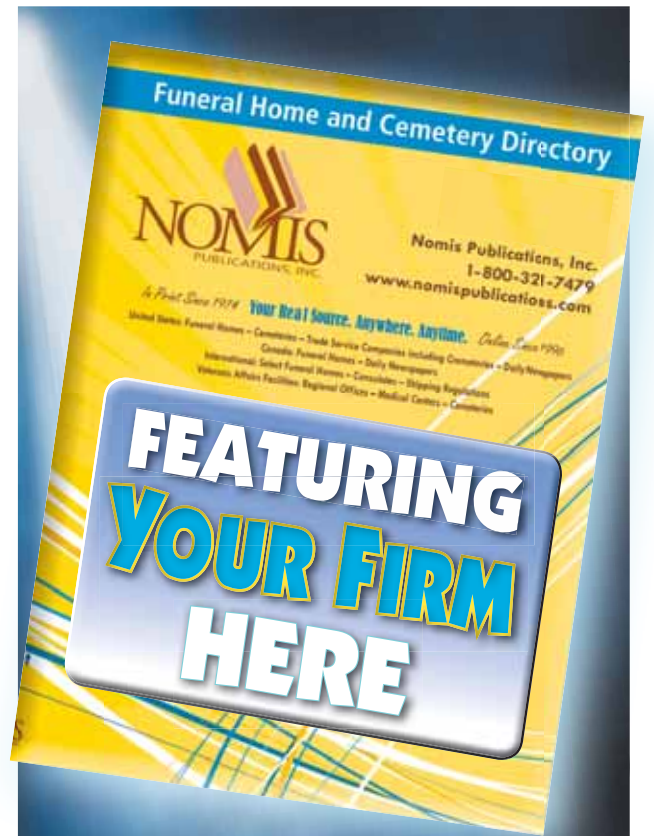
MEYLIN MENDEZ ERAZO



Missing Since: 4/10/2016
Missing From: Philadelphia, PA
Date of Birth: 2/17/2002
Age Now: 15 Yrs
Sex: Female
Race: White/Hispanic
Hair: Brown
Eyes: Brown
Height: 5'3"
Weight: 130 lbs

Circumstances: Both photos shown are of Meylin. She was last seen on April 10, 2016. Meylin may still be in the local area or she may travel to New York City, New York.

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



Submit your photograph or line drawing and include:

- your firm's name, address, phone number(s)
- name of contact person
- a short description of your facility

SEND TO FRONT COVER

c/o Nomis Publications, Inc
 PO Box 5159 • Youngstown, Ohio 44514

For more information, call Kim 800-321-7479
 kim@nomispublications.com
 www.nomispublications.com



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.

Due to the vast amount of sources, the publisher is not responsible for the content of any news articles or advertisements. Nor is the publisher responsible for any loss of revenue by failure to insert an advertisement. The contents of any advertisement submitted for publication are only the publisher's responsibility if the error is made by the publisher's typesetting department, and then only to the extent of the typesetting charges. Advertisers are responsible for adhering to individual state regulations regarding advertising. The contents of any news article submitted for publication is subject to editing and is published at the sole discretion of the publisher. The publisher reserves the right to refuse any news article or advertisement. The contents of this publication may not be reproduced, in whole or part, without the exclusive consent of Nomis Publications, Inc.

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

MONTHLY FEATURES

Classified Ads	B19
Shipping Directory	B16
Calendar of Events	B2
Association News	A29
Deaths	A38
Educational News	A33
Suppliers News	B1

COLUMNS:

A Proactive Approach to Advance Funeral Planning by Chris Kuhnen.....	A6
Designing Woman by MaryAnne Scheuble	A20
Embalming by Matt Black	A24
HearseHub by Mike Jamar	B6
Keys to Service by Todd Van Beck	A22
Legal Speak by Atty Harvey I Lapin.....	A10
Let's Chat by Kristan Dean	A8
Mark My Words by Mark Pennington.....	A16
Memoires des choix des Jacque by Kate Frediani-Gorman	A32
Museum Corner	A34
Observations by Steven Palmer	A12
OSHA Compliance by Gary Finch	A14
Protecting Your Families and Your Business by Jim Starks.....	A18
Random Musings by Nancy Weil	A4

NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A40 and Section B, which contains the Classified Advertising and consists of pages B1-B28. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

© 2017 by Nomis Publications, Inc.

ISSN 1944-1126

Funeral Home & Cemetery News Online at www.nomispublications.com

ONLINE DIRECTORIES

US & International Funeral Homes • Supply Companies
 Cemeteries • Pet Memorialization Companies
 Trade Associations • Plus Much More...

www.nomispublications.com



Keith Walker to be Recognized for Community Service

WASHINGTON, DC—The National Council for Behavioral Health is the unifying voice of America's community mental health and addictions treatment organizations. Together with 2,800 member organizations, it serves more than 10 million adults and children living with mental illnesses and addictions. The organization is committed to ensuring all Americans have access to comprehensive, high-quality care that affords every opportunity for recovery and full participation in community life. The organization has announced its 2017 Awards of Excellence Honorees – who will be celebrated at a ceremony during this month's National conference being held in Seattle, WA.



Keith Walker

Keith Walker, third generation funeral director at Walker Funeral Homes, is one of two 2017 honorees for Excellence in Addiction Treatment. With 4 locations in the Toledo, OH area, the Walker family prides itself on being a part of the community, encouraging the staff to contribute their time and energy to local civic groups and charities.

Walker was nominated by the Zepf Center and is being honored for his innovative partnership with the local media, government and mental health agencies

to call attention to the opioid epidemic in Northwest Ohio. The partnership has developed radio, television, billboard and print advertising which began in 2015 will continue for 2017. Mr. Walker also worked with Thrive Media to produce a comprehensive website www.helpwithheroin.com.

Additionally, in 2017 Walker plans on working with junior high school students to develop messaging to reach out to other students and the public. Jennifer Moses, CEO of the Zepf Center states, "Mr. Walker feels that his funeral homes have a responsibility to assist with education and a visual, top-of-mind message to the community that there

are agencies in the community who want to help them – all it takes is a phone call or a visit to helpwithheroin.com."

The National Council advocates for policies that ensure people who have mental health and substance use problems can access comprehensive healthcare services. They offer state-of-the-science education and practice improvement consulting and resources to ensure mental health and addiction services are efficient and effective. Learn more at www.thenationalcouncil.org.

Correction

On page 4A of the March 2017 issue, the headline of the article "Pittsburgh's Historic Cemeteries Name New Vice President" contained an error. Daniel J. Olesinski has been appointed vice president of operations for Allegheny Cemetery, The Homewood Cemetery, Smithfield East End Cemetery and The Rapp Funeral Home, all of Pittsburgh, PA.

The Judith Roth Studio Collection™
The world's highest quality promotional calendars

www.jrcal.com

NOBODY DOES CALENDARS LIKE WE DO.

Catholic Renaissance

- Catholic Spanish
- Catholic Nature
- Christian Nature
- Inspirational Nature
- Black History
- Jewish



MARCH 2018

The Twelve

During his ministry, Jesus called twelve very ordinary men to be His apostles. Among them were fishermen, various tradesmen, a publican (tax collector), and a zealot (religious teacher). All were amazed to be chosen by this young, rebellious preacher who they would come to know as The Son of God. All immediately left their trades or professions to follow Him. In this masterpiece, the great Spanish artist Juan de Juanes depicts Jesus and The Twelve at The Last Supper, a Passover meal that would be their last time on earth together. Jesus is shown breaking bread, while they were eating he took bread, said the blessing, broke it and gave it to them, and said, *Take it, this is my body* (Mark 14:22). That night, Jesus will be betrayed by the traitor Judas and arrested by Roman soldiers. The viewer can easily identify each of the apostles, as the artist has given them halos; their names written within. Only Judas is portrayed without a halo; the bag of money paid for his betrayal clutched in his right hand.

Juan de Juanes, *The Last Supper* (c.1560-5) © The Prado Museum, Madrid, Spain Photo credit: Scala/Art Resource, NY



XYZ FUNERAL HOME
200 Main Street
Anytown, Ohio 12345

(800) 413-4455

John Smith, Funeral Director
Mary Jones, Manager

ST. JOSEPH CHURCH

3 Maple Shade Street • Anytown, Ohio 12345 • (800) 413-4455
Rev. Msgr. C. Robert Collins, Pastor • Rev. John A. Brown, Resident
Thomas Williams, Permanent Deacon

MASSSES: Sundays (Saturday evening 4:30 pm) Sunday 10:00 am
Weekdays Monday through Friday 9:00 am Holy Days 12:00 pm & 7:00 pm
CONFESSIONS: Saturday 3:45 to 4:15 pm, or by Appointment
Rector Office Hours: 10:00 am to 4:00 pm Monday-Friday

FREE!

YOUR PERSONALIZED INFORMATION AND LOGO SHOWN AT THE CENTER OF THE CALENDAR WHERE IT CANNOT BE CUT OFF!

AVAILABLE ONLY DIRECTLY FROM JUDITH ROTH STUDIO. NOT AFFILIATED WITH ANY OTHER PUBLISHER OR SALESPERSON.

800•413•4455

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
February S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	April S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30					
Third Sunday of Lent Ex 20:1-17 or 20:1-3, 7-8, 12-17 1 Cor 12:28-29 Jn 2:13-25 (28) Pas III			† St. Perpetua and St. Felicity, Martyrs	† St. John of God, Religious	† St. Frances of Rome, Religious Absistence	† St. Katharine Drexel, Virgin, Religious Founder
Fourth Sunday of Lent 2 Chr 36:14-16, 19-23 Eph 2:4-10 Jn 3:14-21 (32) Pas IV	5	6	7	8	9	10
Daylight Saving Time Begins	12	13	14	15	16	17
Fifth Sunday of Lent Jer 31:31-34 Heb 5:7-9 Jn 12:20-33 (35) Pas I	SAINT JOSEPH, SPOUSE OF THE BLESSED VIRGIN MARY (SOL)				† St. Tereasa of Magrejo, Bishop Absistence	
PALM SUNDAY OF THE PASSION OF THE LORD Mk 11:1-10 or Jn 12:12-16 (37) Is 50:4-7 Phil 2:8-11 Mk 14:1-15:47 or 15:1-39 (38) Pas II	Monday of Holy Week	Tuesday of Holy Week	Wednesday of Holy Week	Holy Thursday Christen Mass: Is 61:1-3a, 6a, 8b-9 Ps 118:8-13, 41-16 (21) (25B) Evening Mass of the Lord's Supper: Ex 12:1-8, 11-14 1 Cor 11:23-26/Jn 13:1-15 (39) Pas Prop.	Friday of the Passion of the Lord (Good Friday) Is 52:13-53:12 Heb 4:14-16; 5:7-9 Jn 18:1-19:42 (40) Pas Prop	Holy Saturday Easter Vigil: Gn 1:1-22 or 1:1, 26-31a Gn 22:1-18 or 22:1-2, 9a, 10-13, 15-18/Ex 14:15-15:1/Is 54:5-14 Is 55:1-11/Bar 3:9-15, 32-44 Ez 36:16-7a, 18-28/ Rom 6:5-11 Mk 16:1-7 (41) Pas Prop
	26	27	28	29	30	31

SOLD EXCLUSIVELY TO FUNERAL HOMES & CEMETERIES.

Only

99



Plus 20¢ each for shipping

KNOW YOUR FINAL PRICE WITH SHIPPING BEFORE ORDERING

ABSOLUTELY NO OTHER CHARGES. REALLY.



Personalized Cap Panels and Cremation Posters from \$99
 Call: 888-626-6491
 Newly Designed Showroom Samples Now Available



CapPanels.com

Maxey Funeral Home celebrates 100th Anniversary

PARIS, TX— Maxey Funeral Home in Paris, TX, is celebrating its 100th anniversary this year. Founded in 1917, it is the oldest continuously black-owned business in the area.

Founder **William Maxey** began as a teacher, and also owned and operated a pharmacy and a taxi service in Paris. In 1914 he decided on a career in mortuary science, and left Texas to attend *Worsham Training School* in Illinois, graduating in 1916. Returning to Paris, he opened his funeral home on Tudor Street along with his wife, **Ruth**, and his sister, **Anne**, who were



Maxey Funeral Home celebrates its 100th year in Paris this year. Sally Boswell / The Paris News

STRENGTH

IN THE DEATH CARE INDUSTRY //



Dedicated and focused, Bill's knowledge and experience of the death care industry provides you with value added services in connection with audited financial statements, trust fund compliance audits, multi-state taxation and much more.

Bill Newman, CPA
Partner

withum.com

withum⁺
AUDIT TAX ADVISORY



Maxey Funeral Home employees are, from left, Ray McGuire, Dorothy Smith, Simone Hines and Joan Mathis, with owner Leon Williams, right. Sally Boswell / The Paris News



William Maxey founded Maxey Funeral Home in 1917 in Paris.

both also teachers. Within a few years the business as well as the building had expanded, and the firm was moved to its current location on 3rd Street.

In 1966, William Maxey died, and Ruth Maxey continued to own and operate the business. **Leon Williams** joined the firm in 1965 as the managing funeral director. When Ruth died in 1994, Williams inherited the business, which he owns today.

A licensed funeral director for over 50 years, Wil-



The chapel of Maxey Funeral Home Sally Boswell / The Paris News

CONTINUED ON PAGE A12

NOMIS Like Us On Facebook! 



Random Musings

By Nancy Weil

Slow Down to Do More

Yes, it sounds oxymoronic to state that slowing down will allow busy professionals to be more productive, but it's true. Funeral Directors report that they cannot get it all done in a day. Calls come in, paperwork needs to be filled out and filed, calling hours, services and more fill your day. You feel like you can't plan your schedule and don't count on a day off meaning your phone won't ring. Unless you're hiking the El Camino de Santiago or out to sea on a cruise ship, business remains in the front of your mind.

While cemeterians have hours that are a bit more reliable, tasks still overwhelm each day. Burials, service requests, weather issues, phone calls, sales....so much to do and so little time to do it in.

All of this may lead you to feel like the Red Queen from Alice in Wonderland who said, "Here we must run as fast as we can, just to stay in place. And if you wish to go anywhere you must run twice as fast as that." In all of the running, mistakes get made, steps get overlooked, calls are forgotten and paperwork gets piled higher and higher. All of this leads to more work to straighten it all out, more time to

locate that form you need, more stress, more worry, more need for a time out.

What can you do when you are on overwhelm and the Camino Trail is starting to look like a good idea? Try one of these five simple tools when overwhelm strikes:

- **Take a breath.** A deep breath - a slow, deep, breath that fills the lungs and brings oxygen to your brain. Even 30 seconds of this can restore you to balance.
- **Take a walk.** Go outside and wander for 5 or 10 minutes. Leave your phone on your desk, inform the staff that you will be right back and put one foot in front of the other out in the fresh air.
- **Take a play break.** Get out the slinky, squish your stress ball, watch a funny video clip or just laugh.
- **Take time to smell the roses...** or tulips or any other flowers. Have fresh flowers (from the florist, not someone's funeral spray!) on your desk and surround yourself with beauty. Spend a moment looking at them, smelling their fragrance, contemplating their colors and shapes - a type of meditation that is sure to release your stress.
- **Take your favorite people out for coffee.** Spend time with those you love. Work has its place in your life, but so do they. Carve out time to have fun hanging out with friends and family.

It is easy to get lost in the busy-ness of the work day. Reminding yourself why you do what you do allows you to focus on the important stuff and then move on to the details. Making a difference and taking care of other people is an amazing feeling. Taking care of yourself first is essential if you want to be effective at the rest.

P.S. Here's a movie recommendation to get you ready to plan your adventure and still feel like you are

doing research for work. It's a movie starring Martin Sheen called The Way. Here is the description: *A father heads overseas to recover the body of his estranged son who died while traveling the "El camino de Santiago," and decides to take the pilgrimage himself.* Get the popcorn ready, Snuggie on and enjoy movie night!

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.

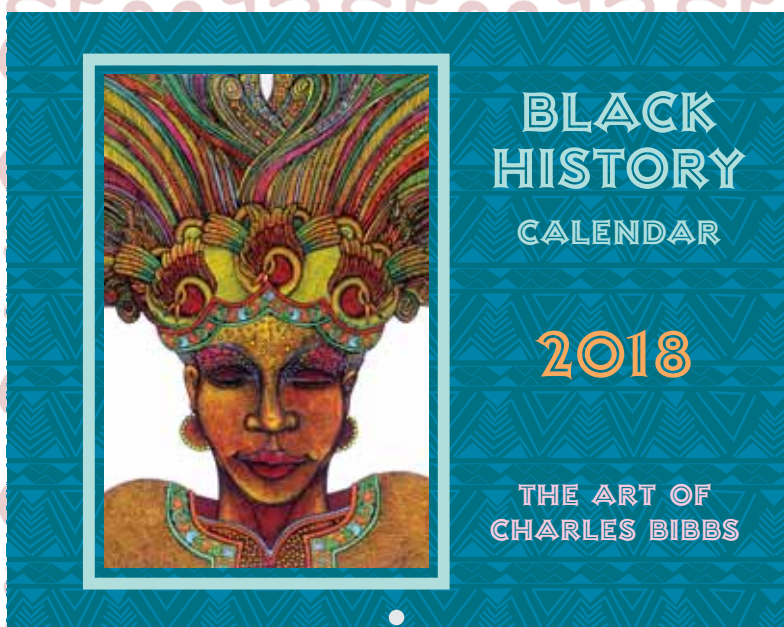
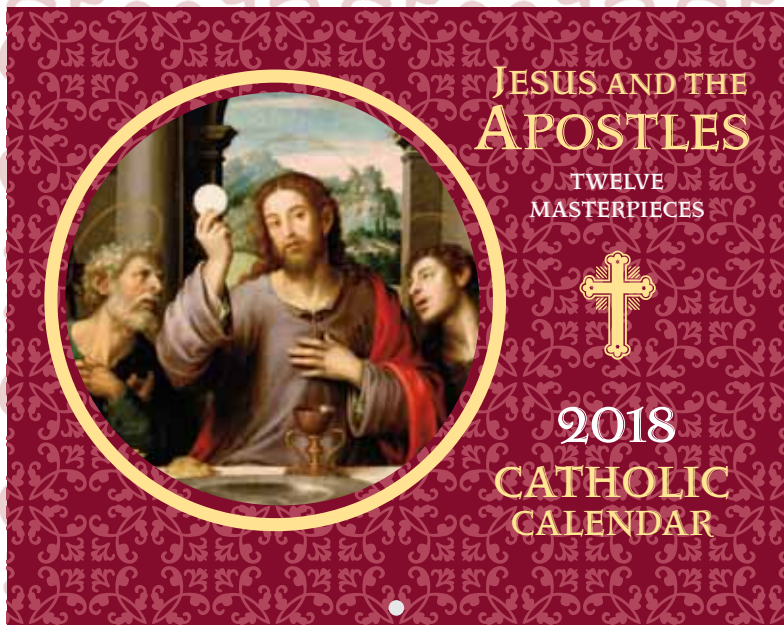
Her book, *If Stress Doesn't Kill You, Your Family Might*, is filled with tools that work to reduce stress and find your "inner happy." For more information on how Nancy can help you and your business grow, visit her website: www.TheLaughAcademy.com or by email at: Nancy@TheLaughAcademy.com.

Blogs Funeral Home & Cemetery News Contributors share insights and exchange ideas.
www.nomispublications.com

The Judith Roth Studio Collection™

The world's highest quality promotional calendars

www.jrcal.com



CALENDARS CLOSED 11" X 8 3/4" • CALENDARS OPEN 11" X 17 1/2"

FREE!

YOUR PERSONALIZED INFORMATION AND LOGO SHOWN AT THE CENTER OF THE CALENDAR WHERE IT CANNOT BE CUT OFF!

AVAILABLE ONLY DIRECTLY FROM THE JUDITH ROTH STUDIO. NOT AFFILIATED WITH ANY OTHER PUBLISHER OR SALESPERSON.

Only **99** Plus 20¢ each for shipping

KNOW YOUR FINAL PRICE WITH SHIPPING BEFORE ORDERING

800-413-4455

ABSOLUTELY NO OTHER CHARGES. REALLY.



ASSIGNMENTS PAID WITHIN 24 HOURS

Yes, it's that easy!

Contact Michael at 800-430-7935 and find out how easy it is!

Don't let assignments be the death of your business. Beta Capital simplifies the challenge of collecting on assignments so your business has the cash it needs... TODAY!

Beta Capital makes it as easy as pie to eliminate receivables, avoid risk and increase cash flow.



- Professional courteous service
- No chargebacks
- Training for you and your staff
- Frequent status updates
- Free overnight check or direct deposit

CALL TODAY FOR YOUR RISK-FREE CONSULTATION

BETA CAPITAL CORP.
800-430-7935
www.betacapitalcorp.com



Spry Funeral Home: Four Generations of service to Madison County

Continued from Front Page



In 1986, Spry Funeral Home of Huntsville built and operated the first crematory in Huntsville. In 1989, Spry Funeral Home & Crematory had grown and saw the need to ex-

pand. Spry was remodeled and had additional facilities added to service the community. In 1996, a second crematory was added to the facilities to aid in a growing need for cremation.

Spry Funeral Homes & Crematory continues to

modernize and update to give families a comfortable and modern setting to celebrate the lives of loved ones. Spry Funeral Home is the oldest family owned service in Madison County, with four generations serving the Huntsville and North Alabama communities.

34 Years of Death Care Experience

Friendship Funeral Supply™
"Dignity Delivered"

Quality Products at Reasonable Prices

Watch Our Videos at: www.FriendshipFuneralSupply.com

<p>Embalming & Dressing Table Only \$1,219 *Free Shipping*</p> <p><small>Adjustable on both ends</small></p>	<p>1,000 LB MAX Load Capacity Only \$1,250 *Free Shipping*</p>	<p>Multi-Level Cot Only \$759 *Free Shipping*</p> <p><small>Headrest not included</small></p>	<p>Church Truck Only \$350 *Free Shipping*</p>
---	---	--	---

Call and Place Your Order Today! 864-509-9199

Send Us Your News!

NOMIS PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

We welcome news of the industry. Send us information on your firm today!

PO Box 5159, Youngstown, OH 44514
Fax 1-800-321-9040
Email info@nomispublications.com



There's More To It... Advance Funeral Planning

By Christopher Kuhnen

Advice for Networking at Local Events

One of the very best ways for pre-need sales professionals to obtain workable sales leads is through networking events. Networking groups and events within your community should play a critical role in your overall marketing strategy. Examples of networking groups would include: BNI (Business Networking International), Merchants' Associations, Chambers of Commerce-After Hours Events, and Business Associations. There are also groups designed to serve the needs and interests of specific segments of business owners such as women, African Americans, and Hispanics.

Many sales representatives always seem to prefer to attend the largest networking events in their area. No large crowd, no gain is their motto. This isn't always the case. Keep in mind the number at-

tending is inversely proportionate to the amount of time one has to explain who they are to the group. Each organization has its own method for increasing attendee's awareness of the participants business. Any size event can be a good and productive event, if you make it so.

When attending networking events, not only have your "elevator speech" rehearsed and spot on, but also don't forget your business cards. Every marketing group will ask you for at least one business card. Some will make copies of all business cards and pass it out to the general audience of attendees. When people hear your elevator pitch, they will often refer to this list of business cards to find out more about you, write down your number, etc.

Show up early and work the room. A lot of networking occurs prior to the event start time. People do business with (and refer business to) those who make them feel comfortable. Don't put yourself in "sales mode", just be yourself and genuine. Regardless if you're normally an introvert, during this time you must force yourself to be eager to "grip and grin." It may feel awkward at first, but you must force yourself to stand next to two people talking, if only to introduce yourself to them.

Most local networking groups gratefully accept promotional items because it adds to the goodwill feel of the environment. Some will even provide a table for these promo items. Contribute a "giveaway" or door

prize to the event. This can be anything with a value of \$10-\$20. Chambers have networking groups that are especially interested in keeping the atmosphere fun and involved for the participants. If you offer a door prize, you receive twice the recognition because you or your funeral home will be announced as they give it away.

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.

Blogs Funeral Home & Cemetery News Contributors share insights and exchange ideas.
www.nomispublications.com



1-888-792-9315

funeralsourceone@gmail.com

OTHER SIZES

Our walk in units require

- No** hard wiring
- No** plumbing
- No** HVAC Tech

Save thousands on installation charges!

3 Body.....	\$4,984
3 Body "Oversized".....	\$5,499
Triple Cot Roll-In.....	\$5,989
8 x 10.....	\$7,553
10 x 10.....	\$7,965
10 x 20.....	\$9,941

2 BODY COT ROLL- IN MODEL #AMC-2BR

(STANDARD 36" WIDE)

\$3,999.00

+ 1/2 Price Shipping



2 BODY COT ROLL- IN MODEL #AMC-2BRX

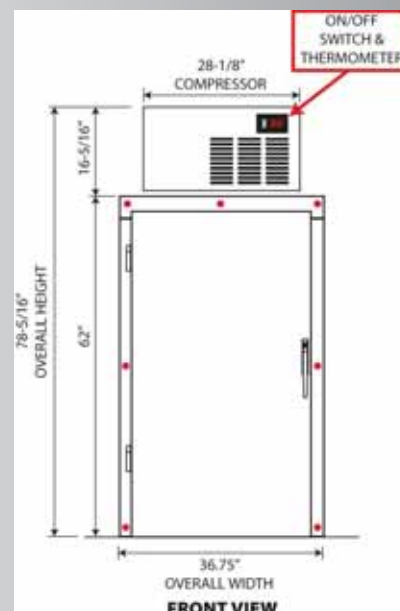
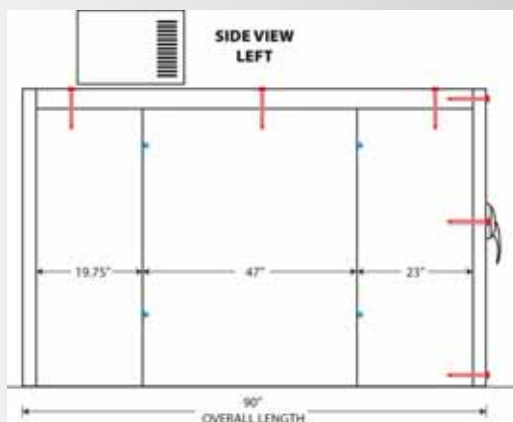
(OVERSIZED 42" WIDE)

\$5,099.00

+ 1/2 Price Shipping



2 BODY COT ROLL IN



See all cooler models and specifications on our site! www.americanmortuarycoolers.com

ABM FUNDING, INC.

800-423-7817

abm-funding.com



Funding on Life Insurance Assignments

- Same Day Cash Available
- Improve Cash Flow – Reduce Accounts Receivable
- Independently Owned – No Conflict of Interest
- NPS/Lincoln Memorial Claims Accepted
- Competitive Rates

GET CASH WHEN YOU NEED IT... NOW!

Funeral Home Owners Should Avoid These Costly Mistakes When Selling Their Businesses

By Carl Doerksen

According to the *National Funeral Directors Association*, 86 percent of funeral homes in the United States are privately-owned by families or individuals, and only 14 percent are publicly held. This makes the industry ripe for further consolidation. Experts say that funeral home owners, who are either planning to exit the business and move on to the next phase in their lives or want to stay involved but diversify their assets, should avoid these six all too common mistakes that can lead to leaving money on the table at close.

Not Knowing the Value of the Business

There is no such thing as a list price or formula to fully evaluate a specific funeral home. Some buyers will pay a premium over the economic value (base-

line value solely based on earnings) if they value other intangibles such as reputation, location, ability to expand or consolidate operations with nearby facilities; while at the same time other buyers may pay a discount if there is heavy customer concentration, lack of a strong management team, stalled revenue growth, or inconsistent earnings. It is a good idea to hire a professional mergers and acquisitions team to accurately complete an evaluation of your business so that you have a good idea of what the current market may offer for the company.

Not Recasting Earnings

Buyers are paying for your company's profitability now, and in the future. The only way to accurately highlight your profitability is by recasting your historical financials. This can be done by removing discretionary personal expenses, and non-recurring or one-time expenses and related items, or even accelerated depreciation expenses. This is especially important in the funeral industry where many companies employ multiple family members who may not be fully active in the daily operation of the business. Use accounting professionals to make sure that the items recast are adequately documented and are realistic.

Failing to Cast a Wide Net for Buyers

It is our experience that the best way to approach the market is to cast a wide net. Most sellers believe that a local or regional competitor is the optimal buyer. Recently, we found that a publicly traded company was the best candidate to purchase one of our clients. The deal included keeping the current owner on as a consultant to further enhance the value of the deal for the seller.

Not Having Your Documents in Order

You only get one chance to attract and hold a buyer's attention. If your documentation is spotty or, worse yet, full of errors, chances are good you will lose most interested buyers. At a minimum you will need to prepare three key documents: The Confidential Business Review (CBR) – also called the Offering Memorandum (OM), a Profile Letter – also known as the "teaser" and a rock-solid Non-Disclosure Agreement (NDA).

An Offering Memorandum is quite simply a sanitized version of the evaluation process we discussed under the first mistake. However, it is more than simply your financials, (clean financials are vital) it contains a full description of your business and its potential growth. And a word of advice: Never mention the price you are after for your business in the OM, let the buyer tell you what they will pay.

CONTINUED ON PAGE A25



Time may be only a moment so keep a memory

Necklace Urn Pendants
for an Everlasting Keepsake.

Urns hold a portion of the cremains.

Sterling Silver and Gold pieces in stock.

CREMATION KEEPSAKES

ORDERS OR CATALOG:
www.cremationkeepsakes.com
cremationkeepsakes@comcast.net
877-303-3144

DUNCAN STUART TODD

THE PREPARATION ROOM SPECIALISTS | SINCE 1991



SPECIALIZING IN

DESIGN
PRODUCTS
VENTILATION

720.583.1886 Visit our idea gallery | duncanstuarttodd.com




Digital Directory NOW AVAILABLE

CALL
1-800-321-7479

Only \$125.00

Visit www.nomispublications.com



Let's Chat

By Kristan Dean

What happens when you have pain that others cannot see? Do you push through and pray healing will happen or do you slow down and pray that you will find peace in the quiet? I ask because I see many parallels between the pain of grief and the pain that my accident brings to my life.

No one can see the pain that shatters my head. People may notice my unsteady gait or that my words are slower. You might even remember that my last few columns are repeats and realize now that this is because of my word issues and headaches that prevent me from using a computer. Still you are not inside my body and you cannot see my pain.

Just like no one can see the pain that grief creates in the families you serve. People may see the sad face, offer a tissue when the tears come, and hear the pain in a person's voice when they talk about how much they miss the person they are grieving. They may even know the pain of grief themselves.

We might believe that we know the pain of grief because of the many families that we help heal. Still, even with all our experience, there is no way anyone can un-

derstand the absolute pain grief creates in another person. Grief, like the pain from my accident, is invisible. We can offer our shoulders, hearts, and expertise and they will help, but we cannot know the pain another person has. We can only empathize and pray our experience helps them find their path to healing.

Realizing that we do not know what pain is doing to another person may be the key in helping them express it and hopefully let it out. There is a breathing exercise in meditation where you breathe in the positive and breathe out the negative that no longer serves you. As I breathe out the pain I find myself breathing in the gifts that my injuries bring me.

Not being able to think or communicate at my speed before the accident allows me to slow down and let people express their thoughts more fully. My lack of memory and inability to do anything for more than an hour or two lets me see how much my sister Jacquelyn supports me and how hard she tries to pick up the slack my injuries create. Nomis giving me months to write a new column that would take a day or two before the accident lets me know that the words are in me even when I cannot find them. The pain that brings me to an all stop more times than I can count leaves me with more than no TV, no computer, light, or movement. My all stops give me the quiet that I need to find the peace in between my breaths and the perspective to be able to see the gifts within my pain's challenge.

