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JULY
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Convention & Exposition**

July 29 - August 3, 2017 Myrtle Beach, SC

**CONVENTION PREVIEW
Begins on Page A39**

Baker-Stevens-Parramore Funeral Home opens Second Location



New Roosevelt Avenue Location

MIDDLETOWN, OH— Joseph R. Baker Sr. founded Joseph R. Baker Funeral Home in 1923 on Central Avenue in Middletown, and moved it to its present location on Manchester Avenue in 1927. He was known for his kindness and friendliness to everyone he met and his compassion to the families he cared for. He was a devoted Red's fan and would take the community kids to the Red's baseball games.

By the 1940's, Joseph's three children had joined him in his business. After serving in WWII, his son, Joseph R. Baker Jr. took over the firm and grew the business to what it is today.

In 1990, wanting to retire, Joseph sold his family's business to longtime friend Dan M. Stevens. Stevens continued to build the success of the funeral home by focusing on providing the best services possible.

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Funeral Home and Cemetery Directory

2017

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To Order See Page A47

Hiers-Baxley Opens Innovative Life Event Center



THE VILLAGES, FL— Hiers-Baxley Funeral Services, a member of the Foundation Partners Group (FPG) family, opened a new multi-purpose facility in The Villages active adult community in Central Florida this week. The 12,000-sq. ft. building offers a versatile space that fea-

tures three multi-purpose rooms, able to host a variety of life's celebratory events, including funerals.

"One of the five unique truths of Foundation Partners Group is innovation," commented Bob Bukala, FPG Presi-

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Missing Since: 7/31/2016
Missing From: Dearborn Heights, Michigan
Date of Birth: 9/29/2001
Age Now: 15 Yrs
Sex: Female
Race: Black
Hair: Black
Eyes: Brown
Height: 5'6"
Weight: 170 lbs

Circumstances: Henryetta was last seen on July 31, 2016.

CHRISTINE AGUIRRE



Missing Since: 5/31/2016
Missing From: Los Angeles, California
Date of Birth: 3/8/2000
Age Now: 17 Yrs
Sex: Female
Race: Hispanic
Hair: Black
Eyes: Brown
Height: 5'5"
Weight: 145 lbs

Circumstances: Christine may still be in the local area.

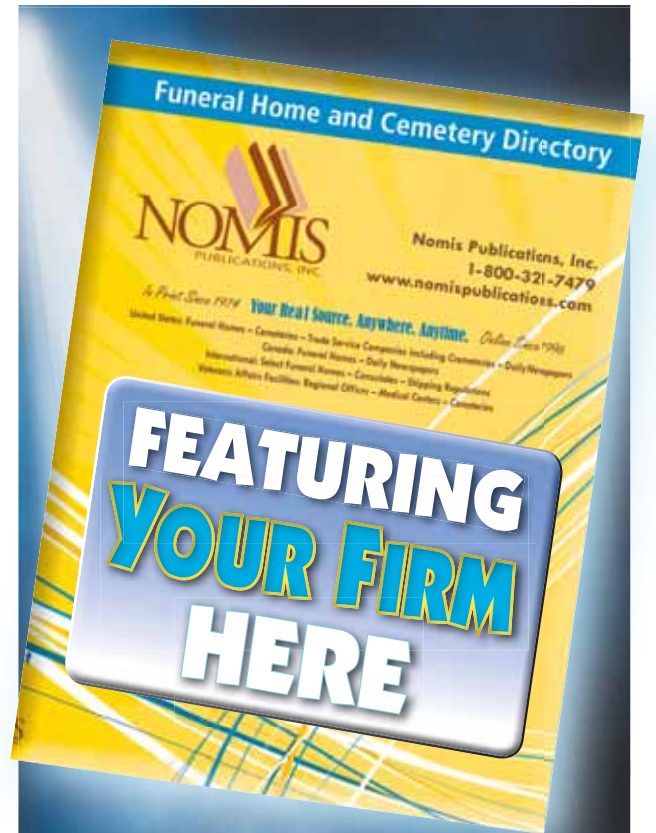
MARLON SARMIENTO



Missing Since: 8/23/2016
Missing From: Texas City, Texas
Date of Birth: 7/11/2000
Age Now: 16 Yrs
Sex: Male
Race: Hispanic
Hair: Brown
Eyes: Brown
Height: 5'8"
Weight: 140 lbs

Circumstances: Marlon was last seen on August 23, 2016. He may travel to Mexico.

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

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

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NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A48 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.

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Hiers-Baxley Opens Innovative Life Event Center

Continued from Front Page



The lobby and waiting areas provide a welcoming atmosphere for all who enter the facility.

dent and CEO. "We are always looking to create new ideas, tools and technologies that enhance the lives of those around us. Like our ShareLife® technology platform, this new Life Event Center is a truly innovative idea that resonates with people, especially families."

The Life Event Center further expands Hiers-Baxley's capability to provide families with a facility to host all of their important life-affirming events, not just funerals. It also offers the surrounding business community an outstanding venue with top-notch facilities and state-of-the-art amenities. The center was specifically designed with the flexibility to hold meetings, celebrations and conferences for groups large and small.

The building, designed by KP Studio Architects of Ocala, sits on 2.5 acres in the Buffalo Ridge area just east of The Villages. It is the first new facility built by the Foundation Partners Group and is licensed as a funeral facility.



The Sumter Room features includes a 12-ft. tall by 34-ft. wide projection screen, for use with FPG's proprietary ShareLife® multi-sensory technology platform.

The Hiers-Baxley Life Event Center has been in the planning stages for more than two years and construction has been ongoing for almost a year. It boasts the latest in technology and includes a 12-ft. tall by 34-ft. wide projection screen, which is an important component of FPG's proprietary ShareLife® multi-sensory technology platform.

Every room in the Life Event Center offers relaxed surroundings and inviting décor to make guests as comfortable as possible when

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- Black History
- Jewish



April
2018

There is one God and one mediator between God and mankind, the man Christ Jesus, who gave himself as a ransom for all people.

~ 1 Timothy 2:5-6 (NIV)

PHOTOGRAPHY: Blue Flag Iris, Finger Lakes District, New York © Tim Fitzharris

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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

April							2018
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
EASTER SUNDAY OF THE RESURRECTION OF THE LORD (SOL) Acts 10:34a, 37-43 Col 3:1-4 or 1 Cor 5:6b-8 Jn 20:1-9 (42) or Mk 16:1-7 (41) or, at an afternoon or evening Mass, Lk 24:13-35 (46) Pas Prop	Monday within the Octave of Easter (SOL)	Tuesday within the Octave of Easter (SOL)	Wednesday within the Octave of Easter (SOL)	Thursday within the Octave of Easter (SOL)	Friday within the Octave of Easter (SOL)	Saturday within the Octave of Easter (SOL)	
1	2	3	4	5	6	7	
SECOND SUNDAY OF EASTER OR SUNDAY OF DIVINE MERCY (SOL) Acts 4:20-35 1 Jn 5:1-6 Jn 20:19-31 (44) Pas Prop	THE ANNUNCIATION OF THE LORD (SOL)		† St. Stanislaus, Bishop, Martyr		† St. Martin I, Pope, Martyr		
8	9	10	11	12	13	14	
Third Sunday of Easter Acts 3:13-15, 17-19 1 Jn 2:1-5a Lk 24:35-48 (47) Pas III						† St. Anselm, Bishop, Doctor of the Church	
15	16	17	18	19	20	21	
Fourth Sunday of Easter Acts 4:8-12 1 Jn 3:1-2 Jn 10:11-18 (50) Pas IV	† St. George, Martyr † St. Adalbert, Bishop, Martyr	† St. Fidelis of Sigmaringen, Priest, Martyr	St. Mark, Evangelist (F)			† St. Peter Chanel, Priest, Martyr † St. Louis Grignion de Montfort, Priest	
22	23	24	25	26	27	28	
Fifth Sunday of Easter Acts 9:26-31 1 Jn 3:18-24 Jn 15:1-8 (53) Pas I	† St. Pius V, Pope		March			May	
29	30		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 31			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 31	

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Brookehill Funeral Home

SAN ANTONIO, TX— *Freedom Solar* recently installed more than 530 kilowatts of solar power on seven locations of **Mission Park Funeral Chapels and Cemeteries**, the largest and oldest privately owned funeral company in San Antonio.

Powered by 1,634 high-efficiency solar panels, the new solar projects will offset more than 55 percent of Mission Park's electricity needs at the seven locations: two mortuaries (Oak Hill and Palm Heights), its corporate office, three funeral chapels and cemeteries (North, South, and Dominion), and its funeral home (Brookehill).



Mission Park Funeral Chapel North



Oak Hills Mortuary



Palm Heights Mortuary

The entire system is expected to pay for itself in less than four and a half years. A generous local utility rebate covered roughly 46 percent of total system costs. Mission Park will also receive the Federal Investment Tax Credit (ITC) for 30 percent of the project's total cost, saving the company a total of 76 percent.

Robert "Dick" Tips, chairman and CEO of Mission Park, is the fourth-generation owner and one of San Antonio's most prominent business leaders. While San Antonio's landmark funeral company is more than a century old, Mission Park has grown dramatically in the past quarter century, thanks to Tips' emphasis on pre-planning and his vision for development.

“For us, the best part of solar energy is that doing the right thing environmentally is also the right thing to do financially,” Tips says. “Solar reduces our long-term operating costs and paves the way for

CONTINUED ON PAGE A24

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Random Musings

By Nancy Weil

It's Baseball Season, So What's Your Pitch?

A funeral home or cemetery handling a funeral or burial is not newsworthy, unless something goes horribly wrong. So how can you get press coverage to raise community awareness about your business? Just like in baseball, you have to pitch it. Just like it baseball, there is a process from wind up to pitch to success.

Let me coach you through the process that I have used successfully:

- **Plan a newsworthy event** – Right now there is a funeral home in Georgia that is arranging the arrival, wake, funeral and burial of a resident who was MIA since World War II and only recently found and identified. Unless you have a service like this, you need to have something else to pitch. What events, workshops, and programs do you run? Start planning the event with the end game in mind. When I began my Before I Die board project, I was already planning my pitch with the Buffalo News and, not only did the story make the front page, the photo was just used again for a different event I am involved in. So double the exposure and a great program as well!
- **Press release** – Write up a professional press release. Make sure all of the details are covered –date/time/

place, etc. Don't forget your contact information for them to find you with follow up questions.