Grief brings a person to their own all stop, because when a heart breaks a mind is unable to process and when a mind is unable to process words are difficult to express. When we realize that we cannot know the pain of another person we begin to understand how important our compassion, empathy, and caring are. I pray that your support is one of the gifts your fam-

ilies realize and that your expertise helps everyone you serve find the peace in between their breaths. I look forward to hearing about the gifts you help your families find as they heal their broken hearts. 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.

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.

Thanks, in great part, to the thousands of funeral directors and retailers nationwide who make Merry Christmas From Heaven® a part of their communities, countless numbers of families reach out to their family every year. Their bereavement ministry helps families realize that those in Heaven live forever in our hearts. Their love is with us always.

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.

Blogs Funeral Home & Cemetery News Contributors share insights and exchange ideas.

www.nomispublications.com



THE INDUSTRY'S
FASTEST. EASIEST.[®]
INSURANCE ASSIGNMENT EXPERTS

 **EXPRESS**
FUNERAL FUNDING
FASTEST. EASIEST.[®]

812.949.9011 → www.expressfuneralfunding.com

Best kept industry secret!

Are you curious?



WWW.URNBAGS.COM 651.450.7727

100% all natural cotton jewelry and presentation bags starting at \$1.55 each. Customers comment that our product never harms the finish on the urns they place inside. 10 bag minimum order quantity. Embroidery is generally sourced from your local provider. Several different sizes and colors available. Unfair competition will not be tolerated.

Dean Lambert Begins Term as President of Funeral and Memorial Information Council

WEST DES MOINES, IA—*Homesteaders* senior vice president of marketing and communications **Dean Lambert** recently began his term as president of the **Funeral and Memorial Information Council (FAMIC)**, representing the *Life Insurers Council (LIC) Pre-need Insurers Group*. During his tenure as president, Lambert will help promote FAMIC's mission while fostering mutually beneficial relationships between funeral professionals and consumers.

"I am proud to represent the LIC Pre-need Insurers

Group as FAMIC president," Lambert affirmed. "I feel fortunate to work with a group of talented individuals who are truly committed to continuing FAMIC's mission to be a leading provider of memorialization information and education for consumers and funeral professionals."

FAMIC was established in 1991 as a means of educating consumers about death care and memorialization through the collaboration of various funeral service associations. The group is best known for its Have the Talk of a Lifetime® consumer education campaign, which seeks to help families understand and facilitate conversations about memorialization. "Our organization currently represents 10 member associations in the death care industry," explained FAMIC executive director **Kathryn Pratscher**. "Together, these associations represent more than 16,000 funeral directors and cremationists to their supplier partners."

One such organization,

the LIC Pre-need Insurers Group, provides a means for pre-need funding providers like *Homesteaders* to contribute their unique insights to the organization. "The LIC's participation through our Pre-need Insurers Group has been extremely important," observed LIC executive director **Jeff Shaw**. "Considering how much pre-need carriers rely on funeral professionals for their success, the LIC's participation in FAMIC presents an ideal opportunity to build better partnerships between the insurance industry and the funeral industry."

Lambert has been an active participant in the funeral and pre-need professions for more than 25 years. In his current role as senior vice president of marketing and communications, he oversees all aspects of *Homesteaders'* marketing, including research, communication, corporate events and funeral home marketing services. His tenure as FAMIC president will run through the end of the 2017.

Triple H Company

ESTABLISHED 1950

www.triplehcompany.com triplehcompany@att.net

1-800-252-3444 Fax 805-650-6444

We are a cemetery, crematory and mausoleum product supplier.

PYRAMID® Cremation Urn Vaults. Proven in use.



- ◆ Two sizes – Original 9"x9"x14 1/2" Over 900 cubic inches Accommodates most urns, three per carton. Oversized – 9"x13"x14 1/2" Double urn burials and larger urns, over 1300 cubic inches, one per carton

- ◆ Three colors – Gray Granite, Antique Metallic Gold or Permanent Peace White.
- ◆ Lightweight, high-impact polystyrene.
- ◆ Lids interchangeable with common vault base bottom.
- ◆ Sealer included with each vault.

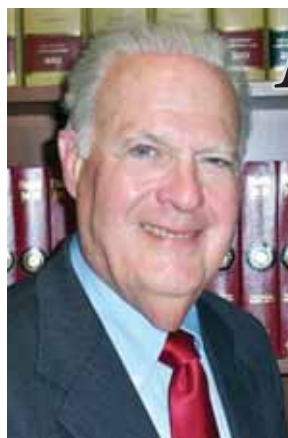
- ◆ Solid Gray Granite Texture Inside and Outside for Consistent Appearance.
- ◆ Oversized lid manufactured with top connected to 4" extension. Gives operator one solid one piece sealed connection.

- ◆ Excellent for Committal Services.

- ◆ Tongue and groove lid-to-base connection for maximum strength.
- ◆ Green Velour Lining in Gold and White PYRAMIDS®

Authentic
PYRAMID®
CREMATION BURIAL VAULTS
feature the exclusive green and gold Triple H Company logo

AMERICAN MADE
FAMILY OWNED



Legal Speak

By Atty. Harvey I. Lapin

Disposing of Cremated Remains

On February 22, 2017, the Boca Raton Forum section of the Ft. Lauderdale *Florida Sun Sentinel* newspaper featured an article titled "Ashes to Ashes." The subject of the article was stories about people that had cremated remains of relatives in their houses and they did not know what to do with them.

The first story was about a discussion between the author of the article and a fellow employee named Bill. Bill was telling the author that he did not know what to do about his mother. The author was confused because the mother had passed away over 20 years ago. Bill clarified that the mother's remains had been cremated and the cremated remains were taken home. Initially the cremated remains were placed in the linen closet and then transferred to a guest room. When the guest room was converted to an office, the cremated remains disappeared. Bill told the author he expected the cremated remains would turn up sooner or later. Bill chastised the author for being judgmental and inquired where the author's mother's cremated remains were located. The author responded his mother's cre-

mated remains were at the cemetery where the family had apparently made arrangements to inurn them.

Subsequently the author was discussing the conversation with Bill with another friend who said she was not sure where her dad's cremated remains were located. The dad had died in 2006 and she thought her mother had placed them in a wall unit in her condo because they did not know what to do with them. The friend commented it was not like her dad was going anywhere.

Another friend thought her mother's cremated remains were at a sister's house and her dad's cremated remains were still at the funeral home. She thought the funeral home had to keep them. Another friend had 8 cremated remains of various parents and stepparents. She said they were downsizing and would have to do something, but she had not marked the boxes so she did not know who was in them.

Finally, the author quoted another friend who was appalled by the stories when she heard them. This friend responded to the author's question concerning what she had done with the cremated remains of her parents by indicated she had converted them into jewelry. This friend then showed the author her earrings.

Frankly, the author of this column was disturbed when the article ended at that point without any indication of the requirements for disposition of cremated remains or any suggestions where the information could be obtained. The following information should, in this author's opinion, have been provided:

First, most state laws have provisions dealing with the cremation process and the disposition of cremated remains.

Second, most state laws have provisions dealing with a funeral directors obligation regarding abandoned cremated remains and usually they are allowed to dispose of the cremated remains after a designated time period.

Third, the standard Cremation Authorization Form

used on a universal basis has a specific section dealing with disposition of the cremated remains that outlines the alternatives.

Finally, in this author's opinion, funeral directors and crematories have an ethical and often legal obligation to provide information to consumers about the disposition of the cremated remains. Sadly it appears that this information was not provided to the people discussed in the article.

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 matters 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.

Blogs Funeral Home & Cemetery News Contributors share insights and exchange ideas.
www.nomispublishations.com

hearsehub.com

ONE STOP SHOPPING
for new and used professional coaches and limousines

Proudly Made

"Back Home In Indiana"



GOING HOME

18 GAUGE GASKETED

EXPANDED COLORS FOR
GREATER
PERSONALIZATION



• PEWTER
• OYSTER CREPE

• LIGHT BLUE
• BLUE CREPE

• ORCHID
• PINK CREPE

• ALL WHITE
• OYSTER CREPE

• BRONZE
• ROSETAN CREPE

• METALLIC BLUE
• BLUE CREPE

• WHITE
• PINK CREPE

• ALMOND
• ROSETAN CREPE

• METALLIC BLUE
• OYSTER CREPE

TWO TONE FOIL DECAL



OUR NEWEST
COLOR COMBINATION

• BLACK METALLIC
• ROSETAN CREPE

CALL CUSTOMER SERVICE
FOR MORE INFORMATION:

800.278.7252

www.astralindustries.com

COLORS SHOWN MAY NOT BE AN EXACT REPRESENTATION.

Like Us: Follow Visit Us:



@AboutAstral



G. BURNS CORPORATION

Removable Silhouette Landau Bars and Removable Name Plates

No side panels



NO BLIND SPOT

Bars are durable laser cut 18-gauge stainless steel.

Call Don McClintock 1-800-465-7718

Visit our NEW website www.gburnscorp.com

Build a van floor



SAVE MONEY!

Funeral Service Insider's Compensation Survey is Now Open

WALL, NJ— Funeral Service Insider's annual compensation survey is now open. Every year, funeral service professionals eagerly look forward to the results of the survey.

The confidential survey serves as a resource to determine how funeral homes are paying their staff, whether salaries are going up or down, how funeral homes are compensating employees beyond salary and much more. Results are coupled with insights from top experts to help funeral homes determine how to pay and motivate employees.

"This survey always provides the funeral service community with valuable ideas about how to pay staff, how pay levels are fluctuating and what to expect in the future," said **Thomas A. Parmalee**, editor of Funeral Service Insider. "We're seeking to get as many responses as possible."

Those that do not subscribe to Funeral Service Insider,

can get a free copy of the published report based on survey results as long as they respond and provide their email address at the end of the survey.

Visit www.surveymonkey.com/r/fdpaysurvey to take the survey.

Funeral Service Insider is published by **Kates-Boylston Publications**, which also publishes *American Funeral Director* and *American Cemetery & Cremation* magazines. The company has been helping funeral professionals succeed and serve since 1877. Visit www.katesboylston.com for more information.

Maxey Funeral Home celebrates 100th Anniversary

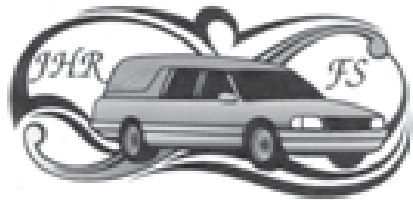
Continued from Page A4

Williams is known for his support of vocational education, hiring students as well as apprentice funeral directors. The city of Paris renamed a park for him in 2002 in recognition of his service to the city.

The majority of the staff of Maxey Funeral Home have been with the firm for over 20 years. In addition to Mr. Williams, they include **Ray McGuire**, 30 years, **Dorothy Smith**, 39 years and **Simone Hines**, 21 years. The newest employee is **Joan Mathis**, who has been a Maxey employee for a year and a half.

Williams credits the firm's success and longevity to their superior service and professionalism. They service a large area and will go to great lengths to accommodate the families they serve.

April Special



Johnstown Hearse Rental and Funeral Supply

Serving the funeral industry since 1954

www.jtownhearse.com
800-452-2249



A Final Salute Tribute Case
Sold in Quantities of
25, 50 and 100

\$97.25 – 25 cases

\$174.50 – 50 cases

\$299.00 – 100 cases

NEW!

Observations

By Steven Palmer



Judgement Day in Texas City

"It was the last. We thought it was Judgement Day"
—Jewel Turner on seeing Texas City after the explosion

"When I got there, they were loading bodies into dump trucks and ambulances. I kept searching, but I couldn't find Dad," remembers Leonard T. Belk. "There was so much destruction, so much death. It's hard to describe the sorrow."

Belk was describing the horror of April 7, 1947: the day that Texas City, Texas was almost obliterated. Seventy years later, many do not remember the deadliest industrial accident the nation has ever experienced.

The families of Texas City who lost relatives, friends, or neighbors, will never forget.

The day was a like any other at this Galveston County deep water port city. A French Liberty ship, "Grandcamp" was tied at the dock. Its hold contained sisal twine, peanuts, drilling equipment, some small ammunition and 2,300 tons of ammonium nitrate fertilizer.

In agriculture, ammonium nitrate is a well-known fertilizer. Its other use is as an explosive for construction, mining and in quarries. It was also the compound Timothy McVeigh chose to blow the federal building in Kansas City in 1995.

Crew members were in the hold loading more 100 pound bags of the white fertilizer pellets when they smelled smoke. In the stack of the bags, smoke was drifting out. Water available in the hold and fire extinguishers had no effect. The smoke was getting thick and overwhelming, the crew abandoned the hold.

It was decided to batten down the hatches, cover them in tarps and turn off the ventilation system and turn on the steam system. They didn't want to damage the cargo by spraying it with water. The crew removed the small arms ammunition.

The heat grew, the ship's whistle sounded and the Texas City Volunteer Fire Department was called. The telephone operators were on strike, but the firefighters were summoned by other means. A fire boat from Galveston was requested.

At 8:30 am, the compressed steam, and pressure from the burning fertilizer, blew the hatch covers from Hold 4. A golden yellow flame producing orange smoke rose far into the morning sky. The fire department hosed down the deck but the intense heat quickly dissipated the water into steam. Shortly after 9:00 am an explosion happened aboard the ship with a force so powerful that it knocked two sightseeing airplanes from the air. Those on deck, firefighters and crew, perished on the spot, their bodies destroyed. The explosion was heard 150 miles away. The nearby Monsanto Chemical plant had 450 employees, 145 dying due to the explosion, the plant destroyed. Nearly 6,350 tons of steel shrapnel from the ship rained down on the dock and on Texas City causing further death and damage. A fifteen-foot wave, which was detected 100 miles offshore, sent injured and dead into the water. The ship's anchor was thrown two miles away burying itself ten feet in the ground at the Pan American refinery. In Galveston, the concussion knocked residents off their feet and shattered windows downtown.

Three small medical clinics could not handle the many injured, the city auditorium became an improvised trauma center. The seriously injured were taken to major hospitals up to fifty miles away.

The attention on the dock was centered on the "Grandcamp", but there were several other ships still moored nearby. The "Highflyer" was adjacent to the "Grandcamp". The explosion severed mooring lines to the "Highflyer", now heavily damaged. As the day became night, the "Highflyer" crew noticed smoke coming from its hold. Tugboats tried to tow the ship out to sea. The anchor chains were cut but they were still unable to move the ship. At 1:00 am, April 17, flames were shooting from the "Highflyer's" holds. Tugboats cut lines and abandoned their efforts. At 1:10 am an explosion equal to or even greater than the "Grandcamp" took place in the holds of the "Highflyer". Injuries were less as experience had taught the rescue workers to leave the area. The dark sky provided a dramatic shower of flying and burning metal and contents of the hold and objects on the deck.

The toll, after many days of searching, resulted in 405 identified and 63 unidentified dead. One hundred were listed as missing, their bodies probably vaporized in the explosion and subsequent fire over several days. All but one of the twenty-eight volunteer firemen were killed. The high school gym now served as a morgue. Anywhere from 3,500 to 5,000 were in-

jured. 1,159 houses were condemned, their inhabitants now homeless.

The identified dead were released to family and subsequent funerals were held when the family was able. The sixty-three-unidentified dead were held, hoping a name could be attached and another family to have closure.

On June 22, 1947 at 10:00 am, a funeral was held for these victims. Five thousand people gathered to mourn their fellow residents. Sixty-three slate-grey identical caskets were transported in separate hearses from Camp Wallace. Fifty-one funeral homes from twenty-eight cities participated. The floral association provided casket sprays for each casket. Pallbearers were from local groups such as the VFW and American Legion. Local labor groups, volunteer fireman and others.

Two acres of land in the northern part of town became the Memorial Cemetery, a final dignified resting place for these poor souls, unknown to man, known only to God.

Protestant, Catholic and Jewish clergy led the prayers.

Three neat rows of graves, topped with granite markers with numbers. These numbers correspond with records listing anything known about them and their personal effects.

Some of these victims are likely to be 19 members of the volunteer fire department listed as missing, school children who were watching the burning ship at the time of the explosion and thirty-one crew members of the "Grandcamp".

A marble statue of an angel, sprinkling flower petals, watches over the graves.

"The Texas City disaster taught us, yet again, how resilient ordinary people can be, how they define beyond any political notion of the word, what it means to be a patriot."
—Reporter and author Bill Minutaglio

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.

Blogs Funeral Home & Cemetery News Contributors share insights and exchange ideas.
www.nomispublications.com

Krause Funeral Homes
& Cremation Services, Inc.



RECEPTIONS DONE RIGHT.

“Whether it’s something simple like coffee and cookies, or opening a reception center, success will take much more than event planning skills. A game plan – for execution and marketing is critical. MKJ helps funeral homes and cemeteries nationally turn receptions into a major revenue stream.”

- Food styling and presentation
- Menu selection and creation
- Pricing strategies
- Selecting local caterers
- Serving alcohol
- Advertising
- Training videos
- Digital marketing



Marilyn Gould, MA, CSP
President of MKJ Marketing



“Marilyn Jones Gould is the foremost authority on receptions in the death care industry.”

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

CALL TODAY FOR A CONSULTATION

**MKJ BELIEVES A RECEPTION BUSINESS IS ONLY SUCCESSFUL
IF IT MAKES FAMILIES HAPPY AND GENERATES STEADY PROFITS.
WE CAN HELP YOU GET IT RIGHT.**



888-655-1566 | mkjmarketing.com

2 offices: LARGO, FL & NASHVILLE, TN

Ask us for more information about training and advertising packages or one-on-one consultation when you see us at ICCFA or call us any time.

Nadene
Cover-Up Cosmetics Ltd.

*A name you know . . .
. . . Products you trust*

800-531-9744 Fax 903-641-0383
Catalogs Available e-mail: cosmetics@nctv.com

Attorney General Reaches Settlement in Lawsuit

CHARLESTON, WV— West Virginia Attorney General Patrick Morrisey announced a funeral home and its owners will be forced to discontinue a significant portion of their business as part of a settlement, which also subjects them to increased monitoring and additional sanctions.

The lawsuit, filed in September 2015, alleged **Gatens-Harding Funeral Home Inc** and its owners cashed in on preneed funeral contracts before the deaths of the consumers.

“Our office prides itself on making sure businesses respect state law,” Morrisey said. “Preneed funeral contracts are attractive to many consumers. Funeral homes offering that service must protect consumers and do so in a lawful manner.”

The settlement permanently prohibits Gatens-Harding, as well as any related business owned or operated by **Chad or Billie Harding**, from selling preneed funeral contracts or accepting payments for funeral services prior to the death of the intended person.

Gatens-Harding, based in Putnam County, also will be required to cooperate in conducting a prompt audit of all existing preneed funeral plans. The Attorney General’s Consumer Protection Division will contact consumers identified in the audit and give them the option to transfer their preneed contracts to a different funeral home.

The attorney general’s office also will subject any preneed contracts that remain with Gatens-Harding to increased monitoring. That will involve audits six months and twelve months after the initial audit, in addition to annual audits thereafter. Such contracts are typically audited once every three years.

The settlement is independent from any other administrative, licensing or prosecutorial matters between Gatens-Harding and its owners with other individuals and/or government agencies.

The business and its owners also will pay \$25,000 to cover the state’s investigation into the matter, as required by the settlement.



Scholarship Donors & 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 Eleanor Davis Starks, CFSP-CCA-CCO, Founder of 100BWFS, Inc.

Recipient Jay Robinson



Jay Robinson

Jay Robinson always thought it was strange but he knew at the age of 15 that he would be an undertaker. He later got married, had a child, worked three jobs, his dreams of being an undertaker went to the back burner. After a few years, failed marriages and several jobs, he was revisited by a dream that reminded him what he really wanted out of life, to become an undertaker.

Robinson stated, “It’s wonderful to have God in your life because he will direct your paths. This was the real ministry I needed to fulfill in life.” Robinson continues, “We know that God makes the plan and God directs it. So, if you have a dream of doing something and it seems to have died out just know that if it’s in God’s plan for your life, it will come to life again.”

Robinson’s mishap in life was the rebirth of his dream, which is now a reality thanks to the **100 Black Women of Funeral Service** and the *Dallas Institute of Funeral Service*, where he is currently enrolled in hopes of becoming a licensed undertaker.

Donor: Shuler-Marshall Funeral Home

The Reverend Doctor **Samuel Booker Marshall** became associated with **Pratt’s Funeral Home** and it was there, that he decided that funeral service would be one of life’s callings.

In 1949, he and his father-in-law, the late **Abraham Madison Shuler**, formed the **Shuler-Marshall Funeral Home**. Marshall later became the sole proprietor of the business and after his death, his daughter, **Samu-etta Marshall** became the owner. With his education and dedication to the profession and the nurturing of his wife, the funeral home became a temple of funeral service professionalism.



Samuetta Marshall

Samuetta is committed to a life of service like her dad and adopted his motto, “We pledge ourselves to a Service of Efficiency, Solemnity and Dignity,” to lead her life. After the death of her father, she wanted his memory to stay alive in the funeral profession that he loved, families that he served, and the future caregivers who would step into his shoes making a life-time commitment to the funeral industry. Samuetta established the *Dr. Samuel B. Marshall Memorial Scholarship* to keep his legacy alive as a small-to-

CONTINUED ON PAGE A21

ALUMINUM NAME PLATES

Available in polished or satin standard finish. There are many custom styles, including bright chrome and brass plated name plates available for an extra charge.

- Stock Finish - Polished Bright & Lacquered
- Slant Style Font available at no additional Charge
- Plates sold in pairs

PROFETTA 2" Block - Chrome Finish	2" Block, Standard or Slant Max 21 letters & spaces per plate	\$8.50 per letter
PRESTON 3" Block - Gold Finish	3" Block, Standard or Slant Max 13 letter & spaces per plate	\$11.50 per letter
FORAN 3" Script - Polished Bright Finish	4" Block, Standard or Slant Max 11 letters & spaces per plate	\$12.50 per letter
JACOBS 3" Slant - Polished Bright Finish	Above prices are per letter, per plate. Minimum charge per plate \$100.00	
BUTLER - HUGHES 2" Block - Polished Satin Finish	Double line plates are priced per letter - at 2 times the longest line.	
WEISNER - MASSAR MORTUARY 2" 2 Line Plate - Polished Bright Finish	50% upcharge for Script Style letter. Upcharge for brass or chrome plating \$50.00 per plate, per line.	

Church & Chapel Metal Arts, Inc.
PHONE: 773-489-3700 FAX: 773-489-3434
800-992-1234 800-626-3299
info@church-chapel.com • www.church-chapel.com



OSHA Compliance

By Gary Finch

Word – Stay Compliant

I am certain President Trump does not have OSHA in his sites. I’m basing that on his not mentioning OSHA in his campaign. He never tweeted on the subject. OSHA was not part of his campaign speeches. He hasn’t mentioned plans for any workplace safety issues as President. And, the trade journals I receive read more like gossip than news. I haven’t shed any tears but here is a sampling.

Transgender restrooms are out. The injury and illness electronic recordkeeping rule is probably going to be targeted. Drug testing could come back. The Silica Rule is likely on the chopping block. Rulemaking on process safety management and combustible dust are unlikely to advance in a Trump administration. Finally, for every new regulation adopted by OSHA, they will be required to get rid of two. The regulation cut will be real.

More importantly, when we focus on the death care industry and more broadly, on the service sector, I see OSHA enforcement entering a new phase. OSHA, for the most part, has stopped making programmed inspections of funeral homes. When warranted, OSHA will opt for other types of inspections and investigative procedures. OSHA will still have mandated inspections when there is a workplace fatality or serious accident.

OSHA will continue to investigate employee complaints. This has always been the OSHA policy but for reasons I have never understood, employee complaints are rare in the funeral industry. OSHA will also continue to make follow-up inspections. Finally, OSHA can designate specific areas which they want to enforce. For example, they might choose “bloodborne pathogens” and that would open the door to make funeral home inspections. The ALERT newsletter will publish enforcement program activity once it appears on the OSHA website. I expect the frequency of funeral home inspections to be low for the next few years.

Am I saying you can relax a bit with OSHA? I am saying exactly that, provided you do your annual training, document it, have your required written programs up to date, provide PPE, eyewash stations, drench showers, and keep your workplace tidy. Beyond OSHA, I can document where failure to do these things resulted in near six figure claims on employee mental anguish cases. Word – stay compliant.

Even with inspections, the probable outcome will be on getting your issues fixed rather than on fines. Be aware, getting things fixed and documenting each fix with OSHA is always a big headache. What I said bears repeating. Word – stay compliant.

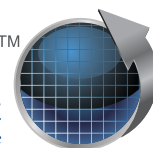
Gary Finch is a licensed funeral director and embalmer in Texas. He founded Compliance Plus in 1992. Today, they represent over 700 funeral homes and cemeteries in 37 states. Compliance Plus also serves as an advisory consultant for the International Order of the Golden Rule. For more information on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

All New BLOGS

www.nomispublications.com

WORK

THE
SMART DIRECTOR™
FUNERAL HOME MANAGEMENT SOFTWARE
by Continental Computers, Inc



SMARTER

NOT HARDER

The Smart Director™ by Continental Computers

The Smart Director™, Continental's newest management tool is web accessible and can be utilized anywhere around the world on any web capable device. The Smart Director™ helps you and your staff become more efficient in time and resource management. It is filled with tools that can help you make informed decisions that will increase your bottom line.

WEB ACCESSIBLE

ANYWHERE, ANYTIME

ARRANGE ONLINE™

Hampton Funeral Homes opens Third Location

Continued from Front Page



936 square foot lobby with gas fireplace



Chapel with seating for up to 280 people

ist with the ability to use local contractors to construct the building.

Opened in October 2016, the funeral home has a spacious lobby with a gas fireplace as a focal point. The cha-

pel can be divided into three separate visitation rooms with an overall seating capacity of over 300. The community room, with open kitchenette and

CONTINUED ON PAGE A20

BAILEY & NMD

New Memorials Direct

Fingerprint Jewelry
Photo Jewelry
Cremation Jewelry

Your One-Stop-Shop
Memorial Jewelry
Supplier
Since 2006

FREE Fingerprint Scanner

Fingerprint Scanner **FREE** with purchase of an 11-piece Personalized Jewelry Display **\$199**

Order Now
1-877-995-8767
NewMemorialsDirect.com

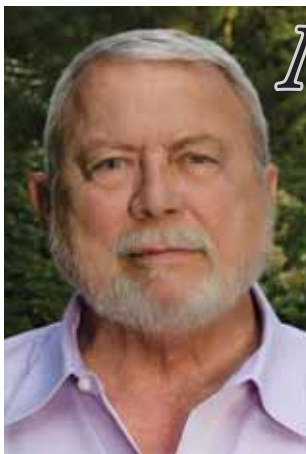
Windows-compatible scanner. iPhone, iPad, iPod and android models also available for \$500.

Amazing Quality!
Low Wholesale Pricing

Risk-Free Trial Offer Try our display for 120 days. If it doesn't help build add-on sales, return it to us for a full refund.

Send Us Your News!

PO Box 5159, Youngstown, OH 44514 • Fax 1-800-321-9040 • Email info@nomispublications.com



Mark My Words

By Mark Pennington

3 Cs and an E

Three “C”s and an “E”: Cars, Caskets, Chemicals and Everything else – sort of a Chinese menu of purchasing.

First, Cars. You know where you’ll buy this “C”, where the salesman gives you the best deal. Then Caskets, you also know where you get the best discount or rebate. And your last “C” – Chemicals, that’s the easiest choice because your embalmer makes it for you. What makes him happy works for you, right?

Then comes the “E” – everything else. This is what takes the most time and can cost you a lot of money. While you don’t spend the most money (or not often) in this category, it can add up and be a significant line item over the year. It’s also an area where you may feel the most freedom to source suppliers, and maybe even experiment. Let’s take a look at some usual buying scenarios:

Buying from a friend. It’s a habit, it’s easy, and you like the visits. This seems like a slam dunk, but sometimes you need to check out his/her pricing. It’s easy for your friend too but so he/she may not know prices either. While never intending to charge you a premium, it

may be that it’s become a habit for both of you. Neither of you are focusing on business, more on the visit and the friendship. If you’re not engaged in the buying process, and examining the choices out there, you could be doing yourself and your business a disservice.

Responding to a special sale. Good idea as long as you recognize the name of who is behind the sale. But, you need to be sure the supplier is trustworthy, ships on time, and doesn’t offer a “loss leader” to get you interested and then practice the old bait and switch trick. Remember, you get what you pay for.

Practice a hands-on approach. What I mean is “It’s your money.” Make sure you are making the best decisions. That “E” takes up a lot of time if you are constantly questioning, “Is this the best I can do?” One way to provide some assistance is to have a resource directory for suppliers. Every supplier has literature – so start a file. Bring the literature home that you pick up at conventions or meetings; don’t leave it in your hotel room. I talked about resource directories in January suggesting you start one to help you in customizing funerals. It works for purchasing too. In addition to providing you information, a file can be essential for your employees. We know you can’t do everything. You have to delegate sometimes, but do it responsibly. If you’ve created a culture where employees are accountable for the way they spend your money, then you’ve established a firm where your success is shared by those who work for you. When you give them the resources to make informed deci-

sions and when you remain engaged in the purchasing process, everyone benefits.

Maybe you’re shaking your head right now, “Hey, that’s a lot of work.” But by taking the time to make a list of your regular purchases in the fuzzy “E” area, you take the first step in getting a handle on where your money goes – and that’s exactly when you create a path for greater success. Remember, you can advertise and work hard to increase your business, BUT if you learn how to buy product more economically, that decision costs you nothing AND the savings go straight to the bottom line!

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, CCRÉ 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.