- **Call send call** – Media people are busy. They have more faxes, emails, phone calls than they can handle. So I always call the newsroom or reporter first and offer my quick overview of what is going on. I then ask them where I can send the press release. That way they know to watch for it and it goes to the correct person. Finally I follow up with a phone call a few days later to see if they have any other questions.
- **Presentation is everything** – Every station has an advertising department that would love to sell you air time or a printed ad. They aren't interested in giving you free advertising, so you have to pitch the local angle, the community service aspect, the emotional pull, the “you're helping those in our community by letting them know about this” pitch.
- **Grow your connections** – Reporters are people. Once you meet them, build a relationship. If you see they wrote a great article or ran an interesting story, shoot them an email and let them know. I now have a group of media contacts that I can call when I have something that is truly worthy of their attention and they will usually cover it, because they trust me.
- **Follow up** – If you get results, phone calls, letters, any type of response from the viewing public, let the reporter know. They want to know that their work has made a difference.
- **Go big or go home** – It is great for your business to get local coverage, but if you have something of national interest, pitch it that way. This may be a long shot, but it is still worth an email inquiry. They are looking for stories to cover, so why not give it a try? Good Morning America, the Ellen show, CNN – look on the website and see if they have a place to submit a story idea.
- **The important work starts when the story has run** – Once the story is out, capture a copy of it. Put it on your social media pages. Try to house the original story on your own server and place it on your website. Be careful of just

putting a link on your website. If the station ever takes the story down, you have nothing to show. Play it at events, frame the newspaper story and hang it in your office, etc. Keep the story alive for as long as you can.

- **Their SEO vs. your SEO** – One of the benefits of getting coverage may not be evident for years. Since they have a stronger search engine people may find you during a google search through their story. I once received a call two years after a story had run from someone who was looking for grief support groups and found me.

So what are you going to pitch this summer?

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.

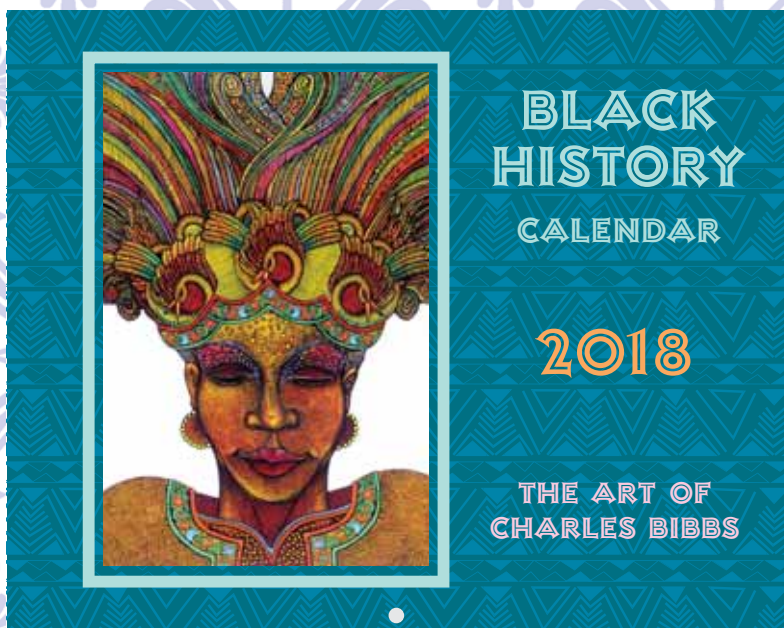
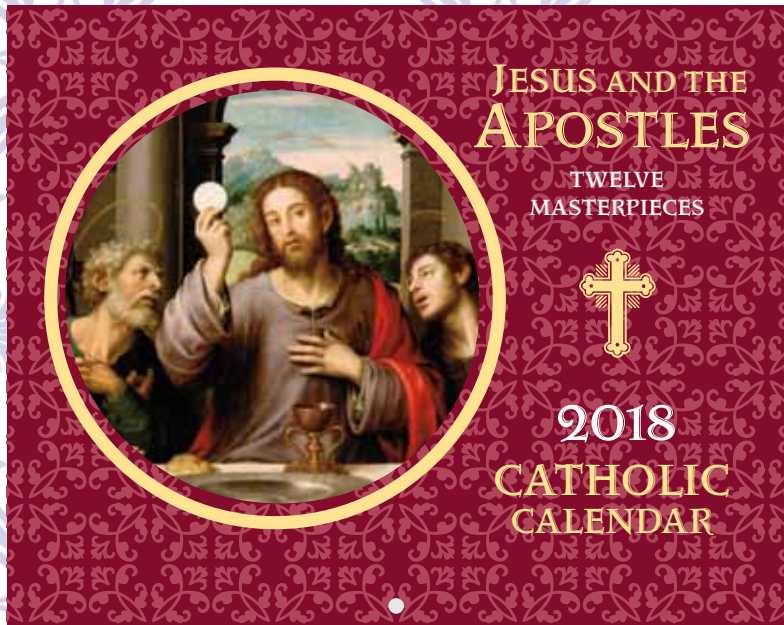
Nancy has developed the most comprehensive aftercare program of any cemetery or funeral home in the country and is currently directing aftercare programs, community outreach and marketing at Veterans Funeral Care. She consults with industry professionals in how they can develop or grow their own grief 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.
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Hiers-Baxley Opens Life Event Center

Continued from Page A2



Each arrangement conference room offers relaxed surroundings and inviting décor to make families as comfortable as possible.



The Lake Room provides a wonderful setting for a Celebration of Life gathering or a family's other important milestone events.

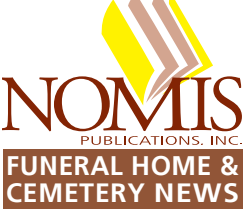
they attend an event. The goal is for people to return to hold every meaningful family celebration in the facility, including weddings, parties, reunions and receptions.

"We are dedicated to being on the cutting-edge of funeral service so that our partners have access to the newest concepts and latest expertise," stated **Justin Baxley**, FPG's Senior Vice President of Business Development. "This Life Event Center is just the latest example of us fulfilling this promise to the members of the Foundation Partners Group family."

Foundation Partners Group (FPG) is a leading provider of

innovative funeral, cemetery and cremation experiences and products. As one of the largest privately owned funeral operators, FPG owns and operates funeral homes, cremation centers and cemeteries in 16 states, and is actively seeking to expand its locations throughout the U.S. With headquarters in Orlando, FL, Foundation Partners is committed to revolutionizing the funeral profession with a customer experience-centered approach that harnesses innovation and values the power of relationship and partnership. For more information about Foundation Partners Group, visit their website at www.foundationpartners.com.

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

Here They Come!

Get ready! Like it or not, funeral service is going to get extremely busy in the years ahead. Not only does that bode well for the profession as a whole, it also means job security for professional funeral pre-planners. As most everyone knows, the front-end of the baby boomer generation began to turn 65 in 2011 and they will continue to turn 65 until 2029. The Social Security Administration estimates that 10,000 Americans are turning 65 every single day. The number is going to be at least 1.5 million per year for at least the next fifteen years. That equates to roughly a 60% increase to the current market. That's a whole lot of people who will require the best possible service we can provide them. Is your pre-need program structured in such a manner as to offer families your very best? Are your pre-need

representatives properly licensed and trained? Do they keep their education current both with what they can learn at continuing education courses and with what your funeral home has to offer? Baby Boomers don't always want what their parents or grandparents received. They want to do things distinctively "their way". Is your firm flexible enough and suitably prepared to handle any request? If not, now is the time to get ready. What about your pre-need representative's knowledge and training regarding state Medicaid rules and regulations? Have they taken the time to learn what the current regulations dictate regarding those who wish to plan ahead for their final expenses? The number of families walking through your door seeking to "spend down" in order to qualify for Medicaid eligibility will substantially increase in the next ten to fifteen years. Are you accurately prepared to serve them? If not, they will go elsewhere and be lost to your firm forever. Did you know that today's age 65+ consumers check you out online before they check you out face to face? They know more about the good, bad, and ugly of your firm than you might imagine. Your services, personnel, merchandise, pricing structure, customer reviews (both good and bad!) and obituaries. It's all online for them to read, review, and absorb. Believe me, they absorb it all! Google your firm and really dig deep to see what people are sharing about you. You might be surprised to see what is posted on Twitter or Facebook or a blog. People will say things about your funeral home online that they would never share in person. Make it your mission to discover as much as you can about what is being written about you

on the internet. Have a response to anything that is absolutely incorrect, slightly misleading, or less than flattering. You might be asked about it. In addition, encourage your customers to review you on Yelp, Google, Facebook, or any other popular website. The more good reviews you have, the better you look.

Christopher Kuhnen of Edgewood, Kentucky is a 29 year veteran of funeral service. He is perhaps best known as an industry go-getter and progressive leader. As an insider into excellence, he is a trustworthy advisor to many funeral home and industry professionals. Kuhnen spent a good portion of his career working for a family owned and operated funeral home and national pre-need sales and marketing organization. He additionally was the architect and founder of Funeral Profit Protectors, LLC. Currently he serves as Vice President of Pre-Need Marketing for the Unity Financial Life Insurance Company, Cincinnati, Ohio. Chris is a Kentucky Licensed Funeral Director, Life Insurance Agent, Certified Pre-Planning Consultant (CPC), Insight Institute Certified Funeral Celebrant and Certified Marketing Specialist, as bestowed by the former American Marketing Academy. Chris can be reached at (859) 307-7223 or cpkuhnen@gmail.com.

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Are You Really Getting The Lowest Credit Card Processing Rate?

By Jeff Brodsky, CEO, Chosen Payments



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There is no doubt that accepting credit cards is a necessity for funeral homes. Credit card transactions can push the administrative cost of a case up. When you swipe a card for \$5,000 it will probably cost about \$17 in fees. Performing a phone transaction will cost even more. You need to be knowledgeable about the way credit card processing fees work to completely understand what is negotiable and what is not.

Is It Really The Lowest Rate?

Most funeral homes looking for the best rate will ask processors what their lowest rate is. The lowest rate quoted may not be a true cost. Say that you are quoted a rate of 1.59%. At the end of the month you might find that you are really paying 3.1% in what is known as an "effective rate". The lowest rate really is 1.59 percent but that rate only applies to "qualified transactions" which are based on processing history, types of

cards accepted and how you process them. Never sign a contract that locks you into a long term relationship with a processor.

Cost vs. Rates

You might be inclined to believe that a low processing rate would equal low processing costs. That's not really true and here is why:

Fees are based on four separate parts:

1. The card issuing bank's cost
2. The card brand's (Visa, Mastercard) cost
3. The back end processor's cost
4. The "client facing" service provider (Merchant services provider's cost)

Card-issuing banks (such as Chase, Capital One, Wells Fargo) along with the card brands, Visa, Mastercard and others set the price for each type of transaction through an "interchange rate". The issuing banks collect the "interchange rate" as their piece of the pie. The card brands (Visa, Mastercard) set an additional price for each transaction known as dues and assessments. The "back end processor" (such as First Data), charges the reseller of their services a fee to utilize their network and platform. The "client facing" provider (ie. Chosen Payments) then charges a small fee to maintain your account which is on top of the other three fees. There is no way around this no matter who your provider is.