Blogs

Funeral Home & Cemetery News Contributors share insights and exchange ideas.

www.nomispublications.com

(800) 410-0100

www.mortechmfg.com

(626)334-1471

MORTECHTM

MANUFACTURING INC

ISO 9001 :2008 CERTIFIED COMPANY

FOLLOW US ON TWITTER
@ mortechmfg

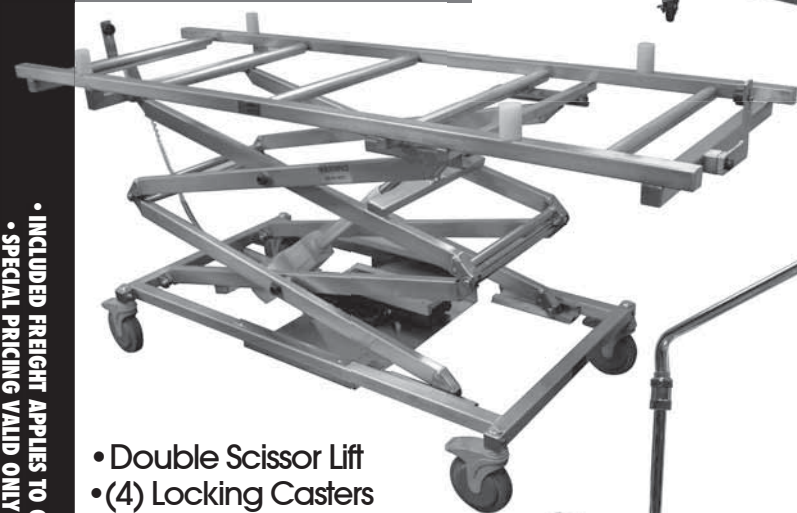
NEW ITEMS

DEPLOYABLE CADAVER STORAGE RACK 7009-4

- Available in 4 tier only
- (6) Locking Casters
- Collapses to about 1 foot
- Gray powder coated Steel



ECONOMY SCISSOR LIFT - M691



- Double Scissor Lift
- (4) Locking Casters
- Simple Hand Control
- All stainless steel construction
- Elevates from 16.5" to 60"

FLUSH EMBALMING STATION 1036-13



Special Pricing
\$1485.00

• INCLUDED FREIGHT APPLIES TO ORDERS \$100 OR MORE AND SHIPPED WITHIN THE CONTINENTAL US ONLY
• SPECIAL PRICING VALID ONLY DURING MONTH OF ADVERTISEMENT • MINIMUM ORDER OF \$25.00 •

NEW ITEM



EMBALMING TABLE COLLECTION SYSTEM

- Removable Collection Drain
- Variable Flow Control
- Sleek low profile
- All Stainless Steel Construction

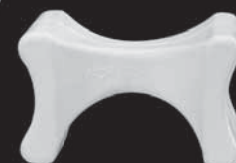
DISSECTING INSTRUMENTS



Plastic Body Boards
Only \$ 166.00 per set
(3) per set



Postmortem Thread
Waxed Nylon, White, 4 oz.
Only \$13.00 each
Waxed Nylon, White /Brown, 1 lb.
Only \$25.00 each



Headrest
Molded plastic, sturdy, reusable
Only \$44.00 each

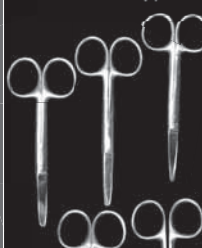


Three Piece Sterilization Sets
Solid Pan, Perforated Pan & Cover
20.75" x 12.75" x 4"H
Only \$73.00 each
12.75" x 10.375" x 4"H
Only \$48.00 each



Rochester-Pean Forceps (Artery Forceps)
Straight forceps pricing shown
6.25" Long.....\$15.75
7.25" Long.....\$18.90
8.0" Long.....\$21.20

Curved and Straight Available



Operating Scissors
Straight Sharp prices shown
4.5".....\$6.95
5.5".....\$8.95
6.5".....\$11.95

Curved, Sharp, Blunt, and various combinations available



Stainless Steel Hypodermic Needles
Luer Hubs with long lasting points
12 Gauge **13 Gauge**
3.0" long\$3.40 ea 4.5" long\$4.95 ea
4.0" long\$4.50 ea 8.0" long\$7.20 ea
5.0" long\$5.20 ea 10.0" long\$8.95 ea
6.0" long\$6.10 ea
15 Gauge **19 Gauge**
3.5" long\$3.90 ea 3.0" long\$2.05 ea
4.0" long\$4.50 ea
5.0" long\$5.20 ea
6.0" long\$6.10 ea
20 Gauge
1.5" long\$1.75 ea
2.5" long\$1.95 ea

EMBALMING INSTRUMENTS

Nasal Aspirator
Only \$19.00 each

Non-Clogging
Only \$32.00 each

Glass Hydrosight
Only \$78.95 each

Trocar Button Applicator
Only \$12.00 each



Cavity Chemical Injector
Only \$32.95 each

Infant Trocars
5/16" x 18" \$64.95

SL Trocars
3/16" x 12" \$54.95

Arterial Tube Slip Hub, Curved
3/32" x 4.....\$12.95
3/16" x 4.....\$12.95
1/8" x 4.....\$12.95

Stub Carotid 1/4" Slip Hub, Curved
1/4" x 4.....\$13.49

PREMIUM GLOVES

Available in S,M,L,XL

Latex PF.....\$6.50/ box
100pcs/box \$59.00 /case

Nitrile PF.....\$7.00/ box
100pcs/box \$64.00/case

Nitrile PF HD.....\$7.50/ box
50pcs/box \$69.00/case



1036-R114EC-3
3 BODY REFRIGERATOR
SPECIAL PRICING
\$5700.00

CASTERS SOLD SEPERATELY

CARLSON

3" HEARSE NAMEPLATES

- 1-8 spaces \$80.50 per nameplate
- 9-13 spaces \$92.50 per nameplate
- 14-15 spaces \$109.00 per nameplate
- 16-18 spaces \$119.00 per nameplate

Many Letter Styles and Sizes Available
DEDUCT \$10.00 each for Satin Aluminum Finish

NAMES UNLIMITED CORP.

Email: info@NamesUnlimitedCorp.com

Web: www.NamesUnlimitedCorp.com

Vilonia Funeral Home Celebrates 1st Anniversary

VILONIA, AR— The city of Vilonia is positioned in the heart of Arkansas, 14 miles from Conway, and 38 miles from Little Rock. Between 2000 and 2014 the population of Vilonia doubled, despite two devastating tornadoes (April of 2011 and April of 2014) which destroyed homes and claimed several lives. In spite of the setbacks, this rural community is building back and continues to grow.



Ribbon Cutting Ceremony for Vilonia Funeral Home

The Matos family began to renovate the building at 1134 Main Street in December 2015. On March 8, 2016, **Mike Matos** and his family opened **Vilonia Funeral Home**, the city's first funeral home.

Mike says he chose the city of Vilonia for a few reasons; "First, I love rural 'small town' America. I would rather be

a funeral director in a small town where people know me, and I know them than work in a large city. When families call on me to help them in their time of need, it is more than a business call, it is relationship driven call. When a family needs several hours of time, I want to be able to give it to them. Sec-

CONTINUED ON PAGE A27

www.bostonprayercard.com

*Still printing your own cards?
Here are a few reasons why you should give us a try...*

- ◆ **The Boston Prayer Card Company** has the **LARGEST** selection of Special Interest cards!
- ◆ **FREE SHIPPING!** (that's right Monday-Friday) via UPS, guaranteed in time for calling hours!
- ◆ **We only deal with Funeral Homes** and you won't believe our prices!
- ◆ **Color Portrait cards are our specialty** and we have graphic artists on site, that can transform any picture into a fitting, lasting memorial.

*Give us a call today
1-800-PRAY-FOR
our friendly staff will be happy to assist you!*

*email: bpcc@bostonprayercard.com
Phone: 1-781-749-5214 Fax: 781-749-4794
Personalization is everything!!*

Visit our website
www.nomispublications.com

FUNERAL HOME & CEMETERY NEWS
online



Protecting Your Families and Business

By Jim Starks, CFuE, CCrE

Continuing Education with Publications is Necessary

Continuously improving knowledge and keeping pace with changes in the death care profession is critical to protect a firm and the clients it serves.

Attending conventions is one way to update knowledge of issues affecting the profession, but conventions can be expensive in both dollars and time away from the business. Some states require continuing education, but not all classes are useful beyond credits to meet the state's requirements.

Thus, alternative educational options become necessary. One option is *Funeral Home & Cemetery News*, a publication that can help firm owners and staff stay current, keeping the firm compliant and protected.

- **Harvey Lapin** (legal) is a member of the Illinois Bar and Florida Bar. He is a faculty member at the John Marshall Law School in Chicago and is presently teaching the subject of Tax Exempt Organizations.

Harvey has written numerous funeral, cremation and cemetery law articles that have affected firms throughout the country. These articles provide opportunities for firm owners and staff to adjust their business practices based on others' mistakes.

- **Gary Finch** (OSHA/compliance) 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.

Finch writes about changes in OSHA regulations and problems firms have had with regulatory agencies, implementing a broad application for any firm owner or staff member.

- **Christopher Kuhnen** (pre-need) is a 29-year veteran of funeral service.

He has spent a significant portion of his career working for a family-owned and -operated funeral home and national pre-need sales and marketing organization. He is also the architect and founder of Funeral Profit Protectors, LLC.

Pre-need can be a liability to a firm when not done in a proper and prudent way. Staying abreast of changes in the industry helps protect firms and clients that purchase pre-need.

- **Sherry Williams** (aftercare) is president and founder of Sherry Williams Enterprises and Hopeful Transitions. Co-founder of ACCORD Grief Management Services, she has devoted more than 30 years to the field of grief and bereavement service. Williams is a nationally-certified grief management specialist, has received advanced certification as a bereavement facilitator from the American Academy of Bereavement, and is certified by the Grief Recovery Institute as a Grief Recovery Specialist.

Understanding the grief our clients may be going through can assist staff helping clients cope during and after the time we serve them.

Additional information can be found in association publications including ICCFA Magazine, The Direc-

tor, American Funeral Director, American Cemetery & Cremation, CANA Cremationist, Southern FD, and state association publications and mailings.

Placing these publications on a desk to accumulate is a mistake! They are full of information that should be shared with staff to encourage their learning of our changing industry. As professionals, it is important to stay current regarding issues that may affect your firm or your staff, the firm you work at, and the clients served.

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.

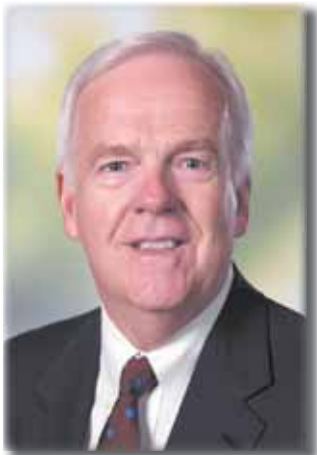
Jim is a Michigan and Indiana Licensed Funeral Director and Embalmer and ICCFA- and CANA-certified crematory operator, as well as Dean of ICCFA University's College of Cremation Services. He is a graduate of the University of Wyoming, the Mid-America School of Mortuary Science, and the ICCFA University.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

Blogs Funeral Home & Cemetery News Contributors share insights and exchange ideas.
www.nomispublications.com

Family Business and Funeral Homes (Part 3)

By Larry Grypp

Welcome to the third installment of your family business transition model. If you have read the previous two articles you are grasping the concept that business transition is not always easy. You have started to think about the first steps of succession planning – opening up lines of communication, identifying a successor, and what could be included in your Ethical Will. Now it is time to start the nuts and bolts of the process. The question we hear often at the Goering Center is “What is the best way to go about this transition?”



Larry Grypp

At the Goering Center, we specialize in being an expert reference point – providing education and connecting you to resources that allow you to carefully form a plan that is tailored to your business and family. We encourage you to recognize that your business transition is not going to be as simple as handing over the keys and to seek assistance when trying to fill in the blanks.

An effective business leader knows when to bring in an expert for advice or counsel, but even the best business leaders can be reluctant to share the inner-workings of their private business with outsiders – or insiders for that matter. At the Goering Center we suggest that you make these decisions in the best interest of the business and that asking for help is not a sign of weakness but one of progressive leadership.

Defining ‘Expert’

Outside professionals can provide impartial recommendations and add clarity to the succession process. They can help turn over rocks and bring transparency to issues that are sometimes kept in the shadows. Direction and accountability are brought to the table by an outside party with the understanding that every

CONTINUED ON PAGE A28

PROUDLY
MADE IN
AMERICA!



PREMIER
Funeral Supply, Inc.

Serving Our Clients
FOR 17 YEARS
Satisfaction Guaranteed!

PREMIUM QUALITY EQUIPMENT

CHURCH TRUCKS

DELUXE MODEL
\$557

1200 LB CAPACITY
MADE IN USA



Three Position
Locking System



BASE MODEL
\$447

1200 LB CAPACITY
MADE IN USA

Both models available
in three colors:
Silver, Gold or Black

Remains Processor
Stainless Steel
Safety Interlock

Run Timer with Light
UL Approved Components

MADE IN USA

1.5 HP MOTOR
15.2 AMPS, 1800 RPM



\$1,847 1-Year Warranty

Cemetery Lowering Device

850 LB CAPACITY
5-Year Warranty **\$1,667**

Self-Braking
LIFETIME LUBE



MADE IN USA

Oversize Stretcher

1000 LB CAPACITY
1-Year Warranty **\$1,597**

Tall Boy Stretcher for Suburban Vehicles

1-Year Warranty **\$1,479**

Rails **+\$217** MADE IN USA

Mini Oversize Stretcher

650 LB CAPACITY

1-Year Warranty

\$1,327



MADE IN USA

#1 BEST SELLING
Church Truck in America!

CALL FOR DETAILS: 561-602-3330
www.PremierFuneralSupply.com

Why Wait? Unlock Your Cash Now!



At North Carolina Mutual Financial, LLC, our funeral funding services unlock your access to fast cash for your insurance assignments. Contact us today for more information.



www.ncmutualfinancial.com



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



Danny Smith
Director of
Business Development
757-714-7156

Hampton Funeral Homes opens Third Location

Continued from Page A16

raised ceiling, has seating for 100.

There are two offices up front with a private business office near the rear. A private arrangement room and merchandise room are available for arrangements. Also included in the building are re-



Single station prep room with body lift

rooms, two stall garage, prep room employee restroom/shower, and audio/video room. The exterior is made of E.F.I.S and cultured stone, has 85 parking stalls, patio and electronic sign to display obituaries and special community events. Additional pictures can be seen at www.keystonedb.com.

play obituaries and special community events. Additional pictures can be seen at www.keystonedb.com.

"the shorter the supply line the better off you are"

Funeral Directors Research, Inc.

AMRA INSTRUMENT, LLC
623 N. Tower (P.O. Box 359)
Centralia, WA 98531



www.amrainstruments.com
www.preproomdirect.com



WEB DIRECT GIFT & PRICING

PLEASE CALL FOR INFORMATION ABOUT OUR MONTHLY SPECIALS

Madelyn CO.
KEEPSAKE PENDANTS

The opportunity to choose a Keepsake Pendant presents itself only once. The comfort a Keepsake Pendant offers, lasts a lifetime.

QUALITY SERVICE AND REPUTATION SINCE 1993

800-788-0807 Fax 608-752-3683 www.madelynpendants.com e-mail orders@madelync.com

Digital Directory NOW AVAILABLE

Only \$125.00

CALL 1-800-321-7479

Visit www.nomispublications.com



Designing Woman

By MaryAnne Scheuble

The Psychology of Light

Every morning when we open our eyes we see it and take it for granted. Enter any building and it's there. Photographers know how to manipulate it. Physicists know how to concentrate it. Bar owners know to diminish it. Designers know how to accent with it. Yet, no one pays attention to it unless it's poor.

Visit your favorite retail store and you likely won't notice the lighting. You're not supposed to. Lighting designers, whose skills are employed by a range of businesses from the movie industry to all types of retail stores, work behind the scenes to subtly affect our senses, our decision-making and our focus. Lighting design is an art and a science.

Yes, there actually is a psychology of lighting. In the 1970s pioneer Dr. John Flynn studied how lighting affects our retail decisions, work production and social interactions. Since a funeral home's business encompasses all three areas, let's see what we know and don't know about our respective facilities light design.

What we all know is that lighting can:

- Affect emotional and cognitive responses; (mood and thoughts)
- Encourage or distract a focus; (task or relax)
- Excite and energize; (casinos)
- Induce or prevent mild depression; (light affective disorder)

Target and Walmart, which tout a lower cost shopping experience, are designed with good overall lighting. Shadowy spaces are not acceptable as everything needs to be easily viewed. Most shopping areas are bathed in the equal light intensity.

Contrast that with higher end stores which use spotlights to highlight featured merchandise. Dramatic lighting draws attention and encourages a look at details. A finely woven fabric, beautiful wood tones and precise craftsmanship benefit from better lighting.

Often, the most noticeable difference between an



BEFORE with florescent lighting



AFTER with mixed lighting

older funeral home and a new one is lighting. When I walk into a dimly-lit business space, it makes me feel sad, tired, disinterested and disengaged. A well-lit space makes me feel alert, energized and welcomed.

What we may not know is:

- Light intensity impacts a visitor's sense of comfort and well-being.
- Well-lit pathways invite exploration and lingering.
- Illuminated walls welcome merchandise scrutiny.
- Paint, carpet and fabric change colors under different lighting.
- Shadows encourage a dismissive look.

It is especially important to note that light bulbs can alter color. Think about the colors used in your facility. Are they enhanced or diminished by the light bulbs' influence?

- Incandescents, with their amber tone, make reds, oranges and yellows more vivid, but mute blues and greens
- Fluorescents' flat, cool light enriches blues and greens
- Halogens resemble natural light and make all colors more vivid
- Compact Florescent Lights (CFL's) can produce a warm white, neutral or bluish light
- Light Emitting Diodes (LED's) – Warmer or cooler LED's are available, plus a smart LED bulb whose color can be controlled wirelessly. Amazingly, the color in the smart bulbs can mimic any color in the light spectrum

To 'do it yourself' – if you don't have access to a lighting engineer or designer, employ these practical suggestions:



Rope lighting used with crown molding

- Use spotlights for special areas or products.
- Display all merchandise in good lighting. Light shelves evenly.
- Dispel shadows with proper light positioning.
- Enhance common areas with table lamps, wall lighting and light-filtering window shades.
- Hide LED ropes inside crown molding to illuminate ceilings as well as spaces below.
- More light is almost always better than less light.

As you wander through your facility or through life, walk in the light – and work at increasing your light. It will be good for business and good for you!

Photos courtesy thekimsixfit.com.

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.

Blogs Funeral Home & Cemetery News Contributors share insights and exchange ideas.
www.nomispublications.com

2016-2017 Scholarship Donors and Recipients *Continued from Page A14*



Aramis Fouche



Aloysia Fouche

ken for all the work he did to help needy families. Students in need may apply for his scholarship through the 100BWFS organization. "You were created to make somebody else's life better. Somebody needs your smile. They need your love and encouragement and gifts. They often need your financial support."

Donor: Fouche's Hudson Funeral Home

In 1914, **Luther Hudson** established **Hudson's Funeral Home** in Oakland, CA. Twenty-nine years later, the late **Aramis Fouche** purchased the business and changed the name to **Fouche's Hudson Funeral Home**.

Mr. Fouche was known for his high standards, eye for detail, quality merchandise and extraordinary customer service in the community. He was a personable, caring and charming funeral director who used his business acumen to establish Fouche's Hudson Funeral Home as a premier funeral services provider for all families in need. His widow, **Aloysia Fouche** and her staff continue to uphold his great legacy left behind.

In 2017, Aloysia Fouche funded the *Fouche International Foundation Fund* to assist individuals pursuing a vocation or entrepreneurial venture. "It was a great move to develop a scholarship that helps striving and dedicated students seeking a mortuary career," said Aloysia, "The 100BWFS was a great vehicle to work with to make sure, the smartest, the most dedicated and committed students who were dedicated to the funeral profession and who were pursuing licensure as licensed funeral directors and morticians were recognized."

Help your families . . .

EMBRACE COMFORT



HONOR MEMORIES



TELL THE STORY



Give your business . . .

SECURITY



PROTECTION



CONFIDENCE





Call us at 847.381.9000 to find out how we can help enhance your business.
www.meadowhillco.com · www.meadowhilltech.com





SALAM INTERNATIONAL, INC.

P.O. Box 6847, Laguna Niguel, CA 92607-6847

Call 800 947-1104

Tel: 949 699-3663 Fax: 949 699-3650 www.salamint.com

FAMILY OWNED SINCE 1992 **APRIL 2017**

THREE BODY REFRIGERATOR
CAT NO: **90-0904CE**
WITH CASTERS



Body Boards sold separately

\$5,495.00
FREIGHT INCLUDED TO MOST ZIP CODES.

ALL 20 GAUGE STUCCO EMBOSSED ALUMINUM INJECTED POLYURETHANE FOR BETTER BARRIER

CANTILEVER STORAGE RACK
4 TIER with CASTERS



32.75" 42" 18" 15" 36" 61.5" 69.25"

(Stainless Steel)

(Trays sold separately)

CAT NO: **90-1012**

STANDARD TRAY WITH HANDSLOTS

\$386.95 Regular Price \$429.95-

CAT NO: **90-0670HS**



DIMENSIONS: L 77-1/2" x W 23-1/8" x H 2-3/4"
SHIPPING WT: 40 lbs
DESIGN LOAD: 500 lbs

MOBILE CREMATION STORAGE RACK
CAT NO: **90-1024** **\$1994.00**

SALE PRICE EXPIRES APRIL 28, 2017 WHILE QUANTITIES LAST



4 TIER

TRAYS ARE SOLD SEPARATELY
CASTERS INCLUDED

ALSO AVAILABLE:
CAT NO. 90-1023 (3-TIER)

HYDRAULIC EMBALMING/ OPERATING TABLE CARRIER

\$2996.00

SALE PRICE IS GOOD FOR MONTH OF APRIL ONLY



CAT NO: **90-0296H**

EMBALMING WATER CONTROL CELL
CAT NO: **90-0704**

Regular Price \$1530.00

\$1,497.00
FREIGHT INCLUDED TO MOST ZIP CODES.

We use American Commercial grade plumbing parts, Fisher/T&S Brass. ALL AMERICAN MADE (shipped preassembled) What you see is what you get.



HYDRO ASPIRATOR

CAT NO: **12-3700**

With an Automatic Vacuum Breaker



EMBALMING STATION
CAT NO: **90-0422**

Regular Price \$3500.00

\$2,994.00
+ FREIGHT

Bigger Sink size is AVAILABLE,
CAT NO. **90-0420**



THE FAN MAN **THE FAN MAN**

THE FAN MAN, INC.
John Mannion
bankersadvertising.com/thefanman

1-800-671-8280 Cell: 803-417-2940
Thefanman@comporium.net

Fans Calendars Urns
Register Books Dresses
Advertising Specialties

"WHATEVER YOU NEED"

Precious Memories™
Keepsakes

**Fingerprint Keepsakes
in Gold and Silver
Because Simple is Better**

Our Pricing is Fixed
You Do Not Have to Call
for Pricing

All Prices Include
Engraving, Shipping, Cremation
Velvet Customer Boxes, Pendants
Color Brochures with
Retail Prices for your Families

We Use
Genuine Birthstones
Proudly Crafted In The USA
Contact us for more information or a FREE Display Kit!

Precious Memories Keepsakes™
1-800-774-0306
www.pmkeepsakes.com
Email: pmkeepsakes@aol.com

Precious Memories has no affiliation with Meadow Hill, Inc. (Thumbnails)

How Often Should Your Funeral Home or Cemetery Post on Facebook?

By Greg Young, Funeral Innovations

Funeral Innovations is proud to share valuable insight with the funeral industry. As the leader in social media marketing, they analyzed tens of thousands of posts to help funeral homes, and cemeteries, better understand how often they should be posting to their Facebook pages.

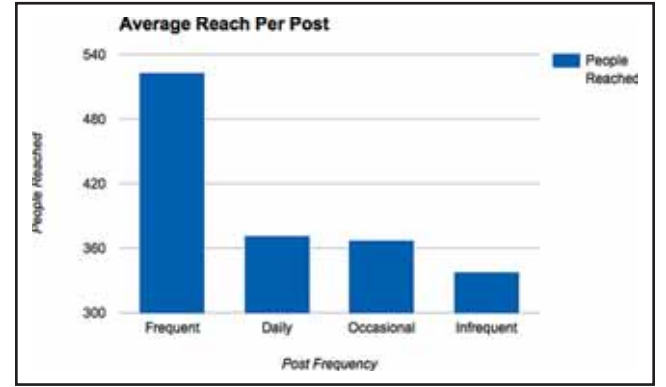
This research began after one of the founders of Funeral Innovations returned from an industry conference. One presentation they attended spoke on the frequency a funeral home should post to Facebook. The presenter advised the attendees to post less frequently in order to get more engagement, however, this theory went against Funeral Innovations' beliefs. When the founder returned from the conference, they set out to collect information to disprove, or support, the presenter's claim.

The findings were that your firm should optimally be posting as frequently as you can, up to 2-3 times per day if possible. This results in the highest average reach and engagement, and by far away the most total reach and engagement. Below is the research that led to this finding.

The first task was to segment the case study members into four groups.

1. Frequent Posters (those who post 2 times per day or more)
2. Daily Posters (those who post around once per day)
3. Occasional Posters (those who post every other day)
4. Infrequent Posters (those who post just a couple times per week or less)

For each group information was collected to determine how much reach and engagement each participant was getting for an average post.



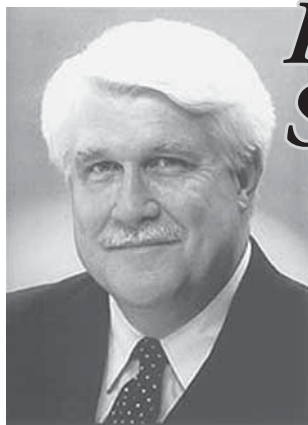
CONTINUED ON PAGE A24

Send Us Your News!

We welcome news of the industry.
Send us information on your firm today!

NOMIS
PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

PO Box 5159, Youngstown, OH 44514
Fax 1-800-321-9040 • Email info@nomispublications.com



Keys to Service

By Todd Van Beck

Encouragement

I hope that pretty much everything we do in the funeral interview encourages the client family by engaging them, by showing them kindness and attention. It has been my longtime observation that by far the vast majority of funeral professions excel at showing clients and the communities in which they work and live kindness and attention. In such a complicated, impersonal and often times cynical world people who show others kindness and attention are indeed sweet blessings!

Our attitude toward life, our approach to living, our responses as funeral professionals are all meant to support and reinforce the client family in their efforts to create memorial/ceremony decisions that are meaningful and worthwhile for them – we all know that.

We strive to assist families in coming closer to the reality of death and to their own self-satisfaction with our company's services so they may experience the value and benefits of the entire memorial experience. In this ongoing effort, to create a meaningful experience, we cannot underestimate that our slightest "um-hum" can spur them on in their selections, in their ceremony designing, and in their own personal establishment of an experience of value.

The "um-hum" while frowned upon by some thinkers I believe is an excellent interviewing skill to possess. The simple "um-hum" tells them this important psychological message: "That's it. Go on. You're on your way. I'm with you. I care."

This manner of encouraging our bereaved clients is

an integral part of our professional funeral service philosophy. In fact the "um-hum" almost becomes obligatory in helping other people, and you don't need a PhD to use it effectively.

Like empathy, the "um-hum" is not stated in words; it is more of a simple presence in us, and my personal experience is that like empathy the bereaved client family will sense it.

When I was a student at the old New England Institute in Boston I worked alongside of one of the kindness, sweetest, and most outstanding funeral directors I have ever encountered. His name was Alfred B. Marsh, and he was just a jewel in the crown of the human race.

I did a great amount of Al's embalming as he was allergic to chemicals. I liked him so much, and admired him so much that I was continually motivated to never ever disappoint him. I owe him a great deal of gratitude, and cherish his memory to this very day.

I was helping Al work a visitation one evening when a lady came over to Al and just would not stop talking. Like a magpie, she rambled randomly from one subject to another, she didn't even seem to need to breathe, and to top it all off, she was a bore.

I wasn't even in the conversation and I was so annoyed with her that I just turned around and stood staring at the front door. Now there is a very ineffective way to communicate or be nice to others: turning around and staring at the door.

Al couldn't get a word in edgewise. All he kept saying was "um-hum." I think he probably said "um-hum" five hundred times. I couldn't believe his tolerance and patience because obviously this talking machine who was dressed up like a human being was nuts!

Finally the ordeal ended. Al thanked her for the conver-

sation, shook her hand, and walked quietly into the chapel. I was still standing staring at the front door, kind of pitiful isn't it, a young man just staring at a front door of a funeral home that isn't being opened or closed for anyone?

The talking lady was ready to leave, and as she walked past me I said a silent prayer that she would not open up her mouth, but open it up she did, and she said to me "Your boss is a mighty smart man. He is such a gentleman, and it was so nice to talk with him and get his thoughts." Al had only said "um-hum" to this and that was it.

When Al returned he could see that the expression on my face betrayed my immature annoyance with this woman. I made some remark about how offensive she was, and Al, the consummate gentleman and funeral professional just smiled and said, "Well, Todd you could look at it that way, but I just thought she was lonely and needed somebody to listen."

I felt might puny after that interaction with Al, but looking back it was precisely that depth of kindness and character that made Al so beloved and admired by so many people, and he really pulled it off by just muttering "um-hum".



Alfred B. Marsh

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 Iowa, 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.

Blogs Funeral Home & Cemetery News
Contributors share insights and exchange ideas.
www.nomispublications.com

There's a lot about a Sich casket that may surprise you. First, in quality, detail and manufacturer support, it is equal to the finest U.S. brands, including the fact that every casket comes with up to \$5 million of liability insurance. Second, the cost is at least half that of the big U.S. brands, meaning you can sell a premium-quality Sich casket for



less than theirs and still make better than twice the profit. That benefits you as well as the families you serve.

It's time to forget all you thought you knew about import caskets and begin offering your families the one brand that rhymes with "switch."

Call or click for the name of your nearest Sich Casket distributor today.

Spacious enough to contain the profits of two domestic caskets.



ONLY YOUR ACCOUNTANT CAN TELL THE DIFFERENCE.

For your nearest Sich distributor, call 888-794-1744 or visit www.sichcasket.com



INFANT CREMATION CONTAINERS

Appropriate For Viewing



Available in 10", 20", 30"
Flannel Lined
Unisex Juvenile Pattern
White Corrugated Cardboard

Zerbel's **Beginning at \$20.00**
Bay Memorials

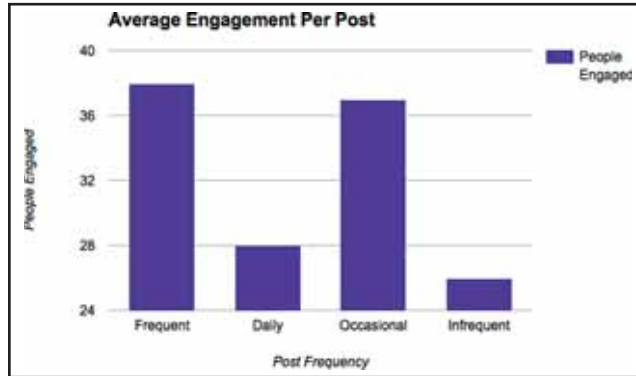
321 S. 15th St. • Escanaba, MI 49829 • (906) 786-2609 • Fax (906) 786-2692
www.baymemorialsbabycaskets.com

How Often Should Your Funeral Home or Cemetery Post on Facebook?

Continued from Page A22

The findings were that funeral homes that post frequently (over once per day), actually see 41% more reach per post than those that post daily or less! Firms that post infrequently (a couple times per month or less) see the least reach for an average post.

The reason is that firms that post frequently generate more fans and affinity with their fans. As people see and engage with their frequent posts, Facebook ensures they see more subsequent content from your firm. The more you post, the more likely you'll reach people at one time or another to start building that affinity.



When it comes to engagement, firms that post frequently again see the highest average engagement per post. Interestingly, occasional posters have the second highest engagement. The hypothesis is that firms that post frequently or occasionally are most likely the firms that post obituaries (as either their only posts, or as a supplement to their other content), and obituaries are particularly engaging in smaller cities.

Next, the analysis was expanded from the average post to all posts for each participant. This test was

CONTINUED ON PAGE A26

Submit your photograph or line drawing and Include:

- your firm's name, address, phone number(s)
- name of contact person
- a short description of your facility

SEND TO FRONT COVER
c/o Nomis Publications, Inc
PO Box 5159 • Youngstown, Ohio 44514
For more information, call Kim 800-321-7479
kim@nomispublications.com
www.nomispublications.com

When Someone Dies: A Child-Caregiver Activity Book

This activity book for children is designed to help them better express, understand & cope with their grief. Each page also offers guidance about how adults can connect with their child on the very difficult subjects of death, dying, and bereavement. (80pp. in color)

Now Taking Bulk Orders at: **ChildrenGrieve.org**

\$7.00 PER BOOK
+ \$35 shipping/handling per 100 books

****All book proceeds support the NAGC****



Embalming Tips & Tools

By Matt Black

The Importance of Hands (Part 4)

In our last installment we spoke about the power of bleaching agents on dealing with bruises or stains on the hands or arms. I have found that not all embalmers want bleaching and cauterant products in the prep room. But these products are the most effective in bleaching from within the bruised tissue or topically as surface pack. Unfortunately, with the effectiveness of these phenol based products comes a few dangers to the embalmer. Phenol is highly corrosive to living tissue. An example of this danger is the use of phenol based products in a spray bottle for easy application. While convenient, this uncontrolled spray presents an increased phenol contact with skin and or eyes. Significant phenol odor and increased opportunity to breathe in dangerous fumes accompany this increased exposure.

A pre-embalming treatment to reduce the negative effects of the bruise or stain on the hands involves treating unstable tissue which could make cosmetic treatment easier. This treatment has become very popular to help alleviate stained areas and discolored tissues (bruises) and is recommended to be done prior to arterial injection to lessen the chance of preserving and fixating the blood within the bruise and surrounding areas and tissue. 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 methylehemoglobin. 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. These treatments are recommended as pre-embalming techniques because the main goal once we start embalming is preservation. Unfortunately, some embalmers have taken a stance of cosmetic coloration over preservation. Please do not let me

confuse you; preservation is always the most important goal. We can cover any blemish with cosmetic but it might not look natural. Decomposition, on the other hand, is very hard to cover.

Bleaching products may be used as a surface pack (topically) if used prior to embalming to bleach these bruises on the hands or as a transdermal hypodermic bleaching injection, a treatment considered much more effective than surface packs by an increasing number of embalmers.

A bleaching surface pack has a tendency to alter the skin surface and dehydrate the tissue and this will affect the application of cosmetics and natural appearance of the hands. The bleaching action from a surface pack is normally an osmotic absorption from the surface. The skin itself presents a barrier for absorption of the bleaching agent unlike transdermal injection that works from within the bruised tissue. Depending on the severity and condition of the bruise, the surface pack of cotton or Webril saturated with a bleaching product may need to be applied for hours. The area around the bruise should also be conditioned with massage cream or humectant accessory injection chemical to prevent unwanted bleaching of normal tissue. The pack should be covered to prevent evaporation of the chemical and odor and chemical exposure. The evaporation of the chemical can be a huge negative of this technique. A bleaching pack will work but you need time and it is normally not as effective as a transdermal hypodermic injection.

Increased effectiveness of post embalming bleaching treatments may be obtained by interrupting (penetrate) the skin barrier of the bruised tissue allowing better penetration of the topical bleaching agents. Employ a very small gauge needle to puncture the skin and transdermally channel in a fan like manner into the bruised tissue.

A combo-technique that works very well is first use a transdermal hypodermic injection and then place a surface pack, all prior to embalming.

Never forget the importance of the hands in the overall appearance of the deceased. These techniques and treatments are used to minimize cosmetic application and allow for more natural appearing hands. Whether they verbalize their impressions or not, families take notice of the care that we as embalmers provide and the difference between a positive and negative impression is most often found in the details.

A new product that has been getting a lot of attention is phenol free and odor free cauterant and bleaching gel. This phenol free gel is innovative among cauterizing and bleaching products. The thicker consistency allows this product to stay in contact with the affected tissue. Using phenol free gel as a surface bleaching agent we will need time again. The same protocol used with a bleaching surface pack should be followed, except for covering the hands with plastic. Since this product is a gel and phenol and odor free, many embalmers do not cover the product when applied. The new bleaching agent and cauterant is an amazing product.

Arterial chemicals and cavity chemicals are not really recommended for bruise control techniques on the hands prior to embalming and post embalming. Arterial chemicals normally do not have the bleaching and penetrating powers as transdermal hypodermic or surface pack techniques. Arterial chemicals are not designed for these types of application. A cavity chemical could be used if a bleaching product is not available and is your last resort. Cavity chemicals are mainly made to preserve or dry, and are normally very astringent. The bleaching aspect of cavity fluid will cause the tissue to become very dehydrated. I have found if using a cavity pack or transdermal hypodermic technique to bleach a bruise you're going to have trouble with cosmetics coverage and the tissue will look less natural.

In our next installment, we will continue the discussion concerning bleaching and cauterizing agents, as well as the treatments used for discoloration of 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.

Blogs Funeral Home & Cemetery News Contributors share insights and exchange ideas.
www.nomispublications.com

Funeral Home Owners Should Avoid These Costly Mistakes When Selling Their Businesses

Continued from Page A8

A profile letter is a one- to two-page summary of your OM. Your profile letter is what you will send to prospective buyers, so use it to capture their attention and have it focus on what you want to convey about your company.

You'll want to include your historic and projected top and bottom line recast financials. You will also want to have a paragraph or two describing in general what services the company provides and the facilities it operates. Confidentiality is key here. Do not mention your company name or your location in this document. You want to keep this general enough to protect yourself but specific enough to get a buyer's attention.

Most importantly, once potential buyers have received your profile letter and have contacted you with interest, you need them to sign an airtight non-disclosure agreement. Be very careful here and make sure it is written by an attorney experienced in the mergers and acquisitions field so that you and your firm are protected.

Not Structuring the Deal in Your Favor

Mistakes in structuring a transaction can significantly erode the hard-fought value a seller has built in his business during negotiations. For example, in some cases, structuring an earn-out or interest-bearing promissory note, can add significant value and defer tax burdens to future periods. For a seller that desires only partial liquidity, structur-

ing a stock transaction allows the business owner to realize monies over time and potentially capitalize on favorable tax-deferred treatment.

Not Selling at the Optimal Time

Some sellers wait until death, illness, divorce or a myriad of other circumstances force the sale, usually at a substantial discount. The right time to sell is when the market tells you it is time. Understanding and controlling the process is the best way to maximize value and obtain the rewards for your hard work.

*Carl Doerksen has been involved in valuing, researching, and selling middle-market companies since 1986. He has a dual degree in Management and Marketing from Biola University where he graduated Magna cum Laude. He currently serves as Director of Business Development for **Generational Equity**, part of the **Generational Group** headquartered in Dallas with over 200 professionals located throughout North America, helps business owners release the wealth of their business by providing merger, acquisition and strategic growth advisory services. **Generational Equity** recently announced the sale of its client, **Weerts Funeral Home, Inc.**, headquartered in Davenport, IA, and **Riverbend Cremation Service, LLC**, in Bettendorf, IA, to **Service Corporation International**, headquartered in Houston, TX. For more please visit www.genequityco.com or www.gecpress.com.*

Packaging with a Purpose

Consumer research shows that families appreciate upscale packaging that has a purpose and desire retail quality thank you cards.

Tribute Box



12.25" (l) x 9.25" (w) x 4.5" (d)

The new Tribute Box can be repurposed for sympathy cards or other small remembrances treasured after the memorial service.

Correspondence Set



9" (l) x 6" (w) x 1" (d)

Retail Packaging

Includes

- 25 Deluxe Thank You Cards
- 25 Envelopes
- 25 Embossed Seals



Deluxe Acknowledgement
4.25" x 5.5"

Call your Messenger Representative to find out more about the entire collection.

800-827-5151 www.messengerstationery.com

Promo Code: 8855

Messenger



Your Real Source. Anywhere. Anytime.

Caring for every need,
every day.

NMS

NATIONAL MORTUARY
SHIPPING & CREMATION

Experts in:
Domestic Shipping
International Shipping
Cremation
Removal & Embalming
Flight Arrangements

800.321.0185
natlmortuaryshipping.com

Available 24 hours a day, 7 days a week.

DERMA-PRO

MORTUARY COSMETICS

"Quite Possibly America's Finest Line of Professional Cosmetics"

- COVER CREAMS
- LIQUID TINTS
- BRUSHES
- LIP COLOR
- POWDER
- WAX

CALL FOR OUR CATALOG 1-800-531-9744
 Fax 806-364-1425 E-Mail: dermapro@wrt.net
 www.derma-pro.net

ARE YOU SATISFIED WITH YOUR CREMATION METAL RECYCLER?

CALL US AT CREMATION METAL RECYCLING
800-664-8365

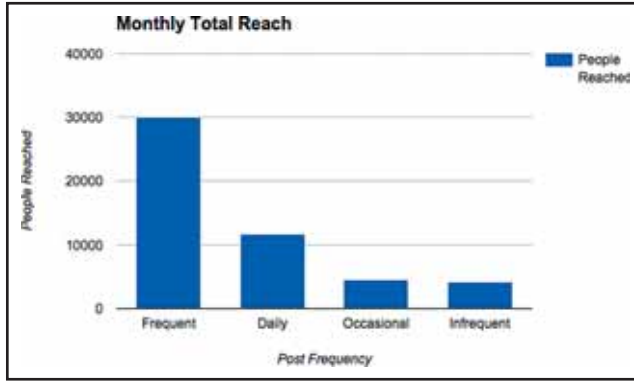


Higher Settlements • Better Service
 20 Years Serving Crematories
 Free Tote / No Contracts

How Often Should Your Funeral Home or Cemetery Post on Facebook?

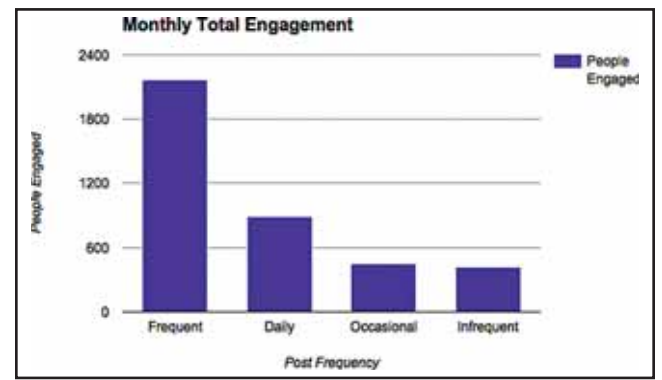
Continued from Page A24

focused on determining if the resulting total reach was compounded if the firms who post the most often also had the highest average reach per post. Here's how the total reach looks, per group:



Firms that post frequently reach a whopping 153% more people than firms that post daily, and 558% more people than those that merely post a couple times a week!

Not surprisingly, the story is the same with total engagement. Firms that post frequently engage 143%



more people than those that post merely daily.

The conclusion of our research supports Funeral Innovations' theory that funeral homes and cemeteries should optimally be posting as frequently as possible, up to 2-3 times per day. Posting this often can be a challenge for most funeral home and cemetery owners, but there are tools available to help you simplify your social media marketing.

If you have questions on the information in this article, or with social media in general, please contact Greg Young at greg@funeralinnovations.com.

Him Jardy will blow you away with his superior service.

Custom Air Trays:
 Your iconic air tray supplier.

CUSTOM AIR TRAYS

1-800-992-1925 | CustomAirTrays.com



FUNERAL HOME & CEMETERY NEWS



SUBSCRIPTION

ANNUAL SUBSCRIPTION

- \$25.00 Subscription
- \$45.00 First Class
- \$50.00 Canada & Mexico
- \$65.00 Outside North America

Subscribe Online at
www.nomispublishations.com



Master Card, Visa, American Express and Discover Orders:

1-800-321-7479
Fax 1-800-321-9040

Name _____
 Address _____

 City _____
 State _____ Zip _____
 Phone _____
 Signature _____

Return To:



PO Box 5159, Youngstown, OH 44514

Vilonia Funeral Home Celebrates 1st Anniversary

Continued from Page A18



The Vilonia Funeral Home Family



only, people in this part of Faulkner County have been driving up to 40 miles to get to a funeral home when there has been a death. Now there is one right down the road. Lastly, the local funeral home is an icon in any community. The city of Vilonia had been missing this for many years until we came to town.”

Mike Matos felt his calling to a career in funeral service at 12 years old while attending a family member’s funeral. At 19 he accepted his first job with a local funeral home assisting people with pre-planning and burial insurance. In 2002, he earned his Certified Preplanning Consultant Designation by the National Funeral Directors Association. After

erving his apprenticeship, meeting the state’s requirements, and passing the state exam, he became a licensed funeral director in 2004.

In addition to his funeral service career, Mike founded and pastored two churches. He attended *Arkansas State University* in Mountain Home where he studied Mortuary Science, and Phillips Community College of The University of Arkansas where he studied Business Management. Mike has been married to the love of his life, and business partner, Faith for 17 years, and together they have three children.

For more information, visit their website is www.viloniafuneralhome.com or find them on Facebook.



The biggest urn distributor you've never heard of...

HUGE SAVINGS!



Mark Pennington
Owner / CEO

ORDER NOW, DISCOUNT EFFECTIVE THRU MAY 31, 2017

GOLD POWDER-COATED STEEL

With Bronzestone Applique: *MINIMUM 4 UNITS*

\$39.75 ea.

REG. PRICE: \$79.50 ea.

YOUR PRICE: \$39.75



35-797 Unity IV w/80-183R
3-Bud Stem Rose



35-797 Unity IV w/80-108R
Praying Hands



35-797 Unity IV w/80-187R
Cross and Rose



35-797 Unity IV w/80-110R
Doves in Flight



35-797 Unity IV w/80-112R
Wreath w/Bow

HARDWOOD With Bronzestone Applique

MINIMUM 4 UNITS.

\$29.75 ea.

REG. PRICE: \$59.50 ea.

YOUR PRICE: \$29.75 ea.



35-684 w/80-108R
Praying Hands



35-684 w/80-109R
Rose Cluster



35-684 w/80-110R
Doves in Flight



35-684 w/80-117R
Coastal Lighthouse



Basic Box 35-684 w/80-112R
Wreath w/Bow



35-684 w/80-183R
Three Bud Rose



35-684 w/80-187R
Cross and Rose



35-684 w/80-274R
Sunset



35-684 w/80-641R
Angel w/Crossed Arms



35-684 w/80-185R
Nautica



35-684 w/80-617R
Simple Cross

CREDIT CARDS ONLY: VISA/MC

Phone: 330-425-3800 • Fax: 330-425-4221 • www.halointlcorp.com

Cherokee Child Caskets

Cherokee Combo



White



Pink Camo



Blue



Lilac



Green Camo



Pink

12"	\$89 Crepe \$139 Camo
21"	\$139 Crepe \$189 Camo
24"	\$199 Crepe \$249 Camo
30"	\$209 Crepe \$259 Camo
36"	\$229 Crepe \$279 Camo
42"	\$259 Crepe \$309 Camo

Not to Scale

www.cherokeechildcaskets.com • 800-535-8667

TRIBUTE VIDEOS

Preserve life's special moments with care.



Senior Photo

Family Portrait

Wedding Day

Convenient
Saves Time
Increases Quality

Peace-of-Mind
Saves Labor
Differentiates

Memories
BY DESIGN

Celebrating Life – Preserving Memories
www.memoriesbydesign.com
(800) 223-3050

Family Business and Funeral Homes (Part 3)

Continued from Page A19

decision is focused on the business and not a person. But what type of experts should you consult?

Your transition counsel for the family business will likely incorporate three strategic points of focus:

- **Establish a “Fair Business Valuation”.** Often these numbers are clouded by personal feelings, by one’s intrinsic evaluation or with the utilization of out-of-date benchmarks. Your advisor will be able to assist in finding the current market valuation that everyone can agree upon. In addition, your advisor can help navigate the tax codes and any potential legal implications.
- **Build a Unified Vision and Achieve a Complete Commitment to Success.** Everyone needs to be on the same page, and the desired outcomes agreed upon. Having an advisor in action can provide that point from which all can rally around.
- **Set a Target Date.** Select the implementation date or true date of transition. Understand that this is a process and as with any process it takes longer than a few days and could take longer than planned – have a

target date but maintain flexibility in the event you need to regroup.

Bear in mind that a consultant is there to help your business make the decisions that are best for the business. By taking these necessary steps you could also consider alternatives to family succession, like selling the business to a strategic buyer or private equity firm. Asking for assistance is a big step and one that can truly pay dividends for you, your family and the business.

The need for communication has resonated through all three stages of business transition. Sharing your plan and process with all those involved is pivotal. Your Ethical Will is only as powerful as the values and instructions you communicate. Remember that you will get out of the process what you put into it, so go full steam and do it for the business, your family and yourself.

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 non-profit 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.

The Answering Service in a Class of its Own



Funeral Solutions

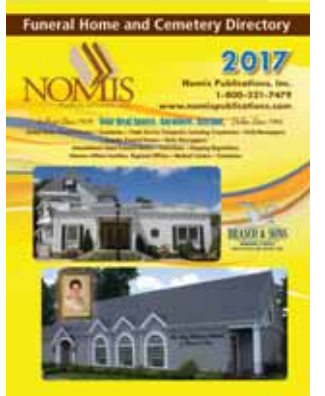
- Award-Winning App
- Highly Trained Staff
- Tools For Growth
- 30-day Free Trial



1-800-868-9950

myASD.com

2017 EDITIONS



Call

1-800-321-7479

or visit

www.nomispublications.com

Association NEWS

International Order of the Golden Rule Announces Nominees for 2017 Exemplary Service Awards

AUSTIN, TX— The International Order of the Golden Rule (OGR) has announced the nominees for the 2017 Exemplary Service Awards. These member firms are being recognized for the outstanding customer service they provided to families during their time of loss. Each one has been selected based on comments families gave through OGR's Family Contact Program. The winners of the Exemplary Service Award will be recognized at OGR's Celebratory Luncheon during their Annual Conference & Supplier Showcase in New Orleans, LA on Friday, April 21st.

Mark Allen, OGR's executive director and CEO says, "We are pleased to acknowledge these firms for their continuous dedication to delivering exem-

plary service to the families in their communities. It is clear that these members invoke the golden rule at their funeral homes by always remembering that families come first."

Each year the Exemplary Service Award is given to the top three nominees and is based on the feedback OGR receives through the Family Contact Program, which is an exclusive OGR member benefit.

The 2017 Exemplary Service Award nominees are: **Anderson Funeral and Cremation Services**, Belvidere, IL; **Beyers Funeral Home**, Umatilla, FL; **Brunswick Funeral Home**, East Brunswick, NJ; **Caldwell & Cowan Funeral Home**, Covington, GA; **Cassaday-Turkle-Christian Funeral Home**, All-

CONTINUED ON PAGE A32

Now offering a Personalized Memorial Line
 CUSTOM GREETING CARDS • FUNERAL PROGRAMS • MAGNETS
 WINDOW DECALS • MEMORIAL INVITATIONS • T-SHIRTS
 PRAYER CARDS • CANVAS PRINTS • FULL COLOR BANNERS

Members of the Funeral Industry Save 10% Every Day!

Call today for your FREE Sample Kit



INVITATIONS • YARD SIGNS
 POSTERS • STAMPERS
 BUSINESS CARDS AND FORMS
 SEATING CHARTS • TICKETS
 LABELS • ACCESSORIES
 PROMOTIONAL ITEMS

8570 Foxwood Court
 Youngstown, Ohio 44514

800-321-7479

info@boardmanprinting.com

www.boardmanprinting.com



Exquisite craftsmanship... Understated dignity...

Furniture from Church & Chapel

"The Bostonian"
 One of Our Finest Collections

Church & Chapel's furniture sets are designed and built in our own factory, for total control over quality and craftsmanship. The matched sets – available in a wide variety of styles – contribute just the right sense of piety and tradition, to help your clients feel comfortable in their time of need. For details, contact your Church & Chapel representative.



Church & Chapel Metal Arts, Inc.

2616 W. GRAND AVE • CHICAGO, ILLINOIS 60612-1117

Ph: 773-489-3700

Fax: 773-489-3434

info@church-chapel.com

Toll Free: 1-800-992-1234

Toll Free Fax: 1-800-626-3299

www.church-chapel.com



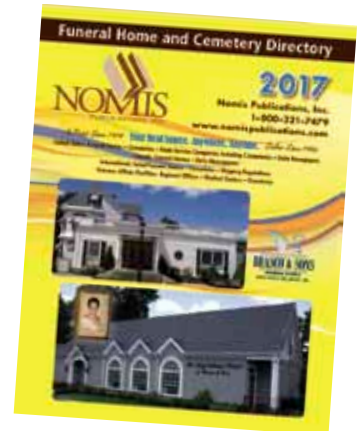
Your Real Source.



Since 1974 Nomis Publications Inc. has been the trusted source in the U.S. death care industry to help you serve your families when a death occurs away from home.

**INCREASE YOUR TRADE WORK - ADVERTISE
IN THE INDUSTRY'S TRUSTED DIRECTORY**

THE FUNERAL HOME & CEMETERY DIRECTORY



With over 20,000 funeral directors and associated professionals using the **Funeral Home & Cemetery Directory** you can be assured that your ad will be seen by your target market.

The directory is used not only by funeral directors but also the military, coroners offices, correctional facilities, mortuary colleges, daily newspapers, florists, genealogical societies... the list goes on. Plus, there are over ten thousand registered users with access to the **Online Directories** at www.nomispublications.com.



Hi, my name is Kim and I am your personal advertising representative. I will work with you to create your advertising program for the **2018 Funeral Home & Cemetery Directory** and the Online Directory at www.nomispublications.com. Need help with your ad design? I have been designing ads for funeral homes since 1992. Just give me a call 1-800-321-7479, ext. 130 or email kim@nomispublications.com and I can create your ad **FREE!**

**JOIN THE ONLY DIRECTORY THAT OFFERS SO MANY FREE SERVICES
TO MAKE IT EASIER WHEN A SHIP-IN OR SHIP-OUT OCCURS.**

FREE Listing – In Print and Online... **FREE** set of Directories...
Plus all main branch funeral homes and trade service companies
receive the **Funeral Home & Cemetery News** monthly **FREE!**

Questions? Call 1-800-321-7479

HAS YOUR FIRM HAD ANY CHANGES IN THE LAST YEAR?

New name • Open a location • Close a location • Add new services • Change phone/fax
Launch a website or add a company email

Give us a call or visit our website to be sure your listing information is correct in the 2017 directory...
All updates appear in the Online Directory within 48 hours!

**Nomis Publications, Inc. • PO Box 5159 • Youngstown, Ohio 44514
800-321-7479 • Fax 800-321-9040 • www.nomispublications.com**

Anywhere. Anytime.

Association NEWS CONTINUED

Kansas & Connecticut Funeral Directors Associations Join Funeral Innovations' Education Initiative



John Cascio

the message of public education with the help of popular industry topics.

"With the changes and challenges funeral service is facing, together with this partnership we can help our members have a stronger presence on Facebook. The content will be relevant to our profession and will keep a conversation on our members' Facebook pages. It fits our goal of

helping our membership educate their communities and be seen as the best resource for funeral related topics," says **John Cascio**, executive director of the Connecticut Funeral Directors Association.

The partnership is intended to help funeral homes find their voice through Facebook in an easy and effective way. Each member can have a steady stream of

meaningful content that is delivered to their page every other day or scheduled months to a year ahead.

The Kansas and Connecticut Funeral Directors Associations will collaborate with other state associations in Funeral Innovations' Education Initiative. Associations interested in joining should contact **Greg Young** at greg@funeralinnovations.com.

KNAUER INDUSTRIES
Cultured Urn Creations
BUY FACTORY DIRECT
 19505 NE Frontage Road • Joliet, IL 60404

Vaults4u@KnauersConcrete.com
 P (815) 725-0246 www.CulturedUrnCreations.com

"the shorter the supply line the better off you are"

Funeral Directors Research, Inc.

AMRA INSTRUMENT, LLC
 623 N. Tower (P.O. Box 359)
 Centralia, WA 98531

www.amrainstruments.com
www.prepoomdirect.com

WEB DIRECT GIFT & PRICING

DES MOINES, IA— Funeral Innovations and the Kansas and Connecticut Funeral Directors Associations are joining forces to enhance public education in their members' communities. The partnership strives to deliver an effective, yet affordable, Facebook offering to their membership so community awareness and education can be achieved.

Custom content will be provided to members of the association that relate to their specific state. The education initiative is meant to discuss, teach and spread

Visit our website
www.nomispublications.com
 to see the all new

FUNERAL HOME & CEMETERY NEWS online

Death Notices
 powered by tributes

BioSealTM SYSTEMS

Containment you can trust. Protection you deserve.

DO YOU TRUST YOUR CURRENT BODY BAG TO SAVE YOUR LIFE?

→ **BIOSAFETY LEVEL 4 CONTAINMENT | FULLY HERMETIC SEAL | 49-YEAR SHELF LIFE** ←

→ **SAFE FOR CREMATION | REQUIRES 1 SQ FT OF STORAGE SPACE | IATA APPROVED** ←

THIS COMPANY IS FOR SALE!

Tested by the US military and used by hospitals and government agencies around the world. **USA MADE**

Visit bioseal.com/system5 for more information.

Call: 760-749-9861 Fax: 760-749-9862

Best kept industry secret!

Are you curious?



WWW.URNBAGS.COM 651.450.7727

100% all natural cotton jewelry and presentation bags starting at \$1.55 each. Customers comment that our product never harms the finish on the urns they place inside. 10 bag minimum order quantity. Embroidery is generally sourced from your local provider. Several different sizes and colors available. Unfair competition will not be tolerated.



**Your Real Source.
Anywhere. Anytime.**

*Memoires des
choix des Jacques*



(Memories of Jack's Recipes)

Original Recipes from Dottie and Jack Frediani

Shared by Kate Frediani-Gorman
Cremation Products Inc.
800-837-0701
www.cremationproductsinc.com

ZESTY MOZZARELLA CHICKEN

1 egg white, lightly beaten
2 Tbs milk
1 cup dry bread crumbs
2 Tbs grated parmesan cheese
¼ tsp each salt, pepper and dried oregano
8 boneless, skinless chicken breast halves
¼ cup butter or margarine
1 tsp dried basil
1 8-ounce can tomato sauce
1 cup (4 ounces) shredded mozzarella cheese

In a shallow bowl, combine egg white and milk. In another bowl, combine the bread crumbs, Parmesan cheese and seasonings. Dip each chicken breast in the egg white mixture, then in the cheese mixture, then place in a skillet. Brown chicken on both sides until no longer pink and juices run clear. Meanwhile, heat tomato sauce and basil until warm. When chicken is done, sprinkle with mozzarella cheese. Remove from the heat and cover for 2-3 minutes or until cheese melts. Serve with tomato-basil sauce. Serves 4.

SPINACH TURKEY ROLL

1 cup meatless spaghetti sauce
2 eggs, lightly beaten
2 cups soft bread crumbs
¼ cup finely chopped onions
2 garlic cloves, minced
1 tsp dried basil
1 tsp dried oregano
1 tsp ground mustard
1 pound ground turkey
1 10-ounce package frozen chopped spinach (thawed and squeezed dry)
½ cup shredded part-skim mozzarella cheese

In a bowl, combine ¼ cup spaghetti sauce, eggs, bread crumbs, onion, garlic, basil, oregano and mustard. Crumble turkey over mixture and mix well.

On a sheet of waxed paper, pat turkey mixture into a 12" x 8" rectangle. Sprinkle with spinach and cheese. Roll up jelly roll style, starting with a short side and peeling waxed paper away while rolling. Seal seam and ends.

Place seam side down in a 15" x 10" baking pan coated with nonstick cooking spray. Bake, uncovered at 350 degrees for 50-60 minutes or until a meat thermometer reads 165 degrees. Let stand for 5 minutes before slicing.

Heat remaining spaghetti sauce and serve over turkey.

Good Eating!

Association NEWS CONTINUED

Selected to Host Seventh Spring Management Summit

DEERFIELD, IL— Selected Independent Funeral Homes invites funeral professionals looking to branch out and grow their management skills to participate in its Spring Management Summit at The DoubleTree by Hilton Hotel, Raleigh-Brownstone-University, Raleigh, NC. On April 26-28, members and qualified non-members will gather to learn from engaging presenters as well as share ideas with colleagues.

Now in its seventh year, the Summit offers managers, staff and leaders thought-provoking presentations, hours of continuing education and peer-to-peer sharing of best practices.

The Summit will feature four relevant and highly-focused sessions: Seven Proven Marketing Strategies That Can Help You Win More Calls and Inbound Marketing: The



Future of Funeral Home Marketing, both led by John Callaghan of Funeral Success Marketing; Creating a Championship Mindset for Your Staff Team, addressing performance in high pressure situations, facilitated by Dr. Gregory Dale of Excellence in Performance and What Makes a Great Life?, emphasizing the value of self-care, featuring wellness coach, Dr. Eileen T. O'Grady.

In addition, Summit participants will visit Duke University for the session by Dr. Gregory Dale who also is a professor of Sport Psychology and Sports Ethics at Duke. Participants also are welcome to arrange private visits to the two local Selected member firms, Bryan-Lee Funeral Homes and Hall-

Wynne Funeral Service and Crematory, in Raleigh and Durham, respectively. The member early-bird registration ends March 26th.

Founded in 1917 as National Selected Morticians, Selected Independent Funeral Homes is the world's oldest and largest association of independently-owned funeral homes. Members of the association are expected to operate according to specific standards and best practices in order to provide the public reliable, high-quality funeral services and funeral-related information. For more information on Selected's programs, becoming a member or to locate a Selected member firm, visit www.selectedfuneralhomes.org or call 800-323-4219.

OGR Announces Nominees for 2017 Exemplary Service Awards

Continued from Page A29

ance, OH; City Funeral Home, Reidsville, NC; Cooper Funeral Home, Tecumesh, OK; Eells-Leggett-Stauffer Funeral Home, Lisbon, OH; Faulmann & Walsh Golden Rule Funeral Home, Fraser, MI; Freitag Funeral Home, Bridgeton, NJ; George Irvin Green Funeral Home, Munhall, PA; Graham Funeral Home, Chesapeake, VA; Hanson-Neely Funeral Home, Ada, OH; Hardy-Close Funeral Home, Shepherdsville, KY; Henry Funeral Home, Staunton, VA; J. J. Hartenstein Mortuary, New Freedom, PA; Jakubs and Son Funeral Home, Cleveland, OH; John L. Ziegenhein & Sons Funeral Home, Saint Louis, MO; Johnson-Romito Funeral Homes, Bedford, OH; Leete-Stevens Enfield Chapels, Enfield, CT; Linnemann Funeral Homes, Erlanger, KY; Loyless Funeral Home, Land O'Lakes, FL; Meyersieck-Bussema Funeral Home, Pigeon, MI; Miller-Ward Funeral Home, Seymour, CT; Osborne Funeral Home, Williamsport, MD; Schilling Funeral Home, Sterling, IL; Schmidt Funeral Home, West Bend, WI; Shaughnessey-Banks Funeral Home, Fairfield, CT; Vaughan-Guynn-McGrady Chapel, Inc, Hillsville, VA; Wenner Funeral Home, Cold Spring, MN; and Weymouth Funeral Home, Newport News, VA.

Founded in 1928, OGR is affiliated with more than 600 independent funeral homes that share common goals of exemplary service, uncompromising care and compassion to families in their time of need. For more information, visit www.ogr.org/family-contact.

Educational NEWS

New York Judge Dismisses Test-Taker Lawsuit against The Conference

FAYETTEVILLE, AR— A New York state court judge has dismissed a lawsuit filed against the **International Conference of Funeral Service Examining Boards** (The Conference) by a graduate of the **American Academy McAllister Institute of Funeral Service, Inc** (AAMI) challenging The Conference's invalidation of his scores on the National Board Examination (NBE). The case is *Kurbatsky vs. The International Conference of Funeral Service Examining Boards, et al.*, Index No. 8821-15, State of New York Supreme Court, Columbia County.

In December 2015, the plaintiff filed suit against the Conference, eleven members of its previous and current board of directors, and its executive director, after the Conference invalidated the

plaintiff's NBE scores following discovery of his involvement in the examination security breach at AAMI. The plaintiff alleged that the invalidation of his NBE scores violated his constitutional rights and breached his test-taker agreement, among other claims. On January 23, 2017, Judge *Richard M. Koweek* of the New York Supreme Court in Columbia County granted the Conference's motion to dismiss all of the plaintiff test taker's claims.