It is a common myth that processors control fees. In the below example we will illustrate that is not the case at all.

Using an "effective rate" of 3.0% here is an example of where that money goes:

- 2.50% - Card issuing bank (Wells Fargo, Citibank etc.)
- .20% - Card Brand (Mastercard, Visa etc.)
- .15% - Back end processor (First Data)
- .15% - Merchant Service Provider (Chosen Payments etc.)

What To Ask For

When obtaining a quote, ask the processor to quote fees based on a pricing model called "interchange plus". Interchange plus separates the processor's markup from the wholesale cost described above. "Interchange plus" quotes do not need to meet any type of minimum sales volume.

Savings Quoted Don't Always Materialize

Don't accept promised savings as a guarantee. Shop based upon total markup. Since each separate transaction is subjective, one rate cannot be assumed for all transactions. You must ask how much each category of qualified, mid-qualified and non-qualified transactions will cost.

Take your monthly sales volume and divide that by your total monthly fee. If the rate you come up with is lower with a new processor than your previous processor, you should make the switch.

You should develop a relationship with your processor rather than simply seeing them as a utility for your business. It is also wise to use a credit card processor that is associated by any state and national association you may belong to. When processors connect and specialize with a particular industry they become more tuned to what type of transactions the industry generally conducts and can more accurately quote based on statistical data of the entire group.

Simple Might Prove Foolish

There are very simple ways to process credit cards such as PayPal and Square but that simplicity may cost you in the long run. These companies are not processing companies but known as "aggregators". Aggregators provide flat rates that appear attractive but will cost you more than a genuine credit card processor such as an industry provider like Chosen Payments. They also have a treat you as a number rather than a true client with a dedicated account representative.

Square charges a single rate of 2.75 percent for all swiped transactions while Stripe charges 2.9 percent + 30 cents. Remember the wholesale cost remains the same no matter which company you use. All processors pay the same interchange and assessment fees. Your goal is to pay the lowest cost for processing and it doesn't make good business sense to process a qualified transaction through Square. Why would you pay 2.9 percent on a qualified card transaction when you could be paying 1.59 percent to process the same transaction?

Summary

When shopping for credit card processors, avoid common pitfalls that can cost you in the long run. The closer you pay to wholesale, the lower your costs will be. Be wary of quotes that look too good to be true. Ensure the processor has solid references within the funeral industry.

For further information about credit card processing, please visit Chosen Payments website at www.chosenpayments.com or contact Jim Luff at jim.luff@chosenpayments.com



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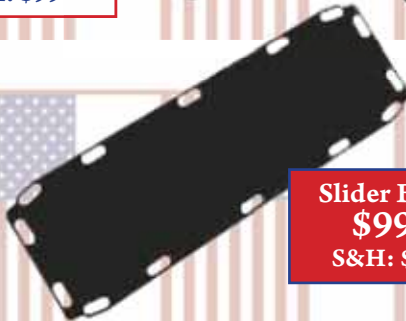
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Let's Chat

By Kristan Dean

Power of Pay It Forward using wood, bark, and foliage. Which brings us back to currency and the bank of kindness.

Do you see how Pay It Forward might be the way to apply the power of compound interest to kindness? Seems simple: one person gives kindness to another, then that same person does something good for yet another person. All the while the people receiving these good deeds turn around and do something good for more people. It kind of reminds me of the very, very old Prell commercial that goes "I told two people who told two people..." and the photos multiply by two then four then sixteen. Now that is how Pay It Forward grows kindness in multiple kindness accounts.

Who knew we could use math and science to explore the power of kindness? If only we could make giving as easy as exploring the Pay It Forward equation. Prayers you are smiling and thinking giving kindness is way easier than chaos theory, math, arboriculture, and finance. I look forward to learning what you think the greatest power of kindness is and how we can all bring more hope and love to our world. Please join in the conversation on the Let's Chat blog at www.nomispublications.com/blog.aspx, give me a ring at (781)331-5308, or if you prefer email me at kristan@mooneytunco.com.

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.

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What makes Pay It Forward so powerful? Sure we all know the concept. Pay It Forward is when one person does something good for someone and then that person does something good for someone else. The question is what makes these acts of support, encouragement, and kindness so powerful? If last month's column is on your mind you may be thinking about how science and spirituality fuel my statement "...every act of kindness no matter how small creates an energy that will only grow the power of love and hope." In this light it is easy to see that Pay it Forward might be able to grow love and hope exponentially, but how?

We can all see that one person's good deed plus another person's good deed equals two acts of kindness. One plus one equals two right? Short answer: not always. We have almost all heard and many of us have said that one plus one doesn't always equal two. In the case of Pay It Forward one good deed plus another good deed may almost always equal more than two. Think about it. If the first person inspires the second to give how can we say that the second person does not inspire the third to continue the Pay It Forward chain? Is this exponential growth? Maybe, but it will take a very long time for one Pay It Forward Chain to reach the more than 7,511,000 people that live on our planet according to the world population clock.

What if we look at Pay It Forward as a form of currency? Bear with me, I agree. Pay it Forward is the antithesis of a transaction because it demands each person to give without the expectation of receiving any return on their kindness investment for themselves. Pay It Forward is more like a giving tree where the trunk supports the growth of each branch and all of the tree's leaves or, in the case of a pine tree, needles. However I am not an arborist and have no idea how to explore the



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Associate Pastor Mandy Sanders



Releasing Candle Lanterns on the Pond at Ferncliff

SPRINGFIELD, OH— During Memorial Day weekend, **Ferncliff Cemetery, Arboretum and Crematory** paid tribute to deceased military and all who have died. Ceremonies and activities brought together families, community members, military and religious dignitaries as well as government officials.