Judge Koweek's order dismissed the lawsuit in its entirety. Among other things, the judge ruled that the Conference is not a government actor subject to constitutional claims by disgruntled test takers, and that the plaintiff had failed to show that he had sustained damages sufficient

CONTINUED ON PAGE A35

FEEL THE DIFFERENCE

FINGERPRINT KEEPSAKES



**Comfort Your Families.
Strengthen Your Business.**

Provide your families with the highest quality fingerprint keepsakes and gain a proven new revenue source. Only Legacy Touch can provide 24-Hr Turnaround, delivering a unique touch of comfort in time for services. Our always-available PIN and eCommerce website allow families to order at any time; and you earn commission on every sale.

Visit booth #1030 at ICCFA and experience the Legacy Touch advantage.



DISTRIBUTED BY *Messenger*

\$50 Off First Keepsake Display! Promo Code: NM4LT
Become a Partner Today at LegacyTouch.com

Break through ... to an all-new way to earn more growth.

Introducing **Cornerstone Index Advantage**, a game changer in pre-need funding solutions from the creators of Cornerstone I, II and Inflation Guard.

This unequalled equity-indexed product gives you the **opportunity for more growth**. Starting day one.* With an equity-driven growth rate – and protection from market losses.

Cornerstone Index Advantage leverages our nearly 20 years of index annuity expertise to give you a **breakthrough option** for your pre-need business. Again.

Available only through Physicians Mutual® and The Outlook Group.

Call The Outlook Group
to break new ground
with your pre-need business.
877.932.3239

AdvancedFundingSolutions.com



Two innovators. One exclusive pre-need program.

Educational NEWS CONTINUED

"the shorter the supply line the better off you are"

Funeral Directors Research, Inc.

AMRA INSTRUMENT, LLC
623 N. Tower (P.O. Box 359)
Centralia, WA 98531

www.amrainstruments.com
www.preproumdirect.com

amra™

WEB DIRECT GIFT & PRICING

Academy Begins 2017 with New CFSPs

BUCHANAN, GA— The Academy of Professional Funeral Service Practice has recognized hundreds of funeral directors who have completed the requirements

for the CFSP (Certified Funeral Service Practitioner) designation, the highest industry-recognized mark of dedication to life-long learning.

The Academy has awarded 13 of its members with the prestigious CFSP designation during the first two months of 2017. APFSP wants to congratulate the following funeral professionals who have recently completed this milestone: **Heath Bowen**, Birmingham, AL; **Edward and Shirley A. Calahan**, Chicago, IL; **Chad Craker**, Traverse City, MI; **KaTina Davis**, Tampa, FL; **Rhonda King-Frank**, Iowa, LA; **Dale Morton**, Columbia, SC; **Kenneth Pescatello**, Newington, CT; **Kathryn Shumate**, Middlesboro, KY; **Bryan Stucky**, Oak Harbor, WA; **Joshua Taylor**, Little Rock, AR; **Peter Thornton**, McDonough, GA; and **Daniel Welch**, Wichita, KS.

These Academy members join the 1700 current CFSP designees who have voluntarily committed to going above and beyond the continuing education hours required by most of their licensing boards. The CFSP designation is awarded after a member accumulates 180 hours of approved activities. Once members reach the required hours, they must continue to complete a minimum of 20 hours per year to maintain their designation. This commitment to continuing education and community service not only sets them apart in the funeral profession, but also shows the families they serve that they have the desire and passion to surpass the hours required to remain licensed.

For more information about the Academy of Professional Funeral Services Practice, visit www.apfsp.org, contact **Patty S. Hutcheson**, CFSP, executive director, toll free at 866-431-CFSP, (2377) or stop by booth #330 at the **ICCFA** Convention to discuss becoming a member of the Academy.

CFSA
CASKET & FUNERAL SUPPLY
ASSOCIATION OF AMERICA

Independent & Family Owned
Since 1945

Golden Frost® **McCord**®
Caskets & Vaults

Order direct at:
1-800-782-8249
Free UPS Ground Shipping

1' \$140
2' \$290
3' \$350
4' \$460

"The Original Casket & Vault Combo"

www.mccordcasketsandvaults.com • Email: mccordcasketsandvaults@yahoo.com
PO Box 646, Bowling Green OH 43402

DISCOVER VISA

Made in USA

Museum Corner

The National Museum of Funeral History
Houston, Texas



23rd Annual Charity Golf Classic

Celebrating its 25th Anniversary, the National Museum of Funeral History welcomes supporters to its 23rd Annual NMFH Charity Golf Classic on Monday, May 22, 2017 at the Kingwood Country Club, in Kingwood, TX. The Charity Golf Classic is a fun-filled fundraiser created to support the Museum and its mission, enlighten visitors about one of man's oldest cultural rituals and celebrate the rich history of funeral service.

The tournament brings together business executives and funeral industry professionals from across the country, all of whom take to the greens to raise funds for the Museum and its programs.

This year, the tournament kicks off with breakfast followed by the Charity Golf Classic's shotgun start, after which players compete in a five-person golf scramble. On-course contests with tee-prizes and professional long drive fundraising entertainment are lo-



2016 NMFH Golf Classic Winners

cated throughout the course. Following the 18 holes, players retreat to the clubhouse for a silent auction, dinner and awards ceremony.

We Love Our Sponsors

Sunday, May 21, 2017 is our Sponsor Appreciation Night. Come help kick off the 23rd Annual NMFH Charity Golf Classic where you can explore the Museum's exhibits and a new special exhibit, A Tribute to George Barris.

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



George Barris

(the "Drag-U-La") for *The Munsters*, and many KITTs, the short name of two fictional characters from the adventure television series *Knight Rider*.

Not only is a replica of the 1966 Batmobile on exhibit, there is 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. The replica of the 1966 Batmobile is owned by Museum Board Member **Buck Kamphausen**, who collects cars.

The President of the National Museum of Funeral History **Genevieve Keeney** stated, "Buck Kamphausen has an outstanding private collection of unique automobiles and has fascinating hearses that are on exhibition in the museum. Buck donated the replica of the casket designed by *Richie Valles* to the museum's permanent collection."

Sponsors can also take advantage of early check-in for Monday's golf tournament, pur-

chase raffle and mulligan tickets and bid on silent auction items. Support from the Charity Golf Classic sponsors enables the Museum to preserve and build its collection, incorporate technology and continue to grow.

Consider supporting the Museum and its mission by signing up for a sponsorship. To find out more, and to see photos from last year's Golf Classic, go to www.nmfh.org

Looking for a unique gift? Visit the Museum's online gift shop for a variety of gifts, including our limited edition 25th Anniversary items and one-of-a-kind trinkets and treasures. Go to www.nmfh.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.

Blogs Funeral Home & Cemetery News
Contributors share insights and
exchange ideas.
www.nomispublications.com

Educational NEWS CONTINUED

New York Judge Dismisses Test-Taker Lawsuit against The Conference

Continued from Page A33

to claim breach of contract. The plaintiff has notified the court of his intent to appeal this ruling.

As a result of this ruling, only three of the seventeen lawsuits filed by AAMI graduates whose NBE scores were invalidated are pending against the Conference. The remainder of the lawsuits have been dismissed or settled. The Conference continues to pursue efforts to amicably resolve the remaining lawsuits.

As always, individuals with information regarding any previous or potential NBE security breach are encouraged to contact The Conference at exams@theconferenceonline.org or <https://theconferenceonline.org/report-concern>. By working together, members of the funeral service profession and The Conference can ensure the secu-

rity and integrity of the NBE, as well as the continued value the NBE offers as a component of the licensure process and public protection.

The International Conference of Funeral Service Examining Boards is a not-for-profit 501(c)(3) corporation providing examination services, information, and regulatory support to funeral service licensing boards and educators, governmental bodies and other regulatory agencies.

The Conference develops, administers, scores and maintains the National Board Examination (NBE) program and other state examinations designed to assess entry-level competence of applicants seeking licensure in the funeral services profession. Visit www.theconferenceonline.org for additional information.

ASSIGNMENTS HAVE YOUR CASHFLOW TIED UP?



C&J Can Help!

C&J Financial, LLC
The Leader in Insurance Assignment Funding™
www.CJF.com | (800)785.0003

American
CREMATORY EQUIPMENT CO.
Reliability You Can Trust ~ Integrity You Can Depend On!

Proud Members of:



www.AmericanCrematory.com

Sales • Service • Supplies • Repairs



Thanks For Helping Us Grow!

6 Locations to Serve You Now

West Coast Office
Santa Fe Springs, California
(562) 926-2876

John Raggett & Britnie Moniz
john@americancrematory.com
britnie@americancrematory.com

East Coast Office
Tampa Bay, Florida
(727) 230-8890

Glenn Lyle, Ben Hardy, Brenda Jorgensen
glenn@americancrematory.com
ben@americancrematory.com
brenda@americancrematory.com

Proudly Manufactured in the USA

Service & Repair of All Makes & Models of Cremation Equipment

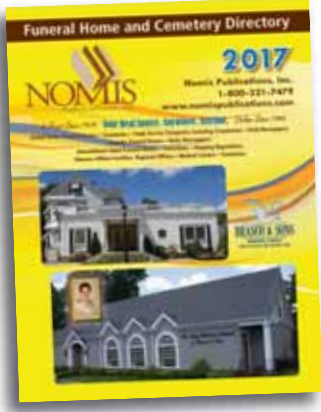


f "Like" Us on Facebook:
<http://www.facebook.com/americancrematory>

For more information on any of our products and services, scan the QR code with your mobile phone, or visit us online at: www.AmericanCrematory.com



PDF Digital Directory NOW AVAILABLE
Only \$125.00 CALL 1-800-321-7479



STANDARD SIZE
 (8½"x11") **ONLY \$125.00**

POCKET SIZE
 (5"x7") **ONLY \$85.00**

- U.S. Funeral Homes
- U.S. Cemeteries
- Populations; State Boards; Air Shipping Points
- Where to Get Certified Certificates
- Canadian Funeral Homes and Daily Papers
- International Funeral Homes
- Consulates and Shipping Regulations
- Trade Service Companies
- Veterans Affairs Facilities
- U.S. Daily Papers including websites & email addresses



ONLY \$30.00
 With The Funeral Home & Cemetery Directory

ONLY \$40.00
 Without The Funeral Home & Cemetery Directory

Over 2000 Death Care Industry Supply Companies are listed by the product or service offered to Funeral Homes and/or Cemeteries

Also includes: Pet Funeral Homes, Cemeteries, Crematories and Supply Companies

U.S. Daily Papers including websites & email addresses

Funeral Service Education Programs

Industry Associations - national, state, local including websites & email addresses

2017 EDITIONS — NOW IN STOCK!

Publication Date October 2016

2017 FUNERAL HOME & CEMETERY DIRECTORY

(Quantity Discounts on orders of 10 or more - Call for pricing)

QTY		TOTAL
_____	2017 STANDARD SIZE (8.5" x 11") \$125.00 ea.	\$ _____
_____	2017 POCKET SIZE (5" x 7") \$85.00 ea.	\$ _____
_____	2017 DIGITAL EDITION \$125.00 ea.	\$ _____

2017 BUYER'S GUIDE

_____	\$40.00 - without The Funeral Home & Cemetery Directory	\$ _____
_____	\$30.00 - with The Funeral Home & Cemetery Directory	\$ _____

STUFFED ANIMALS

Check them out at www.nomispublications.com

_____	"I Love My Funeral Director" - Choose Animal Below - \$11.95 ea.	\$ _____
_____	"I Love My Cemeterian" - Choose Animal Below - \$11.95 ea.	\$ _____
Qty: _____	Lion _____ Duck _____ Donkey _____ Frog _____ Mouse	
_____	Cow _____ White Bear _____ Monkey _____ Moose _____ Pig	
_____	Alligator _____ Penguin _____ Brown Bear _____ Koala	

SUB TOTAL \$ _____

Up to \$40.00	add \$5.00
\$41.00 - \$85.00	add \$9.00
\$86.00 - \$150.00	add \$10.00
\$151.00 - \$215.00	add \$11.00
\$216.00 - \$300.00	add \$12.00
Over \$300.00	add \$15.00

Shipping / Handling \$ _____

(Ohio only - Sales Tax) \$ _____

FUNERAL HOME & CEMETERY NEWS

_____	1 Year (12 issues) \$25.00	\$ _____
_____	First Class 1 Year (12 issues) \$45.00	\$ _____
_____	Canada/Mexico 1 Year (12 issues) \$50.00	\$ _____

GRAND TOTAL \$ _____

MAILING ADDRESS

Name _____
 Address _____

 City _____
 State _____ Zip _____
 Phone _____
 Ordered by _____

SHIPPING ADDRESS - IF DIFFERENT

(must have physical address for UPS shipping)

Name _____
 Address _____

 City _____
 State _____ Zip _____
 Phone _____
 Ship to ATTN: _____

PAYMENT INFORMATION

Check Money Order
 MasterCard Visa American Express Discover

Card # _____
 Exp. Date _____ CID (3 or 4 digit code) _____
 Signature _____
 (Required on Credit Card orders)

RETURN TO

Nomis Publications, Inc., PO Box 5159, Youngstown OH 44514
 phone 800-321-7479 fax 800-321-9040 www.nomispublications.com



Previously published as The National Yellow Book of Funeral Directors, Cemetery Directory and Catalog of Funeral Home and Cemetery Supplies

PO Box 5159 Youngstown OH 44514 800.321.7479 fax 800.321.9040
 info@nomispublications.com www.nomispublications.com



Educational NEWS CONTINUED

Pierce Mortuary Colleges announce New Board Members

BROADVIEW, IL—Pierce Mortuary Colleges announces the appointment of two new members of its board of trustees. Joining the board are **Jay D. Dodds** and **Timothy R. Borden**.

Dodds, a licensed funeral director with over thirty-three years of experience in the funeral and cemetery profession, is the founder, owner and president/COO of the **Signature Group**, which owns and operates twenty funeral homes and ten cemeteries in five states. Prior to founding Signature Group in 2011, Jay was executive vice president and chief operating officer of **Carriage Services** where he had seventeen years in various senior operations leadership and management roles. A graduate of *Dallas Institute of Funeral Service*, Jay currently serves as an officer of the *International Cemetery Cremation and Funeral Association (ICCFA)* as vice president of external affairs, is a trustee for the *Funeral Service Foun-*

ation, the ICCFA Educational Foundation, and the Matthew's Children's Foundation.

Timothy R. Borden is a licensed funeral director and embalmer in Kentucky, Indiana and Michigan. Tim is the founder, president and CEO of the **Borden Mortuary Group**, with locations in Louisville and Lexington, KY and Scottsburg, IN. The Borden Mortuary Group, founded by Tim in 1995, is Kentucky's largest volume mortuary service, providing embalming and cremation services as well as mortuary supplies for funeral professionals in the area. Tim and his wife **Patty** also operate a pet cremation business in Louisville. A graduate of *Mid-America College of Funeral Service*, Tim is also a member of its advisory board. He currently serves as president of the board of *The Cremation Association of North America (CANA)* and was past chairman of the *British Institute of Embalmers*.



Jay D. Dodds



Timothy R. Borden

"We are pleased to welcome Jay and Tim to our board of trustees," said **Joe Suhor**, board chairman. "They both bring depth and breadth of expertise in the funeral service industry and are passionate about the industry and education of future funeral professionals."

The board of trustees thanked **John Firestone** and **Michael Meierhoffer**, whose terms expired, for their dedicated service on the board. Firestone has been a guiding force on the board as a trustee since 1967 and served as board

chairman from 1998 to 2012. Meierhoffer has provided keen insight during his service on the board since 2013.

The other members of the board of trustees are: **Joseph U. Suhor, III**, chairman of the board and CEO of **Wilbert Funeral Services Inc**; **Dennis P. Welzenbach**, president of **Wilbert Funeral Services, Inc**; **Bill W. Forsberg**, executive director of *North Carolina Funeral Directors Association*; and **Ann Mesle**, retired circuit court judge on the Jackson County Circuit Court.

STYLISH MATCHING TIES
FOR PROFESSIONALS
Any Size Group or Organization

 www.tiesforyou.com 

Phone: 877-770-TIES (8437)
Fax: 276-466-3474
E-mail: customerservice@tiesforyou.com


 **THE DAN ISARD SHOW**



UNCUT AND UNCENSORED ANALYSIS FOR YOUR FUNERAL HOME

www.funeralradio.com

Send Us Your News!



NOMIS PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

We welcome news of the industry.
Send us information on your firm today!

PO Box 5159, Youngstown, OH 44514
Fax 1-800-321-9040
Email info@nomispublications.com



Put Our Experience to Work for You

North Carolina Mutual has more than a century of commitment to the funeral home industry. Our pre-need team has extensive experience as funeral directors and funeral home owners. We provide the solutions you need to expand your market share and increase your revenues. Through partnerships with top-rated carriers, we offer:

- Best-in-class products
- A cutting-edge marketing program
- A skilled team of experts

Let us start getting results for you.
Contact us today.



www.ncmutualpreneed.com



Kenneth P. Floyd
Vice President of Pre-need Sales
Mobile: 757-817-7721
Work: 919-313-7812



Death Notices



Send obituary information to Funeral Home & Cemetery News, PO Box 5159, Youngstown, OH 44514 • Fax (800) 321-9040 • E-mail info@nomispublishations.com



FREDERICK KELLOGG GIFFORD of South Berwick, ME died February 28, 2017 at the age of 57. He was a sales representative for **The Dodge Company** and a licensed funeral director. He graduated from *Fine Mortuary College* in Norwood, MA.



ROBERT "BOB" W. DELMORE of Robbinsdale, MN died February 12, 2017 at the age of 95. A licensed funeral director in Minneapolis for over 60 years, he was the owner and operator of **Gearty-Delmore Funeral Chapels** and was previously employed at **White Funeral Home**. He graduated from the *University of Minnesota* in 1941 with a degree in mortuary science.



JOHN P. "JACK" MOLONEY of Central Islip, NY died February 12, 2017 at the age of 81. He served as the director of **Moloney Funeral Home** beginning in 1956, after the death of his father. He continued in the role until his illness took over last summer.



THOMAS "TOM" C. MAXWELL of Mound, MN died March 5, 2017 at the age of 74. He established **Dial Caskets** in the early 90's alongside his family. He also sold stationery to the funeral industry and was a representative for several companies, including **Messenger, Rob-Win and Regal Line**.



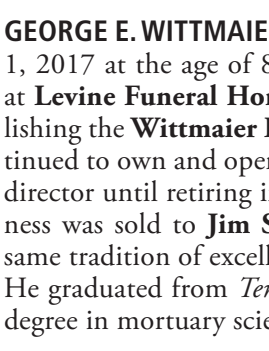
CLEO A. HAWK of Sligo, PA died February 8, 2017 at the age of 84. He and his father, **Guy**, ran the **Hawk Funeral Home** for many years until he purchased the family business. He was instrumental in helping to start the Community Ambulance Service, which he ran in Sligo and the surrounding communities. He graduated from the *Pittsburgh Institute of Mortuary Science*.



WILLIAM J. BICAN JR of Cleveland, OH died March 3, 2017 at the age of 86. He was the owner of **Bican Brothers Funeral Home** from 1957 until his retirement in 1994.



GERALD R. "JERRY" COOK of Northfield, MN died February 13, 2017 at the age of 86. He spent 40 years as a successful funeral home sales representative and graduated from the *University of Minnesota, School of Mortuary Science* in 1957.



GEORGE E. WITTMAYER JR of Chalfont, PA died March 1, 2017 at the age of 80. He served his apprenticeship at **Levine Funeral Home** in Philadelphia before establishing the **Wittmaier Funeral Home** in 1963. He continued to own and operate the firm as a licensed funeral director until retiring in 1994, at which time, the business was sold to **Jim Scanlin** who continues George's same tradition of excellence as **Scanlin Funeral Home**. He graduated from *Temple University* with an associate degree in mortuary science.



ROBERT "BOB" J. CHOATE of Chico, CA died January 18, 2017 at the age of 56. He was a licensed embalmer for several mortuaries in Butte County for 35 years and he also assisted the Butte County medical examiner's office up to the time of his death.



JOEL E. LIVINGSTON of Port Neches, TX died February 26, 2017 at the age of 85. He was a licensed funeral director, embalmer and owner of **Levings-ton Funeral Home**, which he established in 1955. He received his mortuary science degree from *Landig Mortuary College* in Houston.



JOHN THURMAN CAMPBELL of Trenton, NJ died March 1, 2017 at the age of 73. He was a licensed funeral director, owner and operator of **Campbell Funeral Chapel** for nearly 35 years, which he established in 1982. A 1976 graduate of the *American Academy McAllister Institute of Funeral Service* in New York, he was a member of the



WILLIAM D. "BILL" BACKMAN JR of Aurora, IN died March 1, 2017 at the age of 85. He was employed at **Aurora Casket** from 1948 until his retirement in 1993. During this time, he served as president from 1978-1993, CEO from 1983-1996 and chairman of the board from 1989-2002. He graduated from *Wabash College* in 1953 and later established the *William D. Backman Sr Scholarship*.

LARRY M. JENKINS of Avon Park, FL died February 23, 2017 at the age of 62. He joined his father in operating the family owned business, **Highland Park Cemetery** in Fort Wayne, IN. In 2000, he relocated to Florida to work for **Service Corporation International**, and in 2009, he joined **Northstar Memorial Group**. He later served as sales manager for **Lakeview Memorial Gardens** in Avon Park, FL and was a member of the *Florida Cemetery, Cremation and Funeral Association*.

National Funeral Directors Association, New Jersey State Funeral Directors Association, Garden State Funeral Directors Association and served on the *Mercer County Community College* advisory board for funeral service.

from *Wabash College* in 1953 and later established the *William D. Backman Sr Scholarship*.



LOREN D. ROTH of Pettisville, OH died February 13, 2017 at the age of 62. He started his career with **Sauder Woodworking Co** in 1989, and in 2014, he joined **Sauder Funeral Products** as the director of strategic planning. He was a member of the *Casket & Funeral Supply Association*.

CLIFFORD ALLEN GREENE of Wooster, OH died February 13, 2017 at the age of 71. He began working for the **McIntire Funeral Home** in 1964 and in 1984, along with **Thomas E. Davis**, became co-owner of the funeral home. After Davis retired in 2000, he became sole owner until his retirement in December of 2011. A 1969 graduate of the *Cincinnati College of Mortuary Science*, he was a member of the *Ohio Funeral Directors Association, Order of the Golden Rule of Funeral Directors, North East Ohio Order of the Golden Rule of Funeral Directors Group* and served as president of the local funeral directors association for many years.



MEADE VERNON ROWE SR of Morristown, NJ died February 8, 2017 at the age of 92. He was a licensed funeral director, owner and operator of **Rowe Funeral Home**, which he established alongside his late wife, **Marion Cecelia Rowe**. The business later merged with another funeral home in town and was renamed **Rowe-Lanterman Home for Funerals**, and is operated by Rowe's son, **M. Vernon Rowe, Jr.**



GREGORY D. BRIDGEFORTH of Maple Heights, OH died February 27, 2017 at the age of 65. He was a licensed funeral director and embalmer at **Gaines Funeral Home**. He was a member of the *Ohio Funeral Directors Association*.



DOUGLAS J. "DOUG" LUCZAK of Bay City, MI died February 22, 2017 at the age of 54. He was a licensed funeral director and co-owner of **Gephart Funeral Home, Inc** along with his father, **Gerald A. Luczak** and brother, **David**. He graduated from the *Wayne State College of Mortuary Science* in 1986 and was a member of the *Michigan Funeral Directors Association*, where he served as past president of District 7.



ROGER THOMAS VOIE of Stevens Point, WI and Iola, WI died February 17, 2017 at the age of 85. He owned and operated **Voie Funeral Home** alongside his brother, **Eugene**, and later ran the Voie Furniture Store until its closing in 1966. They also operated the area's ambulance service from the late 1940s until 1970, when it became the Iola Area Ambulance Service. He retired in 1990 as a licensed funeral director and continued to work part-time as needed. He graduated from the *Wisconsin Institute of Mortuary Science*.

**IF YOU HAVE AN OBITUARY YOU WOULD LIKE TO SEE LISTED HERE, PLEASE SEND INFORMATION TO:
PO BOX 5159, YOUNGSTOWN, OH 44514 • FAX 1-800-321-9040 • E-MAIL INFO@NOMISPUBLICATIONS.COM**

2017 ICCFA ANNUAL CONVENTION AND EXPO



APRIL 5-8, 2017
MUSIC CITY CENTER
NASHVILLE, TN

- ▼ 525+ BOOTH EXHIBIT HALL WITH FREE FOOD & DRINKS DURING EXPO HOURS
- ▼ EARN UP TO 16.5 HOURS OF CE CREDIT
- ▼ ICCFA EDUCATIONAL FOUNDATION RECEPTION
- ▼ FIRST TIMERS RECEPTION
- ▼ BREAKOUT SESSIONS IN ALL OF THE INDUSTRY'S HOTTEST TOPICS

ON-SITE REGISTRATIONS WELCOME!

ICCFA UNIVERSITY

July 21–26, 2017
Fogelman Executive Center
University of Memphis
Memphis, Tennessee

- Earn up to 24.5 CE credits (pending state approvals)
- Tuition prices include all classroom training materials, meals AND break refreshments
- Five days of intensive education taught by subject matter experts

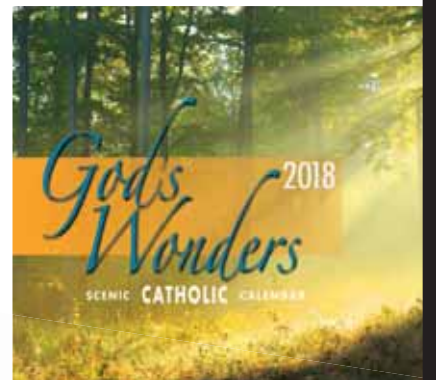
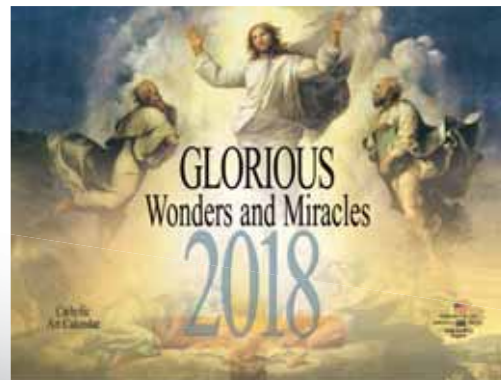
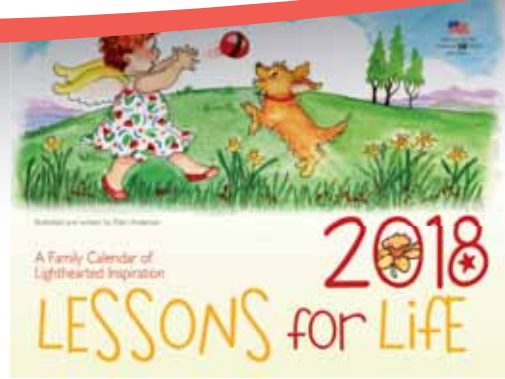
Program and registration coming soon!

Visit www.iccfa.com/university

Blue Mound Graphics, Inc. Presents

2018 Keepsake Religious Wall Calendars

for your inspirational and promotional use



The Most Popular
[OM] G/R
New!
Color-coded vestments

- Appointment Size Date Pads
Catholic, Interfaith and General Business
- Important church information & sponsor **advertisement displayed 365 days a year**, increasing your community presence.
- Foreign Languages Available:
Spanish, Italian, Polish and Bilingual on select calendars



Proud to Produce & Publish American Made Products

Early Order and Pre-payment Discounts!

Visit our website to view our entire 2018 calendar line
www.bluemoundcalendars.com

Call: 800-334-6052 • Fax: 414-475-7284
Email: info@bluemoundcalendars.com



326 North 76th Street, Milwaukee, WI 53213

"Dedicated to Sharing the Mission of Jesus Christ"

Family Owned and
Operated Since 1974



NOMIS
PUBLICATIONS, INC.

FUNERAL HOME & CEMETERY

NEWS

SECTION B

APRIL
2017

PO Box 5159 Youngstown OH 44514 1-800-321-7479 Online at www.nomispublications.com

Previously Published as the YB News • Still the Place for Your News!

FuneralScreen Premier Interactive Digital Memorials

ROME, IL— FuneralScreen, a Greene Valley Media company, is announcing the first viewing of their latest additions to the FuneralScreen suite of digital displays for the funeral service industry. Owner Jeff McCauley, is pleased to announce the premier of the company's latest pedestals and kiosks, with touch screen capability, on April 5th through the 8th at the 2017 IC-CFA Annual Convention & Exposition in Nashville, TN. FuneralScreen will be showcasing their entire suite of products, while previewing how digital memorials, portraits and directories will provide a new interactive appeal for funeral homes and their families.

As technology continues to make its introduction into funeral homes across the country, McCauley continues to stay one step ahead of the trend by providing the lat-

est digital signage innovations to the industry. Funeral homes will now have the opportunity to interact with family members with FuneralScreen's latest touch screen product lines. Memorial services, interactive way finders, lobby directories and services will now be available in an entire suite of products and sizes.

"Families will simply flip through a loved one's photos on the screen in front of them," says McCauley. He continues to add that in-home services will now have access to an amazing list of tools

that will literally be at your fingertips. Features like, digital directories, obituary listings, guest books, merchandise, media galleries, SMM and third party feeds are just a few. McCauley concludes by saying, "A funeral home will

CONTINUED ON PAGE B12



64" ARC UMBRELLA
ALL FIBERGLASS • WINDPROOF
EMBROIDERY & SILK SCREEN AVAILABLE
 Contact us today for colors and a free quote!
 Minimum order of 6. Other sizes and styles available in quantities.

bk umbrella

1.800.522.5743 bkumbrella@hotmail.com
www.bkumbrella.net

Drink The Message partners with Funeral Homes

GRAND RAPIDS, MI— One of the easiest ways to move a brand forward, tell a story and leave an impression is private label bottled water. Drink The Message allows funeral homes the opportunity to service the needs of the family while marketing the funeral home to the community.

For over 15 years, Drink The Message has been providing the perfect marketing tool to funeral homes throughout the country. From label design, to bottling, to shipping, Drink The Message handles the entire process. Custom designed water bottles can be distributed during services, expos, trade shows, community events, sponsorships and meetings. According to Pat Lynch



past president of NFDA, "the products and services of Drink the Message are top notch and greatly appreciated by the families we serve."

Drink the Message offers various bottle sizes with featuring custom labels. For more information call 866-954-0960 or visit www.drinkthemessage.com.

(717) 453-4028
(800) 752-8767
 Email vischerfuneralsupplies@yahoo.com **** Your Authorized Ferno Washington Distributor ****

VISCHER FUNERAL SUPPLIES

Ferno®... Time Tested
 • Quality
 • Innovation
 • Experience

BEST PRICE \$3,785⁰⁰

Ferno® 101-H Hydraulic Operating Table

SALE PRICE \$1,235⁰⁰

Ferno® Model 34 Folding Dressing Table

SALE PRICE \$1,345⁰⁰

Ferno® Model 36 Dressing Table

Modern Tributes Vinyl Wrapped Urn Vaults
10 Stock Images & Full Customization!

BEST PRICE \$150⁰⁰

Visit us at the PFDA Convention

FOR THE COMPLETE FERNO® LINE AND MORE PLEASE VISIT OUR NEW WEBSITE AT
WWW.VISCHERFUNERALSUPPLIES.COM

BEST PRICE \$2,495⁰⁰
 Why Buy Imports?

Industry Leading 1000 lb. Ferno® Mini Maxx Mortuary Cot

SALE PRICE \$119⁰⁰

EZ-Slider Board

TRUSTED FERNO QUALITY – ASK YOUR GRANDFATHER!