During Sunday's fifth annual Floating Lantern Ceremony, families inscribed personal messages to their deceased loved ones on candle lanterns, and when night fell they released them onto the pond on the grounds of Ferncliff. Inspirational words were shared by *Mandy Sanders*, Associate Pastor of New Hope Church in Springfield, and participants had time to remember and reflect. Although families and friends were acknowledging loved ones no longer with them, the atmosphere was one of celebration. Refreshments were served and raffle prizes awarded including a TV and a girl's and a boy's bicycle.

A parade marked Memorial Day, followed by Clark County's Veterans' Honor Service at the War Memorial on the grounds of Ferncliff. The cemetery is the final resting place of more than 5,000 military, dating back to 1863, and has been a longstanding advocate of veterans and host of the honor service. Chaplain *Jim Stewart*, *Jon Stewart* of the Clark County Veterans Council and Springfield mayor *Warren Copeland* addressed the crowd. *H. Eugene (Doak) Walker*, Detachment 963 of the Marine Corps League, posted and retired the Colors.

"Ferncliff is honored to pay tribute to fallen military service men and women who sacrificed so much for our country," remarked **Stan Spitler**, Ferncliff Superintendent.

The Superintendent also provided an update on Ferncliff's House of Reflections, scheduled to open later this summer. The building, formerly the Superintendent's House, circa 1890, is being converted to accommodate 368 glass-fronted indoor niches where family and friends of loved ones can privately reflect in comfortable, updated, tranquil surroundings.

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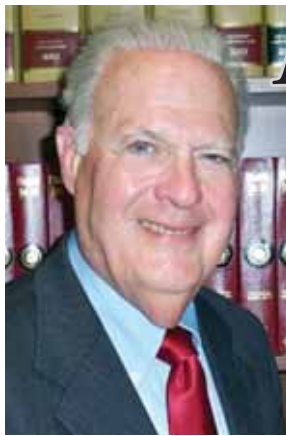
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Legal Speak

By Atty. Harvey I. Lapin

Ownership of Cemetery Space Problems (Part 2)

The author discussed in part 1 of this column the problems that arise concerning the ownership and use of multiple unused cemetery spaces after the original owners die without providing for future ownership and use when there is no applicable state statutory law. The discussion will continue in this column with a review of the state law in Illinois on the subject.

Some states have dealt with the problems discussed in Part 1 of this column with legislation. In Illinois, for example, the state legislature enacted Section 765 ILCS 835/16 of the Cemetery Protection Act that went into effect on January 1, 2002 allowing cemeteries to minimize the problems by obtaining an Heirship Affidavit. The law provides that if a cemetery authority receives an Heirship Affidavit from an executor, personal representative, surviving spouse or heir of the deceased owner of multiple interment rights, the cemetery can rely on the information in the affidavit to determine the use of the unused interment rights without any liability. The law provides that an affidavit would only be required if an owner had not specifically given the unused interment rights to heirs, provided a cemetery interment rights form to the cemetery or had a specific bequest in a will.

The law specifically states that when the owner of multiple interment rights dies any unused spaces not previous-

ly designated can only be transferred by a specific bequest of those spaces in a will. If there is no specific bequest or a lifetime transfer then the ownership of any unused spaces may be determined by a cemetery authority in accordance with the standard affidavit of ownership and the right to use any spaces will be determined in the order of death of the persons listed on that standard affidavit. Section 16 also provides that if all the living heirs are in agreement they can sell the unused interment rights and if two thirds of the living heirs agree a spouse of an heir may be allowed to use an interment right.

While the problems have been minimized in Illinois by the enactment of the law, problems can still occur if the owner of multiple interment rights dies without making a specific bequest in lifetime or by will or providing the cemetery with a written designation and the cemetery does not obtain an Heirship Affidavit.

If the owner does not provide the information, make a bequest or the cemetery does not obtain an Heirship Affidavit, the future right to use the space can get complicated. For example, assume that "A" and "B", husband and wife, purchase five (5) interment rights in a cemetery. "A" and "B", have three (3) children, "C", "D", and "E". The cemetery does not have any rules and regulations on the subject of ownership rights after the original owner dies. "A" dies and uses one of the interment rights. "A" made no provision for the interment rights in his will or during lifetime. "B" dies and is interred in a space and she made no provision for the interment rights in her will or during lifetime. "C", "D", and "E" now would be considered as owners of the remaining three (3) interment rights as tenants in common. When "C", "D", and "E" die, they each can use one of the other interment rights. If "C" marries and then dies, one of the remaining interment rights can be used by "C" and "C"'s rights in the other two (2) interment rights would terminate. However, if "C" is interred elsewhere, then "C"'s interest as a tenant in common in the three (3) remaining interment rights will be owned by "C"'s spouse and any children they may have. It is at this point that the ownership can get even more complicated and there could be many possible claims for the remaining spaces.

Another factor that confuses the ownership is Dissolution of the Marriage without providing in the agreement for a trans-

fer of any interment rights held jointly by the spouses. In the event that ownership is held in joint tenancy, both parties will have an equal interest until one dies and then the surviving party will own any remaining unused interment rights. If there are problems after a divorce between the former spouses it is not uncommon for a cemetery to be involved in a dispute on the use of the unused interment rights.