CALENDAR of Events

CONVENTIONS/CONFERENCES

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.uffda.org uffda@uffda.org

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

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.okfda.com

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 23-26, 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. 785-232-7789. www.ksfda.org kfdad@kfdad.com 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 Dakota Funeral Directors Assn 118th Annual State Convention - May 10-12, 2017, Ramkota Hotel & Watertown Event Center, Watertown, SD. Exhibits. 605-246-9466. www.sdfda.org tkerr@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.com

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

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 gfspaxsec@hotmail.com

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

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

Minnesota Funeral Directors Association's 127th Annual Convention - May 22-24, 2017, Doubletree Minneapolis South, Minneapolis, MN. Exhibits. 763-416-0124. www.mnfuneral.org mtufto@mnfuneral.org

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

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

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

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.tfdad.com ann@tfdad.com

Missouri Funl Directors & Embalmers Assn 2017 Annual Convention - Jun 05-06, 2017, Lodge of the Four Seasons, Lake Ozark. Exhibits. 573-635-1661. www.mofuneral.org publications@mofuneral.org

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

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

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

Wisconsin Cemetery & Cremation Assn 2017 Annual Convention - Jun 07-09, 2017, Lake Lawn Resort, Delevan, WI. Exhibits. 920-733-1631. www.wiswcmeteries.org

Indiana Funeral Directors Association 137th Annual Convention - Jun 07-08, 2017, Indiana Convention Center, Indianapolis, IN. Exhibits. 800-458-0746. www.indiana-fda.org connie@infda.org

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

Louisiana Funeral Directors Association & Mississippi Funeral Directors Association (Joint Convention) - Jun 10-13, 2017, Windsor Court Hotel, New Orleans, LA. Exhibits. 225-767-7640. www.lfdaweb.org LFDA@tatmangroup.com

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.sccemeteriesassociation.com tpaules@yahoo.com

California Funeral Directors Association 2017 Annual Convention - Jun 11-14, 2017, Hyatt regency Monterey Hotel & Spa, Monterey, CA. Exhibits. 916-325-2361. www.cafda.org cfda@amgroup.us

Wisconsin Funeral Directors Association 136th Annual Convention - Jun 12-14, 2017, Best Western Premier Waterfront Hotel and Convention Center, 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.bsfdad.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.wpfdad.org sjnsator@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.com

Florida Cemetery Cremation & Funl 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 Inn-Cleveland 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@wvcfa.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 & Funl Assn (Joint Convention) - Aug 17-19, 2017, Northern Quest Resort & Casino, Airway Heights, WA. Exhibits. 253-941-3370. www.wsfdad.org jewell@wsfdad.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.nysfdad.org info@nysfdad.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.njsfdad.org convention@njsfdad.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 Svs 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

Virginia Funeral Directors Association 130th Annual Convention - Jun 09-12, 2018, Boar's Head, Charlottesville, VA. Exhibits. 804-264-0505. www.vfda.net lwhittaker@vfda.net

Int'l Cemetery, Cremation & Funeral Assn University - Jul 19-25, 2018, Fogelman Executive Center at the University of Memphis, Memphis, TN. 800-645-7700. www.iccfa.com

MEETINGS/SEMINARS

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

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

Jewish Funeral Directors Of America Inc - Apr 05, 2017, Renaissance Nashville and the Omni Nashville Hotel, Nashville, TN. 800-645-7700. www.jfda.org jfda@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-Womens-Conference/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

Selected Independent Funeral Homes 2017 Spring Management Summit - Apr 26-28, 2017, Doubletree by Hilton Raleigh Brownstone-University, Raleigh, NC. 800-323-4219. www.selectedfuneralhomes.org pattyn@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

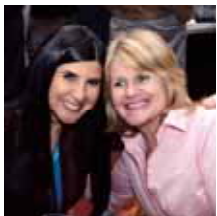
New York State Association Of Cemeteries 39th Annual Public Affairs Seminar - May 01-02, 2017, Hilton Albany, Albany, NY. 518-434-1134. www.nysac.com info@nysac.com

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

National Funeral Directors Association Business Bullpen - May 10-11, 2017, NFDA Headquarters, Brookfield, WI. 800-228-6332. events.nfda.org/Business-Bullpen/Overview nfda@nfda.org

Calendar of Events is continued on Page B4

SUBMIT YOUR CONVENTION, MEETING OR SEMINAR ONLINE AT WWW.NOMISPUBLICATIONS.COM



Join a team of high-quality funeral suppliers who strive for higher performance standards and greater financial returns. Join the Casket and Funeral Supply Association of America.



CFSA's valuable membership benefits package includes:

- Industry resources and statistics
- Credit resources and information
- Industry-based education
- Fellowship and networking
- Visibility and recognition



For more information or to join, visit www.cfsaa.org.



"CFSA helps foster industry-wide cooperation in forwarding the important goals of the funeral supply industry. CFSA hosts im-

portant selling, social, and educational events such as the annual convention and conference. The data and support that CFSA supplies has been very valuable to Dixline. And, CFSA membership has resulted in life-long business and personal friendships."

- Kevin Thomson, Executive Vice President of Dixline Corp.





Lehmann-Peterson
A Moloney Entity

The 55" *Cadillac* 6-Door Limousine



Raised Roof Option
 Second and Third Seat Vanity Mirrors
 48 Inch Center Door for Easy Entry and Egress of Vehicle
 Meets or Exceeds *Cadillac* OEM Specification
 7 Inch Elongated Rear Door

The XTS-L Long Door Sedan



All Steel Construction
 The XTS-L is a 7 inch extension that elongates the vehicle
 to create a more spacious rear seat environment

www.Lehmann-Peterson.com

SUPERIOR QUALITY AND WORKMANSHIP WITH SIX DECADES OF COACHBUILDING HISTORY
 INCLUDING MANUFACTURING ARMORED LIMOUSINES SERVING FOUR UNITED STATES PRESIDENTS
 LEHMANN-PETERSON IS OWNED AND OPERATED BY EARLE F. MOLONEY

CALL US TODAY



Cadillac

MASTER COACHBUILDER

(847) 202-0080

CALENDAR *of Events*

CONTINUED

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.wisniewski@childrengrieve.org

National Funeral Directors Association Leadership Conference - Jul 16-19, 2017, Coeur d'Alene Resort, Coeur d'Alene, ID. 800-228-6332. [nfda.org/Leadership-Conference/Overview](http://events.nfda.org/Leadership-Conference/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

Selected Independent Funeral Homes 99th Annual Meeting - Sep 10-13, 2017, Radisson Blu, Chicago, IL. 800-323-4219. www.selectedfuneralhomes.org pattyn@selectedfuneralhomes.org

New York State Association Of Cemeteries 2017 Annual Fall Conference - Sep 16-19, 2017, The Otisaga 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.nhpc.org dcherry@nhpc.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

California Assn Of Public Cemeteries 60th Annual Conference - Feb 22-24, 2018, Embassy Suite San Luis Obispo, San Luis Obispo, CA. 888-344-9858. www.capc.info publiccemeteries@aol.com

National Hospice & Palliative Care Org 33rd Management and Leadership Conference - Apr 23-25, 2018, Washington Hilton, Washington, DC. 703-837-1500. www.nhpc.org dcherry@nhpc.org



ICCFA

EVERYDAY BENEFITS

Model contracts. Legal consultations. Sample forms.
Discounts on multiple products and services
such as performance surveys.

ICCFA membership has its benefits.
Reacquaint yourself with your association and see
what benefits you can take advantage of by visiting
www.iccfa.com/benefits

iccfa.com/join

Membership That Matters.



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: HaveTheTalkofALifetime@gmail.com

Have the **Talk**
of a **Lifetime**®

A Legacy of Excellence



 *Cadillac*
MASTER COACHBUILDER

When you aspire for the *BEST*
Look forward to your own *S&S*.

To aspire to do something in akin to setting a lofty goal. You have built your business the right way...helping your customers with unmatched service; meeting their needs with compassion and honesty. Those aspirations have allowed your business to flourish.

S & S Coach Company understands those Aspirations. We build the best, most recognizable funeral vehicles in the industry...since 1876...We at S & S desire to help you attain your goals...We invite you to aspire to your very own S & S.



2550 Central Point Parkway
Lima, Ohio 45804

1-888-324-7895
SuperiorCoaches.com



The S&S Coach Company

Goldstein to Join Bass-Mollett's Sales Team

GREENVILLE, IL— Bass-Mollett Publishers, Inc., a leading provider of printed funeral stationery, announced that **Elliott Goldstein** has accepted their offer to become an independent sales representative in New Jersey. Elliott is filling the territory recently vacated by **Dave Garrett**, who, resigned late last year after a meaningful and successful career.

"I had the opportunity to go down to Greenville to see for myself the Bass-Mollett facility," Goldstein said. "I must say, as impressed as I was with the large operation, magnificent machinery, and sheer stock of funeral stationery and supplies, I was more impressed with the people of Bass-Mollett. It seems like the staff operates as one big family—everyone seems to be in sync with one another. I welcome the opportunity to join the team or as I see it...the family."

"Even though they are great, rewarding roles, it's challenging to fill sales representative openings," said **Dan Sheehan**, president of Bass-Mollett. Sheehan added, "It became clear early in the interview process that Elliott cares deeply about his customers and works tirelessly to help his funeral homes improve their businesses."

Goldstein added, "When I first became involved in the death care industry in 2001, funeral directors would call in an order, years later they emailed it, and now they simply text the order. It's how you do business in 2017. Furthermore, these types of connections assure our business relationship will always thrive despite the intense competition."

Elliott has been representing funeral homes for the last 17 years. He holds a Bachelor of Science degree in Communications from the College of Staten Island in New York and resides in Bergenfield, NJ with his wife, Beth and their three children.

Since 1951, the Bass-Mollett family has carried on a tradition of quality service and products to the funeral industry. Celebrating its 65th year serving the industry, the company's mission has always been to provide customized solutions to funeral directors. Now in its fourth generation of family ownership, Bass-Mollett will continue to proudly and consistently serve the funeral industry for decades to come. Visit www.bass-mollett.com for more information.



Elliott Goldstein

Bogati Urn Company Aims to Help Funeral Home/Crematory Partners Service Providers to "Shop Smarter"

SARASOTA, FL— While maximizing profit margins is always a top priority for businesses, it's not always clear or communicated how that can be achieved. In an effort to ease this challenging process in at least one aspect of business for its funeral home and crematory partners, **Bogati Urn Company** has created the Smart Shopper Program.

"There are specials we offer each and every day, and then there are offers that pop up," said **Andrea Bogard-LeBlanc**, owner of Bogati Urn Company. "The Smart Shopper Program will make it easier for those we work with to clearly see what's available at all times."

The way Bogati does that is by compiling all the company's savings opportunities in one convenient spot at www.BogatiUrns.com/smartshopper.com. The savings opportunities range from ongoing, such as case pricing and free shipping, to periodically changing, such as clearance

urns and buy 1, get 2 options. Bogati is also launching the Smart Shopper Exclusive program for those who would like to receive extra offers, which will more frequently change, by signing up for a private email list. Plus, additional savings tips will be highlighted on the website to ensure partners know the many ways they can save.

"Given the delicate nature of what funeral home and crematory customers are going through, this is truly an industry built on establishing transparent and trusted relationships. We want to take the same approach with our B2B partners." Bogard-LeBlanc said, "We understand it's a benefit to everyone involved if they make their dollar stretch and expand their bottom line."

Founded in 2004 by Andrea Bogard-LeBlanc, Bogati Urn Company offers funeral homes and crematories unparalleled service and wholesale pricing on an equally unparal-

leled 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.

Bogati Urns is headquartered in Sarasota, FL and is a proud member of several industry organizations, including the *Association of Independent Funeral Directors of Florida*; *International Cemetery, Cremation and Funeral Association*; *Florida Cemetery, Cremation & Funeral Association*; *Cremation Association of North America*; *Pet Loss Professionals Alliance*; and *International Association of Pet Cemeteries and Crematories*. For more information on Bogati Urn Company, visit www.bogatiurns.com.

Dravecky Named Homesteaders Account Executive

WEST DES MOINES, IA— **Homesteaders** vice president of field sales **Dan Lodermeier** announced that **Jamie Dravecky** has joined the company as an account executive. Dravecky, who has worked in funeral service for her entire career, will serve funeral home customers in the Chicago metropolitan area.

"Jamie's deep knowledge of funeral professionals' day-to-day experiences will be a valuable asset to the customers she serves,"

Lodermeier said. "Her expertise in funeral service and passion for the profession make her an outstanding addition to our team."

Most recently, Dravecky served as a funeral home office manager in Illinois. In addition to coordinating various aspects of funeral home operations, she worked on engagement activities for Veterans and other community groups.

After years of experience in funeral service,

Dravecky said she looks forward to applying her skills and creativity to her new role at Homesteaders. "I've held almost every position possible within a funeral home, and I understand the opportunities and challenges funeral professionals face," she explained. "I'm excited to use my experiences to help funeral professionals in my territory find creative ways to promote the value of funeral service and grow their businesses."

Dravecky lives in Island Lake, IL and is an active member of her community, including serving as a member of the board of directors for a local chamber of commerce.

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.



By Mike Jamar

Has this ever happened to you? You're lying awake at night, unable to sleep. The events of the day are swirling around in your head, and suddenly you find yourself wondering where the term "hearse" came from. Me neither. And, thanks to this article, you never will.

The word "Hearse" comes to us from the word "Wolf". How you ask? That probably wasn't your response, but I'm going to tell you anyway.

Well to start with, in ancient southern Italy, a triangular rake with iron teeth protruding underneath was known as a "Hirpex".

Here's where it gets good, he says with a straight face.

In old France, the Latin word "Hirpex" was changed to "Herce" and its meaning changed to refer to a triangular

structure, disassociating it with the rake and its teeth.

In 13th century England, the term "Herce" was changed to "Hearse". Hearse referred to the triangular framework Christians used for holding candles during certain religious ceremonies. This candle holder was an upright isosceles triangle and is a symbol for the trinity: Father, Son and Holy Ghost.

Over time, the "Hearse" started being hung over the coffin during funeral services. In the 16th century, the term further evolved, referring then to the cloth placed over the coffin during the service. A century later, it came to mean the stand on which the coffin was placed or the structure around the coffin.

Eventually Hearse came to mean the vehicle specifically designed to carry the coffin from the funeral service to the cemetery or final resting place. Originally, it was a horse drawn carriage, today it can take many forms, but mostly refers to the modern motorized vehicle.

I no longer advise people to use these facts as a conversation starter. Apparently, it makes one appear elitist and non-approachable, at least that was my take away.

Did you notice that I did not tie in how the word "hearse" came from the word for "wolf"? Well the word we started with was

"Hirpex" meaning a triangular rake with iron teeth protruding underneath. The rake's teeth reminded people of a wolf, known as a "Hirpus". The word "Hirpex" came from the word "Hirpus" or wolf. That is how the word "hearse" came from the word for "wolf". And, as Paul Harvey used to say, "Now you know the rest of the story."

Side-Note:

I really appreciate all the feedback I get on my HearseHub articles. I view constructive criticism as simply a way for me to hone my skills on my way to becoming a better writer. So keep it coming.

Also, I am always looking for article ideas. If you have any ideas at all, please email them to me at HearseHub@gmail.com.

Valley Funeral Service purchases MKT Lincoln Coach



Steve Heishman (Right) owner of **Valley Funeral Service**, Edinburg, VA, takes delivery of his MKT Lincoln Coach. Delivery made on February 27, 2017 by **Bill McKeithan** (Left) of **Crain Sales** of Albemarle, NC.

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.

Blogs Funeral Home & Cemetery News Contributors share insights and exchange ideas.
www.nomispublications.com

Phelps named Director of Sales Development

ABILENE, TX— Funeral Directors Life is proud to announce the addition of **Skip Phelps** as Director of Sales Development (DSD) for Kentucky and Ohio.

“Skip has an extensive background in the funeral profession a funeral director, preneed professional, and preneed manager at a large, multi-location organization,” said **Kris Seale**, Funeral Directors Life president and CEO. “Most importantly, he has a heart for service and for helping other funeral professionals grow and succeed in a changing marketplace. Skip will be an incredible asset to our clients in Kentucky and Ohio.”



Skip Phelps

Skip has over 12 years of experience in the funeral profession as a preneed advisor and later, the preneed manager of a large funeral home and cemetery operation. He is a licensed funeral director and holds certifications as a Life, Health, and Annuities Agent, Cemetery and Funeral Home Executive, Cremation Arranger and Crematory Operator, and Celebrant.

“Skip Phelps brings a wealth of experience to our team,” said **Kevin Gaffney**, regional sales vice president. “He has both, business to consumer and business to business experience, as well as sales management experience. Skip is an incredible team player and his heart is in this profession.”

“My primary objective as Director of Sales Development is to continue to establish relationships with current funeral home clients and preneed agents and educate them on all of the services that we have to offer,” said Skip. “I passionately believe in FDL, and think that we have the best products, marketing support, and customer service in the funeral profession.”

Funeral Directors Life, rated A- (Excellent) by A.M. Best Company, is a legal reserve life insurance company which specializes in the sale of insurance-funded preneed funerals.

Deanna Dydynski Joins Express Funeral Funding

CLARKSVILLE, IN— Express Funeral Funding (EFF), the industry’s fastest and easiest insurance assignment experts are excited to welcome **Deanna Dydynski** as marketing and public relations manager.

Dydyński will be developing marketing strategies and public relations initiatives to drive revenue and promote brand awareness. She will lead in media planning and design execution, social media campaign management, along with trade-show promotion and board-member presentations.

“We are thrilled to have Deanna join the Express Team. She brings expert guidance and a fresh perspective having such a diverse skill set,” said **Aaron Calloway**, vice president of Express Funeral Funding.

Dydyński comes to Clarksville, IN having provided nearly two years of marketing and brand development for **Thacker Caskets** in Clinton, MD. Prior to entering the funeral industry, Dydyński developed her skills with respected marketing and public relations roles at the Oklahoma City Zoo in Oklahoma City, OK and Patrick Ellis, DO, and Psychiatry and Nutritional Medicine in Norman, OK.

“It’s exciting to join a growing company with such a strong passion for the success of their employees and the satisfaction of their customers, I’m happy to build upon such a great reputation,” Dydyński exclaimed.

Express Funeral Funding is the fastest and easiest privately owned insurance assignment company in the industry. 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, offers direct payment to third parties and provides up-to-the-minute claim status. For more information on how Express Funeral Funding, visit www.expressfuneralffunding.com or call 812-949-9011.



Deanna Dydynski

BAINES

Professional Vehicles

Chicago Twin Cities

1-800-443-2773 **1-844-219-9643**

FAMILY OWNED AND OPERATED FOR OVER 20 YEARS!

2017 Platinum Cadillac Phoenix Hearse

2009 S&S Cadillac 47” 6-Door Limo

2005 Federal Cadillac 46” 6-Door Limo

2013 Eagle Lincoln Icon Hearse

2006 Eagle Cadillac Ultimate Hearse

2007 Eagle Cadillac Ultimate Hearse

2006 Federal Lincoln Stratford Hearse

2004 Eagle Cadillac Ultimate Hearse

2003 Superior Cadillac Stateman Hearse

New - Used - Leasing - Financing

4HEARSE.com



i
INFORMS

NFDA Business Bullpen

NFDA Headquarters Brookfield, WI
May 10-11, 2017

The NFDA Business Bullpen is equipped with some of the best “relief pitchers” in funeral service!

Turn business curve balls into line drives with practical advice to:

- Fill your dugout with an all-star team
- Avoid extra innings with training and time management
- Enjoy a grand slam retirement
- *And so much more!*

We’ll even take it to the field and enjoy an evening at Miller Park as the Milwaukee Brewers take on the Boston Red Sox!

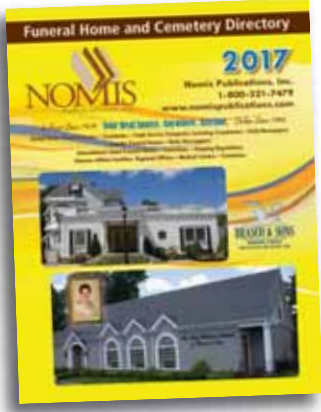
Hit a home run – register today!

nfda.org/businessbullpen





PDF Digital Directory NOW AVAILABLE
Only \$125.00 CALL 1-800-321-7479



STANDARD SIZE (8½"x11") *ONLY \$125.00*

POCKET SIZE (5"x7") *ONLY \$85.00*

- U.S. Funeral Homes
- U.S. Cemeteries
- Populations; State Boards; Air Shipping Points
- Where to Get Certified Certificates
- Canadian Funeral Homes and Daily Papers
- International Funeral Homes
- Consulates and Shipping Regulations
- Trade Service Companies
- Veterans Affairs Facilities
- U.S. Daily Papers including websites & email addresses



ONLY \$30.00

ONLY \$40.00

With The Funeral Home & Cemetery Directory

Without The Funeral Home & Cemetery Directory

Over 2000 Death Care Industry Supply Companies are listed by the product or service offered to Funeral Homes and/or Cemeteries

Also includes: Pet Funeral Homes, Cemeteries, Crematories and Supply Companies

U.S. Daily Papers including websites & email addresses

Funeral Service Education Programs

Industry Associations - national, state, local including websites & email addresses

2017 EDITIONS — NOW IN STOCK!

Publication Date October 2016

2017 FUNERAL HOME & CEMETERY DIRECTORY

(Quantity Discounts on orders of 10 or more - Call for pricing)

QTY		TOTAL
_____	2017 STANDARD SIZE (8.5" x 11") \$125.00 ea.	\$ _____
_____	2017 POCKET SIZE (5" x 7") \$85.00 ea.	\$ _____
_____	2017 DIGITAL EDITION \$125.00 ea.	\$ _____

2017 BUYER'S GUIDE

_____	\$40.00 - without The Funeral Home & Cemetery Directory	\$ _____
_____	\$30.00 - with The Funeral Home & Cemetery Directory	\$ _____

STUFFED ANIMALS

Check them out at www.nomispublications.com

_____	"I Love My Funeral Director" - Choose Animal Below - \$11.95 ea.	\$ _____
_____	"I Love My Cemeterian" - Choose Animal Below - \$11.95 ea.	\$ _____
Qty: _____	Lion _____ Duck _____ Donkey _____ Frog _____ Mouse	
_____	Cow _____ White Bear _____ Monkey _____ Moose _____ Pig	
_____	Alligator _____ Penguin _____ Brown Bear _____ Koala	

SUB TOTAL \$ _____

Up to \$40.00	add \$5.00
\$41.00 - \$85.00	add \$9.00
\$86.00 - \$150.00	add \$10.00
\$151.00 - \$215.00	add \$11.00
\$216.00 - \$300.00	add \$12.00
Over \$300.00	add \$15.00

Shipping / Handling \$ _____

(Ohio only - Sales Tax) \$ _____

FUNERAL HOME & CEMETERY NEWS

_____	1 Year (12 issues) \$25.00	\$ _____
_____	First Class 1 Year (12 issues) \$45.00	\$ _____
_____	Canada/Mexico 1 Year (12 issues) \$50.00	\$ _____

GRAND TOTAL \$ _____

MAILING ADDRESS

Name _____
 Address _____

 City _____
 State _____ Zip _____
 Phone _____
 Ordered by _____

SHIPPING ADDRESS - IF DIFFERENT

(must have physical address for UPS shipping)

Name _____
 Address _____

 City _____
 State _____ Zip _____
 Phone _____
 Ship to ATTN: _____

PAYMENT INFORMATION

Check Money Order
 MasterCard Visa American Express Discover

Card # _____
 Exp. Date _____ CID (3 or 4 digit code) _____
 Signature _____
 (Required on Credit Card orders)

RETURN TO

Nomis Publications, Inc., PO Box 5159, Youngstown OH 44514
phone 800-321-7479 fax 800-321-9040 www.nomispublications.com



Previously published as The National Yellow Book of Funeral Directors, Cemetery Directory and Catalog of Funeral Home and Cemetery Supplies

PO Box 5159 Youngstown OH 44514 800.321.7479 fax 800.321.9040
info@nomispublications.com www.nomispublications.com



Stylish Lecterns for Every Speaking Need Enhance Meaningful Funeral Services

By Don Roth, CEO, AmpliVox Sound Systems

When planning funerals, clergy and family members spend long hours finding the perfect words to express their feelings. Sharing memories and tributes is a significant part of the healing process for the family, bringing comfort to them and all who attend the service. It is vital,



Non-sound lecterns are available in a wide variety of materials and styles to complement any décor.

then, that funeral homes and other service sites provide reliable, easy-to-use sound equipment so that messages can be shared with clarity.

Different venues – large sanctuaries, intimate funeral homes, and cemeteries – require different approaches in style, power, and mobility. Lecterns and portable sound systems deliver advanced technology, including Bluetooth® streaming, to amplify sound and allow music and other media to be controlled directly from familiar handheld devices. An investment in the right equipment today will ensure years of meaningful services for your clients.

Non-Sound Lecterns Combine Functionality with Great Style. Many purposes in your funeral business can be fulfilled by elegant lecterns without sound systems. They can be used effectively in smaller service spaces, and perform well in lobbies or reception areas to hold programs, guest books, and other materials. Décor choices can include an even wider variety of lectern styles. Transparent acrylic lecterns, in crystal clear or tinted finishes, provide a distinctive focal point. Elegant contemporary styles are available in a wide range of finishes to complement any space. Many can be customized with logos or religious imagery for a unique look.

Helpful Hint: Before you purchase a portable sound system. For the best versatility and mobility, look for systems that can run on either AC or battery power for up to 10 hours. Availability of power outlets, size of venue, importance of music, and ease of transportation are all factors that will determine the best portable sound systems for your needs.

Sound-Equipped Lecterns for Indoor Services. Today's presentation lecterns combine elegant design with advanced audio technology. Materials including wood laminate finishes, veneers, and solid hardwoods provide options to complement the décor of any venue. Inte-

grated sound systems with onboard microphones and dashboard controls make it easy to adjust volume and other settings.

Height adjustability is an outstanding new development in lectern design, allowing speakers of any height to use the lectern comfortably. Silent electric lift mechanisms make height adjustments easy



Traditional wood lecterns with powerful integrated sound systems enhance indoor funeral services. Lecterns can even provide height-adjustability to ensure the comfort of all speakers.

photos. Multimedia lecterns make it easy to incorporate external devices like projectors and computers, with integrated shelves, power and USB outlets, Bluetooth® connectivity, and convenient device storage. This increased functionality can all be accomplished in elegant, traditional furniture styles to complement your funeral home setting.

Portable Sound Equipment for Gravesite Cemetery Services. Communication is particularly challenging for outdoor services, but no less meaningful for the partici-



Don Roth

and unobtrusive. Other appealing features include built-in reading lights, spacious reading surfaces, and interior shelves for water or storage. Concealed rolling casters make it easy to move and position the lectern without detracting from the lectern's appearance.

Services can also be greatly enhanced with multimedia presentations, including music, video, and slide-shows of treasured family



Multimedia lecterns allow families to easily incorporate pictures, music, and other elements in their services.

CONTINUED ON PAGE B11

BAINES

Professional Vehicles

Chicago

Twin Cities

1-800-443-2773

1-844-219-9643

FAMILY OWNED AND OPERATED FOR OVER 20 YEARS!



2010 Eagle Cadillac Echelon Hearse



2010 Eagle Cadillac Elite Hearse



2010 Eagle Cadillac Ultimate Hearse



2010 Eagle Cadillac Ultimate Hearse



2009 Eagle Cadillac Ultimate Hearse



2009 Eagle Cadillac Elite Hearse



2009 S&S Cadillac Medalist Hearse



2008 Superior Cadillac Statesman Hearse



2001 Eagle Cadillac Ultimate Hearse

New - Used - Leasing - Financing



4HEARSE.com



751 North Lincoln Ave., Fremont, Nebraska (800) 776-9444



2017 Cadillac Heritage by Federal Stock#0001



2015 Cadillac Renaissance by Federal Stock #0783



2007 Lincoln Hearse by Eagle Stock #4806



2005 Lincoln Limousine Stock #8453

Your Authorized



FEDERAL INTELLIGENT BY DESIGN

Dealer



AUGUST 16-18, 2017
at the Grand Hyatt New York

The preeminent gathering of cremation and memorialization specialists in North America. Enjoy seminars and workshops focusing on everything from business marketing for memorialization to correct crematory procedures. Exhibits showcase an assortment of the latest products and services from top industry vendors. Join us for education and networking that can make a real difference for your business and your career.

REGISTER TODAY: www.CremationAssociation.org

99TH ANNUAL CREMATION INNOVATION CONVENTION



Digital Directory NOW AVAILABLE
Only \$125.00 CALL 1-800-321-7479
Visit www.nomispublications.com

Unity Financial Life Tests Disaster Recovery Plan

CINCINNATI, OH— Unity Financial Life Insurance Company recently tested its Disaster Recovery (DR) Plan. DR involves the policies and procedures that enable the recovery of data and infrastructure following any disaster. In short, if the employees of Unity Financial Life are not able to use their normal office space, for whatever reason, they have a backup office to go to and none of their data will be lost. The late December 2016 test clearly demonstrated that prompt disaster recovery of the company's systems and databases, at the backup data center in Columbus, OH is possible. The migration of systems back to the main data center also proved

to be successful. Despite a snowstorm on the day of the test, employees were able to effectively work in a different building that had been set up properly beforehand. Although it is necessary to have a back-up office, employees are hoping there is not a need to use it again anytime soon. Unity Financial Life continues to be one of the fastest growing national pre-need 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. The company can be reached at www.ufflife.com or 877-523-3231.

ASD's MobileFH™ Feature Awarded Patent

MEDIA, PA— On February 28, 2017, the United States patent office issued ASD— Answering Service for Directors an official patent for the company's MobileFH™ feature. MobileFH™, an innovative telecommunication solution that allows users to control their outgoing caller ID, was developed by ASD's in-house technology team specifically to enhance communications between on-call funeral directors and the families they serve.

For years, funeral professionals have needed a solution for the communication problems they experience when using cell phones for business calls. MobileFH™ resolves these issues by giving directors control over their outgoing caller ID. Directors can easily conduct business away from the office while keeping their personal numbers private. Rather than blocking their caller ID and unintentionally insulting someone,

ASD clients can use MobileFH™ as a discreet tool to keep their professional and personal lives separate. Families recognize incoming calls from the director and know what number they should use to call the funeral home. These combined benefits help protect new opportunities by reducing response time and eliminating the risk of miscommunication.

To activate MobileFH™, directors can simply tap on any phone number within ASD Mobile, tap on the funeral home number and the call will be connected displaying the funeral home's phone number as the outgoing caller ID. The proprietary technology introduced by MobileFH™ also allows funeral directors to record these calls for future reference. "We are thrilled to receive an official patent des-



ignation that identifies the unique and revolutionary technology introduced by MobileFH™," says ASD vice president and family-member owner, Kevin Czachor. "Before this technology was invented, on-call funeral directors had few choices when it came to returning calls. We developed MobileFH™ while brainstorming ways we could use our technical resources to provide funeral directors with much needed freedom when using their cell phones. By recording these calls, directors also have a detailed backup of their conversations with

CONTINUED ON PAGE B11



Roberts & Downey
Chapel Equipment, Inc.



Argenta, IL 62501 • 800-331-9093 • robertsanddowney.com



Large Baby Bier/Cremation Altar as the base of the Urn Carrier, offers multi-purpose functionality. The enclosed Urn Carrier provides a way to present the cremains in a more formal manner for the funeral service.



For over thirty years Rick and Elizabeth Roberts, owners of Roberts & Downey, have been supplying the funeral industry with superior quality handcrafted hardwood chapel furniture, on a custom built to order basis.

Your authorized Howard Miller, Hekman and Woodmark dealer.