A lot of the confusion in this area has been caused because many attorneys who specialize in the estate planning and dissolution of marriage area are not familiar with the special requirements for the transfer of cemetery property. The author believes it would be helpful for subscribers to alert local attorneys about the law in their state and suggest to the attorney they deal with the subject when preparing wills and trusts for clients.

This article is for the information of subscribers and does not constitute legal advice about this subject. All subscribers should accordingly consult with their own attorney to make sure they are in compliance with the laws in their state.

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

He has written numerous articles on the subject of taxation, funeral and cemetery law.

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

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Allen Dave Funeral Directors and Cremation Tribute Center of Houston Received their Benchmark 1000th Death Service

HOUSTON, TX— Allen Dave Funeral Directors and Cremation Tribute Center Of Houston, Texas received their benchmark one thousandth death service on May 8, 2017. First generation funeral director **Allen Dave** established the firm in 2009. "We are honored to serve the residents of Houston and surrounding communities. We look forward to the next one thousand families for future growth. We should be able to achieve the next level in less than five years," said Dave, a National Board Certified Funeral Director and Cremation Specialist. Allen Dave graduated from the Commonwealth Institute of Funeral Services in 2003 with high honors and received Todd W. Van Beck President's Award in Funeral Service Management as well as the Most Impressive Perfor-

mance Student Award.

Allen completed the educational programs of International Cemetery Cremation Funeral Association University (IC-CFAU) at the Fogelman College of Business and Economics at the University of Memphis. In 2003, College of Sales & Marketing, 2004 College of Funeral Home Management, 2005 College of Cremation Services and 2006 College of Cemetery Administration and Management. Allen graduated as class valedictorian in 2006 and continued completing the master's program in 2007, becoming a Certified Crematory Administrator and Certified Crematory Counselor. In 2008, he attended the College of 21st Century Services and *In-Sight Institute Funeral Celebrant Training* becoming a certified celebrant. In 2009, he completed the College of Cemetery & Land Management and in 2010 he accomplished final academic requirements in death care education, the CEO program. He then joined the educational staff, becoming a professor at ICCFA University.



Allen and Micca Dave

Allen Dave served as ICCFA Allied Industry Chairman from 2009-2011, was appointed Secretary of the Board of Directors of ICCFA under President **Mark Krause** and was elected to the Board twice from 2011-2016. ICCFA awarded Allen his certification accreditation as a Certified Funeral Executive at their 2014 national convention.

In 2014 Allen became a Texas Certified Crematory Operator and is a Louisiana and Texas life insurance agent, and became a featured speaker across the country. In January 2016 he received his approval from the Louisiana State Board of Embalmers & Funeral Directors to practice in the State of Louisiana.

Allen is one of few funeral directors in the nation who completed this level of death care management education. Therefore, he strongly believes he is of great value to consumers and the death care industry. He promises to conduct business at the highest level of professional standards.

He and his wife Micca have three young adult children in college; Barrington (Baylor University), Jasmine (Texas Tech University and Alexandria (University of Houston).

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Observations

By Steven Palmer



Funeral Rule Rain Check

"Never blame a legislative body for not doing something. When they do nothing, that don't hurt anybody. When they do something is when they become more dangerous."

—Will Rogers

What a difference an election makes.

Prior to November 2016, all in funeral service were preparing for Congressional hearings as the Federal Trade Commission appeared to be poised for a review of the funeral rule. Their website stated a 2019 review. This was moved up to 2017.

Consumer groups were putting pressure on the agency demanding that funeral home prices be listed on all funeral home websites. They want to clarify misleading language. They wanted heavier penalties for funeral homes cited for failure to disclose prices.

Cremation, with its ever growing popularity, gives consumer groups another complaint. These groups claim that the funeral rule does not require funeral homes to include the third-party crematory fee in its advertised price. The FTC allows this charge to be listed as a "cash advance." Consumer groups were not assuaged with that ruling. Urn price lists were also on their list of demands.

The FTC concluded in their last review, effective 3/14/2008, "On the basis of the commentary received, the Commission has determined that the Rule continues to serve its intended purposes." The law endured without any major modifications, which angered the consumer groups and was a considered a

waste of tax payer dollars by watchdog groups. There has been unease over how many of the consumer group's wish list items would be fulfilled.

A Hillary Clinton victory would probably be welcome ground for this type of review. As Secretary Clinton said recently in her Wellesley College commencement address, "You may have heard that things didn't exactly go the way I planned."

A Donald Trump victory has put many expected events on hold and has added a few unexpected ones.

Trump issued an executive order in January 2017 for Reducing Regulation and Controlling Regulatory Costs. It states, in part, "whenever an executive department or agency publicly proposes for notice and comment otherwise promulgates a new regulation, it shall identify at least two existing regulations to be repealed."

At this time, we have no way of knowing for sure, what the Trump administration or the Congress or the Federal Trade Commission will do. However we can try to read the tea leaves by known facts and a little history.

The Federal Trade Commission was formed under the Federal Trade Commission Act of 1914, where it assumed all of the staff and duties of the former Bureau of Corporations.

President Woodrow Wilson wanted to end unfair trade practices, but mostly to break monopolies and trusts (a movement started by President Teddy Roosevelt). The agency explains the other duties they have assumed over the years: "unfair and deceptive acts or practices. Since then, the commission also has been directed to administer a wide variety of other consumer protection laws, including the Telemarketing Sales Rule, the Pay-Per-Call Rule and the Equal Credit Opportunity Act."