Pierce Sales Reps Honored

BROADVIEW, IL— Pierce Chemical was honored to present sales achievement awards to four regional sales representatives and one distributor at their annual Sales Meeting recently held in Houston, TX.

Jason Thornhill was awarded the distinguished Bill Pierce Award, given to one who demonstrates exemplary professionalism and above-and-beyond efforts. Jason was recognized for his positive, can-do attitude and dedication to his customers, helping them solve their embalming-related problems. Jason covers the states of Georgia and Florida.

Ryan Lee earned three awards, an outstanding achievement particularly as one of those was the 2016 Rookie of the Year award. Ryan has been a sales representative for the states of California, Hawaii and Nevada for just over one year, yet grew the territory so quickly that he also won Top Memorial Book Sales Growth and Top Sales Growth Overall, increasing overall sales by thirty percent.

David Hicks, who covers the states of Ohio, Kentucky and West Virginia, was given the award for Top Cosmetics Sales Growth in 2016.

Don Summers achieved the 2016 Top Urn Sales Growth award. Don's territory is the state of Texas.

American Wilbert Vault Corp, based in Bridgeview, IL received the 2016 Top Distributor Sales award. Pierce has distributor organizations in certain markets.

"Outstanding sales growth does not happen by itself and these achievements illustrate the professionalism and perseverance of all who earned these awards," said Lance Ray, COO and executive vice president of Pierce. "It's the focus on their customers that provides their motivation and drives their success – that is truly what we're celebrating with these awards."

For more information on Pierce, visit www.piercechemical.com.

Sonya, Bar Stool by Hekman Furniture

ZEELAND, MI— Committed to being on the cutting edge of what the customer wants, Hekman has introduced a six-piece collection of counter and bar stools. These stools are well-suited for pub tables, coffee bars or casual seating at counters. Fabric selections range from beautiful residential to extra-durable contract grade. There are also four different stain finishes to choose from to compliment any decor.

MaryAnne Scheuble, Hekman sales director for **Cressy Memorial** says, "The taller height makes it easy for people to 'slide in' and is especially convenient for people with knee or back issues. As always, with a Hekman product, you can rest assured they're built to last."

Hekman Furniture opened their doors 1922 in Grand Rapids, MI and was named after the founding Hekman brothers. Crafted in old-world traditions, the furniture line's



Sonya Bar Stool

Adrienne Bar Stool

name became synonymous with 'quality'. In 1970, Hekman was purchased by **Howard Miller Clock**. Together these companies offer premier craftsmanship using hands-on techniques. For more information, visit www.hekman.com, email MaryAnne@cressymemorial.com or call 866-763-0485.

Stylish Lecterns for Every Speaking Need Enhance Meaningful Funeral Services

Continued from Page B9

portable sound systems solve this problem by providing powerful amplification in compact, mobile packages. These systems can also be useful in indoor settings without an established sound system or sound-equipped lectern.

Portable sound systems are available in a wide variety of sizes and power ranges. Portable systems can be remarkably compact: for gravesite settings, consider briefcase-style units that contain speakers and amplifiers, with sound coverage up to 1000 people. More powerful systems, with expanded coverage and added features like Bluetooth® and multiple microphones, transport easily on wheels with luggage-style handles. Many systems can be set on tripod stands to increase their coverage.

Away from the gravesite, sound systems can also create safer, more efficient operations as mourners move through the funeral events. Funeral staff members can rely on convenient handheld megaphones to direct large groups of people and make announcements about processions and other transitions.

Today's megaphones are lightweight and powerful, with rechargeable batteries that run for hours on a single charge.

Look for products that include a battery indicator light to ensure that the megaphone is ready to go when needed. There are even megaphone products that combine with illuminated traffic wands to maximize visibility and safety.

Sound system products bring people together. Whatever sound products you select, the main goal is to make it easier for families to communicate, share stories, and support each other. Attractive lecterns set the scene for dignified, respectful gatherings, and reliable, easy-to-operate sound equipment creates seamless experiences. Choosing the right products will make all the difference to your clients and their guests who may rely on you for services in the future.

Don Roth is the owner and CEO of AmpliVox Sound Systems, which engineers, designs and manufactures a wide array of sound and presentation furniture products. Don has been a featured writer in Religious Product News, HCO Magazine, FSR Magazine and many other publications. In 2016 AmpliVox was awarded Business of the Year by the Northbrook Chamber of Commerce, and awarded Top Honors in the Astor Awards for Homeland Security. Contact Don at droth@ampli.com.

ASD's MobileFH™ Feature Awarded Patent

Continued from Page B10

families. This is just another example of the ways ASD helps provide our clients with a competitive advantage with solutions that can't be found anywhere else."

MobileFH™ was recognized with the 2015 *NFDA* Innovation Award, an honor that is given annually to a funeral service vendor whose product or service exemplifies creativity, innovation and excellence. The feature has become one of the most popular mobile tools available to the funeral profession, with more than 14,000 MobileFH™ calls per month.

"I have an out-of-area phone number. The ability to call families back with my location's caller ID showing ensures that everyone I call will pick up the phone, thus improving my communication with the families I serve," explains **Anne Christ**, funeral director at **Bradshaw Funeral and Cremation Services** in Saint Paul, MN. MobileFH™ is registered under Patent

No. 9,584,663. In addition to MobileFH™, ASD also holds patents for three other telecommunication solutions: First Call Connect™, Solicitor Shield™, and an Aural Volume Feedback tool that is used by ASD internally for quality control.

ASD—Answering Service for Directors has created a new class of answering service for the funeral profession. Family owned and operated since 1972, ASD blends state-of-the-art technology with an extensive, 6-month training program focusing on compassionate care. The company's custom-built communication systems and sophisticated mobile tools were designed solely to meet the needs of funeral professionals. By offering funeral directors unmatched protection for their calls, ASD has redefined the role of an answering service for funeral homes. For more information, visit www.myASD.com or call 1-800-868-9950.



New Memorials Direct Introduces Votive Candle Holders

GIG HARBOR, WA— **New Memorials Direct** is providing families with a special way to memorialize their loved one or pet with votive candle holder urns. The ritual of lighting a candle to pay tribute to a life 'passed' has long been a part of our culture. Keeping a light burning in remembrance signifies that the memory still lives on and burns bright. It is a ritual that promotes reflection and peace.

New Memorials Direct offers colorful options in both a full size square cremation candle holder urn as well as a smaller cylindrical sharing size. Both urn sizes feature a simple yet elegant design. The brass fitted top and bottom make a striking contrast to the deep rich interior color in matte finish. There are four beautiful colors to choose from: espresso, sage, scarlet and violet. Urn access is from either top or bottom with secure threaded screw closures. Padded feet are also affixed to the bottom of the urn. The urns can be personalized in many different ways ranging from elegant text engraving to actual baby foot prints.

Votive candle holder urns make excellent thoughtful memorials that truly come from the heart. Families will feel comforted when they light one of these candles



Scarlet Votive Candle Holder Memorial Urn with engraved baby foot prints

in memory of their loved one. For more information call 877-995-8767 or visit www.newmemorialsdirect.com.

MODERNIZE YOUR EXISTING COACH

AFTER

BEFORE

AFTER

BEFORE

COST EFFECTIVE (74% SAVINGS) EXTERIOR BODY CONVERSIONS

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!

CALL FOR SPECIALS ON THE XTS CONVERSION

SALES: 800.921.1004
SUPPORT: 314.484.3612
EMAIL: WSLIMO@AOL.COM
WEBSITE: WOLFLIMO.COM



**SUBMIT
YOUR NAME
FOR OUR**

**CAREER
DEVELOPMENT
AWARDS**

NEW THIS YEAR Up to 60 Career Development Awards are available to all licensed funeral directors. An award underwrites your registration fee for a single NFDA Cremation Certification, Arranger Training or Certified Preplanning Consultant seminar of your choosing. Names are drawn in April, June and October, and if selected, you will have one year to redeem your award.

LEARN MORE:

FuneralServiceFoundation.org



Career Development Awards are part of our Foundation '45 Awards, which can help you unlock your potential and take your career to the next level.

Like Us Follow Us @FSF1945 1-877-402-5900

hearsehub.com **ONE STOP SHOPPING**
for new and used professional coaches and limousines

Free Ryan

IMSA members get a free hour of consultation with social media maven Ryan Thogmartin of Disrupt Media, plus other acclaimed industry experts in marketing, law, finance and business. All this and much more for just \$175 annual membership. **Join, unite and thrive.**

Empowering Cemetery & Funeral Service Suppliers

www.IMSA-Online.com



Aeon Manufacturing Expands Powder Coating Facilities

HARBOR CITY, CA—Aeon Manufacturing, a leader in death care products recently completed installation on an overhead conveyor powder coating system incorporating it into their current manufacturing facilities. This new system will be capable of handling both automated and batch oven type production. “We at Aeon our excited about implementing the powder coating process due to the fact that it far exceeds the durability of

wet painting while conforming to the strict air pollution standards of the Los Angeles Air Quality Management District,” stated **Scott McCampbell**, president of Aeon.

Aeon will now be implementing this new technology particularly on its outdoor cemetery products and specialty/custom products. For more information, call 310-534-0720, visit www.aeonmfg.com or like them on Facebook.

FuneralScreen Premieres Interactive Digital Memorials

Continued from Page B1

now have the potential to preview their services, design customized displays and directories; providing greater interactivity throughout their homes.”

Families have now adapted to flat screens and mobile devices in their homes and lives. For funeral homes, those seeking comfort for a loved one now appreciates seeing modern technology as a memorial. This is where FuneralScreen and funeral homes across the nation are taking steps to accommodate with an innovative combination of products and services. FuneralScreen offers an entire suite of digital display products and services for funeral homes. Choose from a selection of digital directory signs and personalized custom framing blending perfectly with your funeral home’s interior design. Professional installation, maintenance and design services make each funeral home professional and warm to families. FuneralScreen is a truly thoughtful approach to the modern funeral homes.

FuneralScreen is the industry standard in modern

funeral home digital signage technology. A winner of the *NFDA* Innovation award, FuneralScreen has been acknowledged by the

industry and funeral homes nationwide. FuneralScreen and its products may be seen at www.funeralscreen.com.

Versatile Avaseo® Display Products



FICHTENBERG, GERMANY— Avaseo® by **Sigmund Produktdesign GmbH** in Germany, offers a wide range of high quality and versatile products that allows customers to create individual decorative arrangements for their business, church or chapel.

Each product, which includes display columns, lecterns, high tables, display vases and square cemetery vases, are made in modular assembly system that’s easy to use, transport and store. The decorative rings and bases are interchangeable and come in a variety of designs and patterns. For more information, visit www.avaseo.de.

Looking to purchase your own business or recruit help?
Selling a funeral business, hearse, limousine or business equipment?

It's in the

FUNERAL HOME & CEMETERY NEWS



Previously Published as the YB News • Still the Place for Your News!

Classifieds

To place your ad in the Funeral Home & Cemetery News, complete the form below. Rates shown are for ads containing 50 words or less. For larger ads write, call or e-mail to receive quote. Deadline is the 5th of the previous month of publication. All ads will also appear in the Classifieds Online, including E-mail or Website links if applicable. Online advertising will appear on our website at www.nomispublications.com within 5 working days from receipt of ad and payment. Sorry, no refunds are given for ads cancelled after appearing in the Online Classifieds.

1 Issue \$55.00 _____
 Online Photo \$20.00 _____
 Online and In Print Photo \$35.00 _____
 Ad Border \$5.00 _____
 Reply Number \$10.00 _____
 Color Background (includes ad border) \$10.00 _____
 TOTAL _____

3 Issues \$140.00 _____
 Online Photo \$35.00 _____
 Online and In Print Photo \$65.00 _____
 Ad Border \$15.00 _____
 Reply Number \$30.00 _____
 Color Background (includes ad border) \$30.00 _____
 TOTAL _____

Classified Categories:

- Antique Cars/Equipment
- Business Equipment
- Business Opportunities
- Consultation Services
- Funeral Business For Sale
- Funeral Business Wanted
- Hearses/Limousines
- Help Wanted
- Miscellaneous
- Position Wanted
- Wanted To Buy

Name _____
 Address _____
 City _____ St _____ Zip _____
 Phone _____
 M/C Visa AmEx Discover Check
 Card # _____ Exp. Date _____
 CID (3 or 4 digit code) _____
 Signature _____

Required on all orders

Ad copy:

ORDER ONLINE
 SAVE an additional 20%
 Enter Promo Code
 NOMIS17

If photo option has been chosen, please attach a quality photo or e-mail jpg file, resolution 72 dpi for online only or 300 dpi for online and in print to: cindy@nomispublications.com subject line: *Classified Ad Photo*

Free Online Link(s) - Complete if Applicable

E-mail: _____
 Website: _____

Return to: Nomis Publications, Inc., PO Box 5159, Youngstown OH 44514
800.321.7479 • Fax 800.321.9040 • www.nomispublications.com

Order online at www.nomispublications.com

When Only the



Shown with optional Extension Table and Portable Enclave. Integrated Enclave standard with regular floor.



800-537-2963 • WWW.EAGLECOACHCOMPANY.COM

Best Will Do...

The Eagle Cadillac Echelon represents the highest evolution in innovative design and styling and is the flagship of Eagle Coach Company's product offerings. With contemporary and distinctive body lines, a full-painted roof and body, and a glass skylight, the Eagle Echelon surpasses all expectations.



2017 CADILLAC XTS
EAGLE ECHELON

Find us on:
[facebook](#)



EAGLE COACH COMPANY

Shipping DIRECTORY

RATES: 1" ad \$320 • 2" ad \$490 • 3" ad \$645 • 4" ad \$745 • 5" ad \$860

All Shipping Directory ads run for 12 months and are to be prepaid. Deadline is the 5th of the previous month. Ad rates are for camera ready copy.

Mail to: Funeral Home & Cemetery News, PO Box 5159, Youngstown, OH 44514 • 800-321-7479 • Fax 800-321-9040 • info@nomispublications.com

INTERNATIONAL


INTERNATIONAL

Continued


DISTRICT OF COLUMBIA

Continued

Rest Assured.



800-604-9576
www.internationalmortuaryshipping.com



Fast, Reliable Domestic and International Service



Perches-La Paz
SHIPPING SERVICES AND CREMATIONS

A Latino Funeral Director will help you make arrangements with your Latino families. Call us

SHIP-OUTS TO ANY CITY IN MEXICO SINCE 1958

El Paso, TX 3331 Alameda Ave. Tel. (915) 532-2101 Fax (915) 532-2780	Las Cruces, NM 555 W. Amador Tel. (575) 526-6891 Fax (575) 526-4328
--	---

Juárez, México
Av. Lopez Mateos #123
01152-656-6132131

perchesfuneralhomes.com
lapazfuneralhomes.com
grupoperches.com
Salvador Perches [F.D.I.C.]
"Let us help you in your time of need"

E.C. Whitaker's
FIRST CALL SERVICES
PROFESSIONAL MORTUARY TRANSFERS
EMBALMING • SHIPPING
301.322.4696
www.whitakersfirstcall.com
PROMPT & PROFESSIONAL STAFF • MODERN VEHICLES

FLORIDA

SCARANO SHIPPING

When you select Scarano Shipping you receive prompt, personal service without the risk.

- First-rate, on-site embalming procedures that ensure remains arrive from Florida in quality condition.
- The promise that you will never lose your rightful casket sale to a Florida funeral home.
- One guaranteed price without the risk of hidden charges, add-ons or extra fees.

- NO CASKET SALE -
24 hours a day, 7 days a week
Joe Scarano will answer your call personally!

1-800-423-5901
Family owned and operated



Joseph A. Scarano
Owner



Anywhere in Florida!




When your reputation is on the line, use **Inman Shipping Worldwide.**

We have over 35 years of experience in bringing loved ones home for ceremony.

800.321.0566

www.inmanshippingworldwide.com

COLORADO

FIRST CALL & FUNERAL DIRECTOR'S SERVICE



- Largest transport service in Colorado
- Compassionate, professionally dressed staff
- Immediate response
- Transfer anywhere in the U.S.
- Trade service only, no public sales
- Cremation, embalming, DC/permit filing, storage and transfer
- CANA certified, fully bonded and insured

One call for all your transport and trade needs.

First Call & Funeral Director's Service
1849 S. Acoma St. Denver, CO 80223
Phone: 303.777.0190
Fax: 720.570.0681 • E-mail: firstcallofco@gmail.com

Orlando

Serving ONLY the Central Florida Area.

So you can tell your families, "Yes, I have a friend there!"

ROBERT BRYANT
A shipping service you can depend on.

toll free **877-SHIP2YOU**
Shipping or Cremation 877-744-7296
24/7

Family Owned and Operated.
A Robert Bryant Funeral and Cremation Chapel
321 E. Michigan Street, Orlando, FL 32806

DISTRICT OF COLUMBIA

Order Your Favorite Animal Today!



www.nomispublications.com
or 1-800-321-7479

DREW REMOVAL SERVICE
(703) 772-0730 • (301) 218-4329

CALL US WHEN YOUR IMAGE MATTERS...
SERVING WASHINGTON DC • MARYLAND • NORTHERN VIRGINIA

- Embalming • Ship-Outs • Removals
- Refrigeration • Transport up to 400 Miles
- Dulles Airport • BWI Airport • Reagan Airport
- Complete Shipping starting at \$795.00 (Excludes Airfare and Permit Fees)

NOT A PUBLIC FUNERAL HOME
TODD W. DREW, LICENSED DIRECTOR & EMBALMER

KENTUCKY



CENTRAL KENTUCKY FUNERAL TRADE SERVICES
PHILLIP WILMOTH, OWNER
"CARING - QUALITY - PROFESSIONAL"

LOCAL: 859-536-3319 TOLL FREE: 855-491-3648

Central Kentucky's Most Trusted and Reliable Embalming & Mortuary Service

Family Owned and Operated Company

Not affiliated with a funeral home. No casket, vault or service sales.

Local and Long Distance Removal, Embalming & Transportation.

Death Certificate Preparation in Kentucky and Ohio Available.

Cremation services available.

Complete Normal Ship-Out \$550

No Additional Charges for Holidays or Weekends.

SHIPPING DIRECTORY IS CONTINUED ON NEXT TWO PAGES

Shipping **DIRECTORY** CONTINUED

MARYLAND

DREW REMOVAL SERVICE (301) 218-4329
SERVING WASHINGTON DC • MARYLAND • NORTHERN VIRGINIA
SEE OUR AD IN DISTRICT OF COLUMBIA

NORTH CAROLINA

RALEIGH - DURHAM - CHAPEL HILL - BURLINGTON

30 YEARS **DIRECTOR SERVICES**
SERVING NORTH CAROLINA & NEIGHBORING STATES
EMBALMING • REMOVALS • SHIPPING
TRANSPORT • CREMATION SERVICES

AFFORDABLE SERVICES

SERVING
GREENSBORO - RALEIGH - CHARLOTTE
AIRPORTS

336-751-3111 **DS** **336-679-8871**
336-655-9654 CELL 336-751-1107 FAX

LET US BE YOUR CAROLINA CONNECTION
Providing Quality Service for the Funeral Director for over 30 Years

GREENSBORO - WINSTON SALEM - HIGH POINT - MOCKSVILLE

ASHEVILLE - MORGANTON - HICKORY - STATESVILLE
MOORESVILLE - WILKSBORO - MT AIRY - BOONE - ELKIN

OHIO

When That Removal Is More Than You Can Bear...

Bariatric Removals (Morbidly Obese Decedents)

- Our equipment can handle any size individual
- Trucks are equipped with hydraulic lifts
- A Med Sled is used to aid in home removals
- Our custom built bariatric cart is 40" wide and can handle well over 1200 lbs.
- During transport, the cart is anchored by heavy duty ratchet straps
- A walk behind lift assists in casketing decedents and also loading oversized caskets onto the vehicle for interments

We Have Your Back

PROFESSIONAL TRANSPORT SERVICE, LLC
440.223.7474
www.protransportservice.com

"Caring for your most difficult cases"
Prompt 24 Hour Service • Local & Long distance

YOUR AD HERE
CALL 1-800-321-7479

PENNSYLVANIA

Fenco Services, Inc.
Serving Pittsburgh and the Industry since 1963

Removal, embalming and permit \$485.00

Embalming, Air Tray and transport to Pittsburgh Airport \$765.00

Direct Cremation \$450.00

Specializing in long distance ground and air transportation

We are TSA Indirect Air Carriers (IAC) - booking domestic and international flights

Call Toll Free for long distance quotes
1-877-810-9177

SOUTH CAROLINA

Providing Excellent Service Since 1995

Carolina Funeral Services
SERVING ALL OF SOUTH CAROLINA

Removals
~
Embalming
~
Transportation
~
Graveside Directing

(877) 808-3841

SPROW MORTUARY SERVICES

1-800-604-9576
24 Hour Service

PROFESSIONAL SERVICES FOR FUNERAL DIRECTORS

TENNESSEE

Nashville Funeral and Cremation
Serving Nashville and Middle Tennessee

Downtown - Convenient to Medical Examiner, all Major Hospitals and Vital Records

On-site Crematory
Trade Services - Shipping

210 McMillin Street (615) 256-1605
Nashville, TN 37203 www.CallNFC.com

SHIPPING DIRECTORY IS CONTINUED ON NEXT PAGE

NOMIS PUBLICATIONS, INC.

FUNERAL HOME & CEMETERY NEWS

SUBSCRIPTION

ANNUAL SUBSCRIPTION

\$25.00 Subscription
 \$45.00 First Class
 \$50.00 Canada & Mexico
 \$65.00 Outside North America

Name _____
Address _____
City _____
State _____ Zip _____
Phone _____
Signature _____

Master Card, Visa, American Express and Discover Orders:
1-800-321-7479
Fax 1-800-321-9040

Return To:
NOMIS PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS
PO Box 5159, Youngstown, OH 44514

Subscribe Online at www.nomispublications.com

Shipping **DIRECTORY** CONTINUED

TEXAS



Global Mortuary Affairs, LLC
 Shipping Domestic/International
 Serving the State of Texas and Mexico
 TSA Certified Cargo Screening Facilities at
 Dallas/Ft. Worth (DFW/DAL) - Houston (IAH)
877.216.2708
www.trustgma.com

WEST VIRGINIA

Removals - Transportation - Shipping
 Embalming - Funeral Directing - Cremation



Brown
 PROFESSIONAL SERVICES
Prompt - Professional - Reliable

Charleston-Huntington-Beckley-Logan-Williamson-Madison-Danville
www.brownsvc.com
 Mobile 304-688-6208
 Toll Free 888-253-0944
 Fax 304-239-0928

Jeremy D. Brown
 Funeral Director - Embalmer - Owner

AFRICA *Continued*



Privately Owned
TOS Funerals
 ...harmonizing Life and Death

www.tosfunerals.com
Taiwo Ogunsola, Managing Director
 24 Hour Tel: Gbagada +2341-8505666
 Ikeja +2341-2911501
 Alausa +2341-2955665
NIGERIA AFRICA

AFRICA



**NYARADZO FUNERAL
 SERVICES**

Mavis M. Mataranyika, General Manager
 Tel/Fax 263-4-764309 / 250413
 263-4-796329
 Cell 263-772-220-979 / 0712-886-483
 120 Herbert Chitepo Ave • PO Box 3250
 HARARE ZIMBABWE AFRICA
www.nyaradzofs.co.zw

Rest Assured.



IMS | INTERNATIONAL
 MORTUARY
 SHIPPING, LLC

800-604-9576

www.internationalmortuaryshipping.com

Fast, Reliable Domestic and International Service

**TO PLACE YOUR
 AD HERE CALL
 1-800-321-7479**

Visit our website

www.nomispublications.com



FUNERAL HOME & CEMETERY

NEWS

online

Featuring quick links to

Death Notices, Feature Articles, Monthly Columns, News Alerts,
 National RSS Feeds, Online Classifieds, Calendar of Events



Death Notices
 powered by tributes



**ONLINE DIRECTORIES: FUNERAL HOMES – CEMETERIES
 DAILY NEWSPAPERS – BUYER'S GUIDE**

Classified ADS

Rates

1 Issue(up to 50 words) \$ **55.00**
 Add Photo \$ **35.00**
3 Issues.....(up to 50 words) \$ **140.00**
 Add Photo \$ **65.00**

ADDITIONAL COSTS PER ISSUE

Additional Words..... \$ **.30**
Box Reply Number \$ **10.00**
Boxed Border..... \$ **5.00**
Color Background \$ **10.00**
 (Color Background Includes Boxed Border)

All ads appear online at www.nomispublications.com

Mail to:



FUNERAL HOME & CEMETERY NEWS

PO Box 5159, Youngstown, Ohio 44514

Fax to: 1-800-321-9040
 Call: 1-800-321-7479

E-Mail: info@nomispublications.com

Order online at:
www.nomispublications.com

New!
 Funeral Business
 Real Estate Website
 Buy/Sell Nationwide!



One Stop Shopping for New & Used Professional Vehicles!

GET A JUMP ON YOUR CLASSIFIED ADVERTISING

To place an ad or to view ads prior to publication in the

Funeral Home & Cemetery News, visit our website at

www.nomispublications.com



Prices Subject to Change without notice. No Refunds.

DEADLINE IS THE 5th OF THE PREVIOUS MONTH

PLEASE NOTE:

We do not take responsibility for our boxholders. We hope they will respond promptly in a responsible manner. PLEASE! DO NOT ask us to contact Boxholders. Contact can only be made in writing. NO information will be given regarding boxholders.

The Funeral Home & Cemetery News does not guarantee that the items, positions or services advertised are still available, or that the person inquiring about the ad will obtain a response.

DEPARTMENT INDEX

Antique Cars/Equipment.....	1
Business Equipment.....	2
Business Opportunities.....	3
Consultation Services.....	4
Funeral Business For Sale.....	5
Funeral Business Wanted.....	6
Hearses/Limousines.....	8
Help Wanted.....	9
Miscellaneous.....	10
Position Wanted.....	12
Wanted to Buy.....	13

Antique Cars/Equipment 1



1964 Fxible Buick Premier Combination - Rare Model Restored 2008 - Very nice condition with perfect chrome and no rust - 55,000 miles - Additional photos available. Contact walt@byerly-lindsey.com. 1FMA

Business Equipment 2

Cool-Pak Morgue Coolers
www.daeco.net
813-264-2273 2FMA

FUNERAL SUPPLY STORE
SAVE 20% ON FERNO & JUNKIN
FINANCING FOR ALL YOUR FUNERAL EQUIPMENT

- FERNO MINI MAX SAVE 20%
- FERNO MAX SAVE 20%
- FERNO 24 COT SAVE 20%
- JUNKIN MC-100A COT SAVE 20%
- JUNKIN MC-100A-HD HEAVY DUTY COT SAVE 20%
- CHURCH TRUCKS FROM \$495.00
- CASKET FACIAL LAMP \$184.00
- CASKET SPRAY FLORAL RACK \$284.00
- BONELLA & CROMO PRAYER CARDS SAVE 30%

Phone (800) 392-2936
www.funeralsupplystore.com 2CA

CREMATION EQUIPMENT FOR SALE: New cremation equipment, processors, power casket lift tables, parts and service. Pre-owned cremation equipment when available. Phone: (407)620-2897. Email terry@universalcremationequipment.com. 2MAM

Funeral Business For Sale 5

Albuquerque, NM - Well established completely turnkey mortuary service and funeral establishment with excellent reputation. Includes buildings, rolling stock, FFE and supplies. Exceptional opportunity for a funeral professional wishing to get established in a good-sized city. Owner can help with financing. **Emailed interest may be sent to craig@directorschoiceofnm.com** 5CMAM

70 year old family owned turnkey funeral profession with owners suite and an apartment for rental or employee located in NE Oregon for sale. For PDF brochure e-mail bolmanfh@frontier.com. 5MAM

Funeral Home Business for Sale in Picturesque Portsmouth, New Hampshire. Well established, family owned and operated for generations, the J. Verne Wood Funeral Home, Inc - Buckminster Chapel is located in the heart of historic and quaint Portsmouth, NH. This is an opportunity to own a piece of New Hampshire seacoast history dating back to the 19th Century. Uniquely New England, this beautiful property boasts Victorian style and charm just minutes from the Portsmouth Traffic Circle. The business includes two chapels, a parking lot, two owner/staff apartments, and a three car garage. **Serious-minded inquiries only may be directed to Attorney John P. McGee, Jr. at (603) 436-5360.** 5AMJ

Royal Coachworks, INC.
 "Specialists in Funeral Coach Conversion Work"
 Hearses - Limousines - Conversion Coaches

CALL FOR Special Deals! 2006

Eureka Cadillac Coach w/oval window & 2 matching 6-dr Limos White with blue leather interior
This Elegant set has the same body style as the 2011 and is larger than the newer XTS vehicles!

Hearses
 New! 2016 Superior Lincoln Diplomat Coach, Triple Black, Beautiful!
 2008 Superior Cad Statesman Coach, dk blue, oval windows, Sharp! Like New!
 2004 Eureka Cadillac Onyx Coach, black, Elegant!
 2003 Superior Cadillac Statesman, black, Very Clean!
 2001 Superior Cad Sovereign, Comm Glass, dk blue, only 37k miles! Gorgeous!
 2001 Cadillac Federal Heritage Coach, silver w/black top.
 2000 Superior Cadillac Coach, dk blue, Sharp.
 1999 Cadillac Federal Heritage, black, Very Clean.
 1996 Superior Chevrolet Chancellor Coach, black, Sharp!
 1996 S&S Cadillac Coach, black, Runs Great.
 Two - 1994 Superior Cadillac Statesman Landau, black.
 1994 Superior Crown Sovereign, Comm Glass, black, Sharp!

Limousines
 2011 Superior Cadillac, 47" 6-dr, silver.
 2011 Superior Cadillac 47" 6-dr, black, Only 27,xxx miles
2006 Superior Cadillac, 47" 6-dr, silver, \$15,500 Same Style as 2011
 2004 Eureka Cadillac, 47" 6-dr, black, Sharp!
 2003 Federal Lincoln, 65", 6-dr, reversible center seat, black w/ black top
 2001 Eureka Cadillac, 6-dr, black w/ black vinyl. Runs Great!
 1999 Superior Cadillac, 49" 6-dr, black w/black top.
 1999 Lincoln 6-dr Limo, black w/black top. Sharp! Only 21,000 miles

Call Joe or Tony Molina
1-800-506-1983
 (314) 781-1500 - St. Louis, MO

VIEW OUR INVENTORY AT www.royalcoachworks.com

Colonial Professional Cars Ltd
 Family Owned & Operated for Over 30 Years! **1-800-438-9329** Visit our website www.colonialcars.net

- COACHES -

2011 EAGLE KINGSLEY LINCOLN
 black exterior/black leather, oval windows, chrome roof band, miles only in the teens! Beautiful car in Mint Condition!

2011 EAGLE KINGSLEY CADILLAC
 black exterior/blue leather, ~~str~~ **SOLD** miles in the upper 20's, One Owner, Immaculate!

2011 EAGLE KINGSLEY CADILLAC
 white exterior/blue leather, only 18,000 Miles!, Perfect, Like New Condition

2007 EAGLE KINGSLEY CADILLAC
 black exterior/blue leather, strobe lights, Excellent Condition!

2005 S&S MASTERPIECE CADILLAC
 black exterior/black leather, Commercial Glass! Last of the truly "big" cars, Well Maintained!

2004 EAGLE KINGSLEY CADILLAC
 platinum exterior/black top, blue leather, 65,000 Miles, One Owner, Very Clean!

All pre-owned vehicles are garage kept, fully serviced and safety inspected. Flexible financing and walk away leases available. Order your 2017 Eagle first call van or first call suburban TODAY!!
CALL NOW! 1-800-438-9329

NEW!

Call 1-800-321-7479 or visit www.funeralbusinessforsale.com

Upload Photos and Videos!

[FUNERALBUSINESSFORSALE.COM](http://www.funeralbusinessforsale.com)

Classified **ADS**

SERVICE AND COMMITMENT TO THE FUNERAL INDUSTRY

CALL US 610.862.0560



VISIT OUR WEBSITE FOR PRICING ON THESE NEW VEHICLES



SERVICE - RELIABILITY - SELECTION

NEW 2016 S&S LINCOLN MKT MAJESTIC HEARSE, BLACK \$88,500

APRIL PRE-OWNED SPECIALS:

2011 S&S CADILLAC MASTERPIECE HEARSE, BLACK, 23K MLS.... \$64,000	2013 S&S LINCOLN MAJESTIC HEARSE, BLACK, 9K MLS... \$75,000	2008 S&S CADILLAC VICTORIA FLORALE, BLACK, 20K MLS... \$59,000	2013 SUPERIOR LINCOLN 44" LIMO, BLACK, 14K MLS... \$69,000	(2) 2011 EAGLE CADILLAC ECHELON LIMOS, WHITE, 27K MLS... \$52,500	2009 SUPERIOR CADILLAC STATESMAN, BLACK, 42K MLS... \$45,000	2013 SUPERIOR CADILLAC STATESMAN HEARSE, BLACK, 33K MLS... \$74,500
--	--	---	---	--	---	--

TEXT 'FUNERALCARS' TO 555888 & RECEIVE TEXT ALERTS FOR DEALS & MORE!

405 KEYSTONE BLVD. POTTSTOWN, PA 19464
610.862.0560 - WWW.HERITAGECOACH.COM



To place Your Classified Ad...

NOMIS PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS CLASSIFIEDS ONLINE

Call **1-800-321-7479** or visit our website at www.nomispublications.com

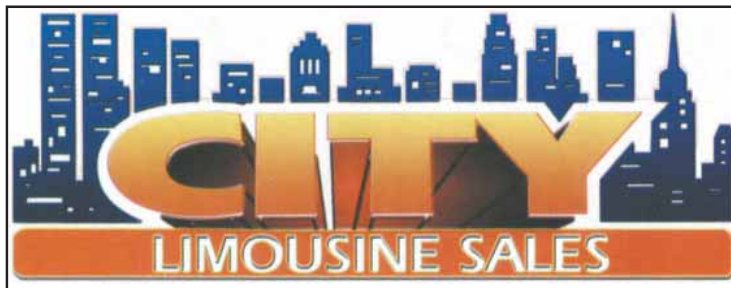
Funl Busn For Sale Cont'd 5

Funeral Business For Sale in Southwestern Pennsylvania. Averaging 50-60 calls per year. Owner wishes to retire. Serious inquiries only. Reply to: Nomis Publications, Inc., PO Box 5159, Dept. 729, Youngstown, OH 44514. 5MAM

If you are thinking of selling your funeral business, we would like to talk to you. We have qualified buyers for small and medium sized funeral businesses and we also have financing available for buyers. Please call Rogers and Associates, 406-450-2675. 5BAMJ

Funeral Business Wanted 6

Interested in purchasing a 75+ firm in Northeast Ohio or Western PA. Young and motivated with 17 years in the business. Have already been prequalified for financing and I am a very serious buyer. Please email me at funeralhome26@yahoo.com. This will be kept confidential. 6MAM



FUNERAL COACHES • LIMOUSINES • CADILLAC ESCALADES • FULL LINE CADILLAC, GMC, & BUICK DEALER

NEW YORK'S AUTHORIZED CADILLAC PROFESSIONAL VEHICLE DEALER

Save!
DEALER DEMO FOR SALE



2016 FUNERAL VAN
Chrysler Town & Country with Full Vinyl Top, Coach Lamps, Removable Landau Bars, Full Chrome Package, Strobe Lights, Flags, Cotmate, Hearse Floor with rollers, S.S. Flower Trays.

1st Call/Removal/Funeral Service Vans In-Stock



XTS SEDANS & ESCALADES IN STOCK AT FLEET PRICES

Save!



08' CADILLAC 6-DOOR



FLEET PRICING

Rick Eichner • 877-299-7775
Rick@CityLimoSales.com
43-60 Northern Blvd., Long Island City, New York 11101

SALES & LEASING



COACH SALES

11723 Detroit Avenue, Cleveland, OH 44107

"Selling & Leasing New & Used Funeral Cars since 1969"

Time to



**Into a
New Look!...
Call Today!**



2017 Cadillac Eagle Kingsley, Silver



2016 Lincoln 120 5-Door,
Black, St# 16296



2011 Cadillac Eagle Kingsley,
Green with Black St# 16334



2017 Buick K2 Vintage,
Black, St# 16395



2011 Cadillac Federal Heritage,
White, St# 16182



2009 Cadillac S&S Six-Door,
Silver, St# 16105



2012 Lincoln Eagle Icon,
St# 16342



2011 Cadillac Eagle Echelon,
Graphite with Gray leather,
St# 16284, **1 in Stock!**



2011 Cadillac Eagle Echelon Limo,
Graphite w/Black Leather,
2 in Stock!



2013 Cadillac Eagle Regency,
Burgundy, Black Leather,
St#16270



**MB
Sprinter
12 Passenger
Limousine**



2011 Eagle Kingsley,
White w/Black Leather,
2 in Stock!



2013 Lincoln S&S MKT Majestic,
St# 16320



2009 Lincoln Superior,
White, St# 15096



2011 Lincoln Eagle Hearse,
Black / Black, St# 16103



2016 Cadillac Platinum
Phoenix-C Hearse, St# 16378



2012 Chrysler Eagle
First Call Van, St# 17007



2014 Cadillac Eagle Regency
St# 16248



2008 Chrysler Krystal 300,
Silver with Black Leather



2014 Cadillac Federal Heritage,
St# 16234

Wholesale Selection..Please ask for Cincinnati Office

HEARSES

2004 Cadillac Superior Crown, Silver, 50,000 miles, Clean!	\$8,000
2003 Cadillac Krystal, White, 90,000 miles	\$6,000
2002 Cadillac S&S Medalist, Silver, 72,000 miles	\$7,500
2001 Cadillac Superior, Green, 27,000 miles, SHARP,	\$2,500
1999 Cadillac Superior, White, 73,000 miles	\$3,000
1997 Eureka, Black, 110,000 miles,	\$2,000
1995 Cadillac S&S Medalist, White, 79,000 miles	\$2,500
1993 Cadillac Superior, original owner, White, 39,000 miles, commercial glass	\$3,500

LIMOUSINES

2007 Cadillac Eureka, 6-Door, Black, 32,000 miles	\$16,000
2006 Cadillac Eureka, 6-Door, Black, 33,000 miles	\$14,000
2004 Lincoln 140" Stretch, Black, ROUGH, 163,000 miles	\$3,000
2003 Cadillac Federal, 65" 24 Hour Hour, Chrome Wheels, White, 256,000 miles,	\$1,875
2000 Cadillac Krystal Six Door, Southern Limo, Black, 61,000 Miles	\$2,000
1999 Cadillac S&S 6 Door, 30,000 miles	\$1,500
1999 Cadillac Superior, 46" Limousine, White, 12,000 actual miles	\$5,900
1996 Cadillac, Commercial Glass, White, 35,000 miles	\$3,000

www.americancoachsales.com • 888-321-6613
Pre-Owned Funeral Vehicles • Ready for Delivery

Classified **ADS**



ONE STOP SHOPPING for new and used professional coaches and limousines

**Dealers and private sellers can list
vehicles creating a vast database of
cars for sale or lease nationwide.**

Hearses/Limousines 8

Matching pair Hearse and Limo, still in service, one owner, bought new in 2004. 2004 Cadillac Eagle Hearse, black with blue interior and chrome band, 64,000 miles, \$18,000 o/b. 2004 Cadillac LCW 6-Door Limousine, black with blue interior, 50,000 miles, \$9,000 o/b. **Please call or text Pete at (315) 243-5873.** 8MAM

Two 2010 Superior Hearses for sale and two 2011 limousines. Black on black Cadillacs with flip seats in very good condition. Original owner, well maintained. Hearses with 70K miles and limousines with 90K miles. **Call for information 631-499-6770. Email Maureen47@aol.com** 8MAM

2008 Cadillac Masterpiece Hearse. 28,100 miles, Black/Cashmere interior, Commercial Glass, currently in service, mileage will increase, asking \$45,000. **For additional info and pictures: call 478-946-2653.** 8A

Hearses/Limousines continued on Next Page

Financing Available for Everyone!!!



Federal Cadillac XT5 Renaissance Coach



Federal Cadillac XT5 Ambassador Raised Roof Six Door

VAUGHAN

• SPECIALTY AUTOMOBILES •

709 South Parkway Drive, Alvarado, TX 76009

In Business since 1929



Artie Vaughan
Owner & CEO



Tara Campbell-Mauney
President



Lydia Huffman-Moon
Finance & Warranty Director



Charles Monroe
Senior Salesman



Andy Reed
Senior Salesman

**We are funeral directors...
We know your needs...
We have what it takes...**

800-245-4127 • www.vaughanspecialtyauto.com

Classified ADS

Hearse/Limousines Cont'd 8



Richard Palandech

- 2017 Chevy Express Van w/custom casket tbl w/9 built in rollers w/ custom entry ramp
 - 2017 Chevy Suburban w/custom casket tbl w/8 built in rollers w/ custom entry ramp
 - 2013 Chevy Express Van w/custom casket tbl w/9 built in rollers w/ custom entry ramp
 - 2011 Chevy Express Van w/custom funeral upgrade
 - 2009 Chevy Express Van w/custom casket tbl w/9 built in rollers w/ custom entry ramp
 - 2004 Chev Astro Van w/casket tbl, blu
 - 1998 Cad S&S Masterpiece Coach, blu
- (312) 259-8434

Hearse & Limos for Sale

- 2001 Cadillac Gray/Black by Eureka Hearse 65k miles - \$8900
 - 6 Door Limousines:
 - 2005 Black Cadillac 32k miles - \$6900
 - 2004 Blue/White Cadillac 39k miles (raised roof) - \$8900
 - 2003 Black Cadillac 55k miles - \$4900
 - 2001 Gray Cadillac 32k miles - \$4900
 - 2001 Gray Cadillac 33k miles - \$4900
 - 2000 Dark Blue Commercial Glass Cadillac 35k miles - \$4900
 - 1998 Black Cadillac - \$1900
 - 1974 Black Cadillac Limousine - \$9900
- Please call 678-313-4462 for more information and see more pictures at www.adesa.org.** Southern cars, no rust issues, and we can help ship anywhere.

ROBERTPDURANT.COM



2 Available



Superior Hearse, Black, 37,000 mls, \$74,500



Special
S&S Cadillac Limo, Black, 52,000 mls, \$28,495



Eagle Echelon, White, 30,000 mls, \$59,995

New & Previously Used Funeral Coaches & Limousines!

"Let Us Continue To Pray For Peace In Our Communities"



<https://www.youtube.com/watch?v=vE1cB0fejEw>

SEE YOUR NEW 2016 XTS HEARSE DISPLAYED
Google **Robert Durant Hearse** and click on the YouTube Video
Robert Durant's Stylin Hearse to view.

215-570-7839



ROBERT P. DURANT

Your Funeral Coach & Limousine Dealer

Let Me Put Together
The Most Competitive Package
For Your New Fleet
of Funeral Cars



"As always I am honored to serve you!"

* Plus applicable state tax & fees



Monthly Special
Cadillac Eagle Kingsley, Grey, 38,000 mls, \$33,900



(2) Superior Cadillac 24 hr Limo, 31,000 mls, \$24,595



Victoria Florale, Black, \$66,000



2 Available
Superior Limo, \$69,599, only \$999/mo.*
*\$4,000 down + tax and tags



Lincoln 100" White Limo, 30,000 mls, \$25,795

PLEASE NOTE: We do not take responsibility for our box holders. We hope they will respond promptly in a responsible manner. PLEASE! DO NOT ask us to contact Box holders. Contact can only be made in writing. NO information will be given regarding box holders.



HOUSTON BROTHERS, Inc.

PROFESSIONAL FUNERAL CARS - SALES & LEASING



1-800-477-0646

Cadillac - Lincoln
Hearse - Limousines - First Call Cars



2011 CADILLAC KRYSTAL HEARSE
OVAL WINDOW



2011 CADILLAC KRYSTAL HEARSE



2007 CADILLAC S&S MEDALIST HEARSE



2006 CADILLAC SUPERIOR STATESMAN



2008 CADILLAC S&S 6/47" EXEC ROOF



2007 CADILLAC S&S 6/47"
EXECUTIVE LIMO



2002 CADILLAC S&S 6/47



2007 MERCURY GRAND MARQUIS

FINANCE AND LEASE TERMS AVAILABLE!

With Approved Credit

For more details contact

CHUCK HOUSTON
HARRIS RADFORD

JIM HOUSTON
RICK MORRIS

249 Cobb Parkway Marietta, GA 30060

office

770-419-0690

Visit us online at:

www.houstonhearse.com

fax

770-919-2003

Classified **ADS**

The Funeral Car Store



LARGEST SELECTION OF NEW AND PRE-OWNED FUNERAL VEHICLES
Flexible Financing is Available!

1.800.785.2830
www.thefuneralcarstore.com

Help Wanted 9

Washington Licensed Funeral Director Needed Immediately. Everett/Seattle, Washington. Willing to assist right candidate with obtaining Washington State license. Full or part time. **Removal Tech position also available.** Call (206) 650-0397 or (425) 610-4164. 9AMJ

Alaska's largest service provider is seeking a Licensed Funeral Director/Embalmer with a minimum of 2 years being licensed. We have 4 locations in Anchorage and 13 throughout Alaska. Please forward resumes to steve.gray@legacyalaska.com 9A

Ohio Master Funeral Director. Funeral Home/Cemetery with Crematory on premises Operation and Sales Manager. **Send resume to: 1077 Celestial St. Ste. 5, Cincinnati, OH 45202.** 9MAM

If you love the great outdoors, the California coast and small town hospitality, this Funeral Director position may be the perfect opportunity for you. This small, classy funeral home is located in the ideal town of Fort Bragg in Mendocino County where you will find endless beaches and hiking trails. Salary commensurate with experience and licenses. **Send resume to janusadvisor@gmail.com or fax to (530)342-6650.** 9AMJ

Help Wanted cont'd on Page B26



SPECIALTY

— H E A R S E —

SERVING THE INDUSTRY SINCE 1929

60 ENGINEERS LANE

FARMINGDALE, NY 11735

PHONE 800-349-6102 • FAX 516-349-0482




2017 Lincoln Federal Hearse
Call for Pricing



2013 Lincoln 6-Door Limo
\$50,150



2013 Cadillac 6-Door Limo
\$57,150



2011 Cadillac Premier Hearse
\$50,150



2010 Lincoln 65" 6-Door Limo
\$38,150



2009 Cadillac Hearse
\$40,150



2009 Lincoln 6-Door Limo
\$18,150



2007 Cadillac Victoria Hearse
\$35,150



2006 Cadillac 6-Door Limo
\$23,150

GOOD CREDIT - BAD CREDIT FINANCING & LEASING AVAILABLE



FAMILY OWNED AND OPERATED FOR THREE GENERATIONS

**Trades Accepted
Free Delivery**



Visit specialtyhearse.com for Full Inventory



SHIELDS

PROFESSIONAL VEHICLES

SINCE 1969

www.myhearse.com

800-334-2697

Marietta/Atlanta, GA

GREAT VEHICLES, LOW MILES, NO SALT OR RUST!



2013 S&S Lincoln Hearse.
White/White, 16k Miles



2011 Superior Statesman
w/ Oval Window,
Black/Black,
20k Miles

2012 Eagle
Lincoln Icon,
White/White,
23k Miles



2005 Eagle
Flower Car,
White,
Only 18k Miles!!

2011
Eagle Echelon,
White/White,
16k Miles



2011 Eagle Kingsley w/ Limo
Window, White/White, 16k Miles

Check Out www.myhearse.com for even more Inventory!



2012 Eagle Lincoln Icon,
Black/Black, 27k Miles



2010 Superior Statesman,
Silver/Silver, 16k Miles



2009 Eagle Lincoln Ultimate,
Black/Black, 33k Miles



2007 Eagle Kingsley,
Black/Black, 44k Miles



2011 1/2 Eagle Kingsley,
Black/Black, 24k Miles

GIVE US A CALL...

- Blaine TX, OK.214.519.1457
- Bob FL.770.314.2835
- Gary LA, MS, MO, AR. . 901.326.2634
- Mike TN, AL.205.914.0278
- Ric GA, NC, SC. 770.480.7434
- Ruel GA, AL. 678.777.5888



2011 Superior 64" Limo,
Black/Black, 25k Miles



2011 Eagle Limo w/ Raised Roof,
Black/Black, 28k Miles



SHIELDS
PROFESSIONAL VEHICLES



Platinum
Funeral Coach



MK
COACH



K2
Vehicles

Classified ADS

SUPER DEALS

HEARSE SPECIALS

- 2016 Cadillac Crown Superior**
black/black
Call for Price!
- 2012 MKT Superior**
black/black top/ black interior
Only 7,300 miles
Call for Price!
- 2011 Cadillac Superior Hearse**
black/black
Call for Price!
- 2010 Mercedes Sprinter Bus**
14 passenger, circular seating, triple black
\$39,500

LIMOUSINE SPECIALS

- 2011 S&S 6-Door**
black/black top/black interior, Only 23,000 miles
Great Price \$39,900
- 2009 Lincoln S&S Flip Seat**
black/black top/black leather interior, 43,000 miles
\$33,900
- 2007 Lincoln Superior 6-Door Limousine**
black top/black leather interior, 59,039 miles
Great Price \$15,900
- 2006 Cadillac S&S Raised Roof 6-Door 47"**
black/black top/black leather interior, 59,000 miles
Great Price \$17,900
- 2002 Cadillac Federal 6-Door Limousine**
black/black top, Super Clean, 33,000 miles
Great Price \$5,900



2010 Lincoln Superior, black/black



Special of the Month
New Reduced Price!



2010 Cadillac Superior, black/black

Dave Stultz
Bob McDougald

1-800-797-4142

Classifieds Online



To Place Your Classified Ad

Call 1-800-321-7479

or visit our website at

www.nomispublications.com

Help Wanted Cont'd 9

Are you a Director/Embalmer wanting to relocate to Sunny Florida? We are a four location private family owned funeral home/crematory based in Melbourne, FL (near Kennedy Space Center, Atlantic Ocean, Disney World). Seeking a Florida licensed director/embalmer (or Florida license eligible). We offer a defined schedule, company car, retirement plan, health insurance assistance and paid time off. A drug, weapon, smoke/tobacco free workplace, and a equal opportunity employer. **Visit www.afcfcare.com or email mikea@afcfcare.com.** 9AMJ

Pennsylvania Licensed Funeral Director Position

Our privately owned funeral home east of Pittsburgh in Western Pennsylvania is seeking applicants for a full-time funeral director/embalmer position. Our goal is to find a talented individual whose experience and motivation will merge with our staff and enable us to continue to provide superior service to our families. The position will be comprehensive in its nature (arranging, directing, covering calling hours) but will have a heavy emphasis on embalming and preparation.

Applicants must currently have their Pennsylvania Funeral Director's license or a similar license in a state easily reciprocated to Pennsylvania. Excellent interpersonal skills, communication skills, and a strong background of computers and technology are required. Demonstration of strong preparatory and restorative skills is a must. Night removals and evening embalming are required based around an on-call schedule. Scheduled evenings and days off are included as well as vacation time. Medical plan and pension opportunities are available as well. Bachelor's degree is preferred but not required.

We look forward to adding an energetic individual to our team who will help us honor the lives of those we are asked to serve and provide a meaningful service to their families. **Please respond in confidence with your resume to ACFDA, P.O. Box 126, Wilmerding, PA 15148 or acfda@aol.com.** 9A

CONAWAY'S

LEASING | SALES | RENTALS | SERVICE

800 333 2533 www.conawaysales.com



MEGA SAVINGS ON USED VEHICLES



2017 MKT LINCOLN MK COACH
BLACK TOP, SILVER BODY WITH BLACK AND GRAY INTERIOR

TALK TO US ABOUT LEASING A NEW 2017 COACH FOR \$995 PER MONTH



2016 MKT LINCOLN MK COACH W/ 747 MILES
BLACK EXTERIOR WITH BLACK AND GRAY INTERIOR



2013 LINCOLN MKT EAGLE COACH W/ 29,352 MILES
FULL SIZE HEARSE. SILVER EXTERIOR AND TITANIUM INTERIOR



2011 CADILLAC S&S MEDALIST COACH W/ 15,510 MILES
BLACK TOP, WHITE BODY AND BLACK INTERIOR



2011 CADILLAC S&S MEDALIST COACH W/ 26,230 MILES
SILVER EXTERIOR AND TITANIUM INTERIOR



2010 CADILLAC S&S MEDALIST COACH W/ 28,251 MILES
BLUE EXTERIOR AND TITANIUM INTERIOR



2011 CADILLAC S&S MEDALIST COACH W/ 26,640 MILES
BLACK EXTERIOR AND BLUE REAR INTERIOR



2016 MERCEDES SPRINTER FUNERAL LIMO
13 PASSENGER PLUS 2
WHITE EXTERIOR AND BLACK INTERIOR



2007 CADILLAC S&S MEDALIST COACH W/ 54,600 MILES
BLACK EXTERIOR AND BLUE INTERIOR



2006 CADILLAC SUPERIOR STATESMAN COACH W/ 55,748 MILES
BLACK EXTERIOR AND GRAY INTERIOR

NOT PICTURED

HEARSE: 2006 CADILLAC FEDERAL W/57,592 MILES, WHITE EXT • 2006 CADILLAC SUPERIOR W/55,723 MILES • 2000 CAD S&S 44,203 MILES, BLACK EXT
LIMOS: 2011 CADILLAC S&S 47" W/44,798 MILES, BLACK EXT • 2008 CADILLAC S&S 47" W/45,962 MILES, BLACK EXT • 2004 CADILLAC S&S 47" W/29,326 MILES, BLACK EXT

IF YOU ARE CONSIDERING LEASING:

FINANCING THROUGH TCF EQUIPMENT FINANCE - WE ARE ABLE TO STRUCTURE YOUR FINANCE TO SUIT YOUR NEEDS.

WILL SHIP ANYWHERE IN THE COUNTRY - REASONABLE RATES.....WE ALSO SHIP OVERSEAS
WORLD WIDE SUPPLIERS SINCE 1971 - LET US HELP YOU WITH YOUR LETTER OF CREDIT AND FREIGHT FORWARDING NEEDS
ONE STOP FOR EVERYTHING - SERVICE AND REPAIRS - RESTORATION AND CONVERSIONS IN HOUSE STATE OF THE ART BODY SHOP - LOANER UNITS

SERVING THE FUNERAL INDUSTRY FOR 49 YEARS!!!

800 333 2533

NO NEED TO LOOK ANYWHERE ELSE - WE HAVE IT ALL!!

P.O. BOX 1132, UNIONTOWN, PA 15401 / 724 439 8800 / FAX: 724 439 6404
CALL FOR INFORMATION ON THE VEHICLES SHOWN AND FOR OUR COMPLETE LIST OF ADDITIONAL LOW MILEAGE UNITS

Miscellaneous 10

PROFESSIONAL COLLECTION SERVICES, INC. PCS INC

Credit & Collection Service "Superior results with a personal touch"

PCS will service your collection needs and ultimately improve your bottom line. Representing Nassau Suffolk/Metropolitan/OGR for over twenty years.

NO COLLECTION - NO FEE
Call Jim King at 631-265-8600 or pcollections@optimum.net. 10FMA

VISIT 1STCALLCOACH.COM

1st Coach Hearse OF THE FUTURE

\$35,900 to \$38,900

CHECK OUT OUR WEBSITE FOR FULL LISTINGS



NOT A LEASE



2017 CHRYSLER PACIFICA

Please notice I am NEVER ashamed to price my coaches!

2017 1st Coach AFFORDABLE HEARSE

New Under the Windows Chrome

In Grille LED Strobe Lights



Vinyl Landau Top with Removable Landau Panels and Landau Bars



Removal Tray \$495.00

ONLY \$29,900

2017 1st Call BEST COACH

\$28,895

ONLY \$470.00 A MONTH*
spare tire not included



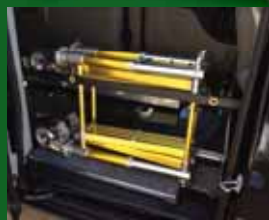
2017 VALUE REMOVAL COACH

Easiest Coach to load in the business!

As Low As \$26,695.00*



Easy Load Removal Coach



Add Chrome, Gold or Bronze Church Truck for \$745.00 or Finance into deal.

Payments As Low As \$528.00*

Add 1 Ferno 27-1 Cot \$577.00*

Add 2 Ferno 27-1 Cots \$626.00*



No Lifting!

*PURCHASE PRICING - NOT A LEASE. Tax, title + license at Texas rates. States may vary.

**Jim Swanson's
1ST COACH
BUILDERS**

(682) 227-4958

734 W. Hurst Blvd., Hurst, TX 76053
Jim Swanson 855-209-1973 • coachesjim@aol.com
Guaranteed to ship in 2 weeks or less

Index of Advertisers

1ST Coach Builders	B27
ABM Funding Inc	A7
Adfinity.....	A1
American Coach Sales	B21
American Crematory Equipment Co.	A35
American Mortuary Coolers	A7
ASD-Answering Service for Directors.....	A28
Astral Industries	A11
Baines Professional Vehicles	B7, B9, B11
Bay Memorials.....	A24
Beta Capital.....	A6
Bio-Seal Systems	A31
B K Umbrella Industries.....	B1
Blue Mound Calendars	A40
Boardman Printing	A29
Boston Prayer Card Co	A18
CapPanels.com.....	A4
Casket & Funeral Supply Association	B2
Cherokee Casket Company.....	A27
Church & Chapel Metal Arts	A14, A29
City Cadillac-Oldsmobile Inc	B20
C & J Financial LLC.....	A35
Colonial Professional Cars Ltd.....	B19
Conaway's.....	B26
Continental Computer Corp	A15
Cremation Association of North America	B10
Cremation Keepsakes	A8
Cremation Metal Recycling	A26
Cultured Urn Creations.....	A31
Custom Air Trays	A26
Derma-Pro Mortuary Cosmetics	A26
Duncan Stuart Todd Ltd	A8
Eagle Coach Company	B14, B15
Express Funeral Funding.....	A9
Fleet Systems Inc.....	B9
Forever Pets Inc.....	A10, A32
Friendship Funeral Supply	A6
Funeral and Memorial Information Council FAMIC	B4
Funeral Directors Research.....	A20, A31, A34
Funeral Radio	A37
Funeral Service Foundation.....	B12
G Burns Corporation.....	A12
Halo International Corporation	A27
Heritage Coach Company.....	B20
Houston Brothers Inc.....	B23
International Memorialization Supply Association	B12
Intl Cemetery Cremation & Funeral Association	A39, B4
Johnstown Hearse Rental & Funl Supplies	A12
Judith Roth Studio Collection Inc.....	A3, A5
LegacyTouch	A33
Lehmann-Peterson.....	B3
Madelyn Company Inc.....	A20
Mc Cord Products Inc	A34
Meadow Hill Corporation.....	A21
Memories by Design.....	A28
Messenger	A25
MKJ Marketing	A13
Mortech Mfg.....	A17
Nadene Cover-Up Cosmetics	A14
Names Unlimited Corp	A18
National Alliance for Grieving Children	A24
National Funeral Directors Association	B7
National Mortuary Shipping & Cremation.....	A25
New Memorials Direct.....	A16
North Carolina Mutual Life Insurance Co	A19, A37
Parks Superior Sales	B28
Physicians Mutual.....	A33
Precious Memories	A22
Premier Funeral Supply	A19
Professional Cars Inc	B26
Robert P. Durant	B23
Roberts & Downey Chapel Equipment Inc	B10
Royal Coachworks	B19
Salam International Inc.....	A21
Shields Southeast Sales Inc.....	B25
Sich Casket	A23
Specialty Hearse & Limo Sales	B24
S & S Coach Company	B5
The Fan Man	A22
TheFuneralCarStore.com	B24
Tiesforyou.com	A37
Triple H Company	A10
Vaughan Specialty Automobiles.....	B22
Vischer Funeral Supplies Inc.....	B1
WithumSmith+Brown PC.....	A4
Wolf Limo Conversions	B11



Cadillac XTS Flower Car - Call today for special pricing!

800-229-5008



MOBILE Friendly
Best Selection of **NEW** Inventory Anywhere!



For more details on these vehicles and our complete inventory of **HIGH QUALITY LOW MILEAGE CARS**, call or visit ParksSuperior.com



2017 NEW CAR DEALS!

2017 Platinum Coach Cadillac XTS
Phoenix SIGNATURE Hearse - All Black - Full 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
Call today or visit website for more info.

2017 Eagle Coach Cadillac XTS
KINGSLEY Hearse - All Black - Extend a Sill - Urn Carrier - Crown Band - Due in March 10th
Call today or visit website for more info.



FUNERAL CAR AUCTION!

On-Line Auction For Late Model Funeral Cars
On the 1st and 3rd Wednesday of every Month!
Find the auction on our website:
ParksSuperior.com

FINANCING OPTIONS
Financing & Leasing on NEW & Pre-Owned Vehicles Available!
Terms from 24 to 72 months.
Call today for more information.
800-229-5008



2016 Cadillac XTS Flower Car
All Black - 24,460 Miles - Lease for \$895.00 Plus TTL #427



2017 BUICK ENCLAVE HEARSE - BRAND NEW!!
All Black - All Wheel Drive - LEASE FOR \$1,099.00 Plus TTL #029



2016 Chrysler Pacifica First Call Vehicle
All Black - 22,000 Miles - LEASE FOR \$587.00 Plus TTL



2016 Cadillac XTS Sedan
All Black - Lease for \$499.00 Plus TTL #737



2014 Superior Coach 47" Cadillac XTS Six Door
All Black - Lease for \$1,099.00 Plus TTL #321



2014 Federal Coach Lincoln Hearse
All Black - Lease for \$1,049.00 Plus TTL - #191



2013 Superior Coach Cadillac Hearse
All Black - Lease for \$1,095.00 Plus TTL #037



2012 Federal Coach Lincoln Hearse
All Black - Lease for \$995.00 Plus TTL #930



2011 Federal Coach Cadillac "HERITAGE"
All Black - Lease for \$920.00 Plus TTL #358



2009 Federal Coach Cadillac "RENAISSANCE"
All Black - Lease for \$869.00 Plus TTL #084



2009 Superior Coach Cadillac "Statesmen"
Black Top - Gray Paint - Lease for \$695.00 Plus TTL



2010 S&S Coach Cadillac "MEDALIST"
Black Top - Silver Paint - Lease for \$820.00 Plus TTL #378

CALL 800-229-5008 FOR HELP FINDING THE RIGHT VEHICLES FOR YOU!



2011 Federal Coach Cadillac Six Door
All Silver - Lease for \$785.00 Plus TTL #231



2011 Superior Coach Cadillac Six Door Raised Roof
All Black - Lease for \$795.00 Plus TTL #435



2010 Superior Coach Cadillac Six Door Raised Roof
Lease for \$435.00 Plus TTL #189



2008 Federal Coach Cadillac 46" Six Door
Lease for \$595.00 Plus TTL #135



2007 Federal Coach Cadillac 46" Six Door
Lease for \$545.00 Plus TTL #590



2006 Eagle Coach Cadillac Six Door
All Silver - Lease for \$499.00 Plus TTL #810



HEARSES • LIMOUSINES • FLOWER CARS • FIRST CALL VANS • PASSENGER VANS