There are five commissioners for the agency, nominated by the president (and subject to the confirmation of the Senate). It is a bipartisan group that can only accept three commissioners from one party. Their terms are seven years and their terms are staggered to keep multiple appointments occurring in the short term.

Unless there are several vacancies that now need to be filled. As of this writing, there are three vacancies on the commis-

sion. Trump has appointed Maureen K. Ohlhausen as chairman. She was appointed to the board in 2012, term ending in 2018. The other commission member is Terrell McSweeney, a Democrat, whose term ends in December 2017. Immediately, the president needs to appoint two Republicans and one more Democrat.

What is Acting Chairman Ohlhausen's view on the responsibility of the FTC? She told the Heritage Foundation:

"Although well intentioned, the majority Commission under President Obama at times pursued an antitrust agenda that disregarded sound economics. It imposed unnecessary cost on businesses, and substituted rigorous analysis of competitive effects for conclusory assertions of 'unfair competition.'"

Trump himself has faced the FTC twice. Once when he reportedly failed to disclose a stock purchase in a merger and when the agency heard complaints about Trump University.

The Federal Trade Commission has already announced it had no intention to expand its scope to affiliated businesses such as crematories, crematoriums, monument dealers and casket sellers.

Budget and government spending are big items in any administration, especially the Trump administration which has promises to keep. Congress also knows that unnecessary spending will lead to voter upheaval. Is this review of the Funeral Rule needed and necessary for the protection of the public (despite what the consumer groups bark)?

Nothing is certain in Washington except for contention. The can that contains this review just got kicked way down the road.

"Good people do not need laws to tell them to act responsibly, while bad people will find a way around the laws." —Plato

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

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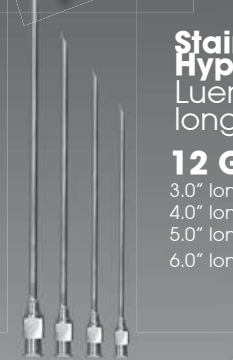
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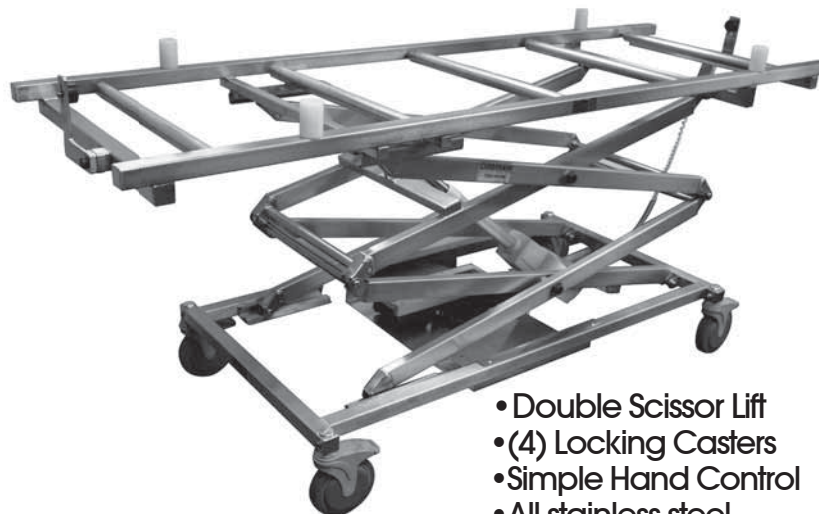
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Baker-Stevens-Parramore Funeral Home *Continued from Front Page*

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Manchester Avenue Location



First photo of the Baker Funeral Home



The award-winning seating area in the Roosevelt Avenue location.



OSHA Compliance

By Gary Finch

The Unveiling of a New OSHA, and It's About Time

There was a five-year period from 1989 to 1994 that OSHA was active with inspections in the funeral industry. This was understandable as OSHA enacted the hazard communications (MSDS) and formaldehyde (monitoring) standards in 1988 and the bloodborne pathogen (hepatitis B) standard in 1991. Starting in 1995, funeral home inspection activity dropped significantly in most states.

It dropped again in 2010 when President Bush established a system where random inspections would be limited to industries with the highest accident and injury rates. Relief was immediate in states under federal OSHA but slower in states that operated their own enforcement programs. It has been particularly slow in North Carolina and Virginia where enforcement was tricked up to allow unnecessary frequent inspection activity.

I always felt like this was abusive to the funeral industry in those states and a waste of time for state inspectors. Certainly, there were other industries with higher accident rates that were ignored so their inspectors could allocate time for funeral home inspections mandated by their state authority. It always ends up with the targeted industries losing respect for OSHA and the agency having few accomplishments to show for their effort.

Why bother to inspect an insurance office or funeral home when you have a ship builder and a steel plant just down the road. To what greater good does it serve? I think very little. We are now on the verge of another transitional period as unnecessary regulations are being reviewed and proposed for elimination. It cannot happen soon enough for me.

Let the period of a lean but even more meaningful OSHA begin. For funeral homes, it should reduce inspections to cases where employees file complaints. Even in those inspections, violations will focus on firms being required to institute corrections. Financial penalties will be reserved for the most egregious violators. For reasons I have never understood, employee complaints are rare in our industry. This is true even when employers are lapse in conducting required initial and annual safety training.

I am hoping that funeral home employers respond with more meaningful compliance. It is time for small independent family firms (so prevalent in our industry) to offer new employee safety training before those new employees are exposed to blood and other hazards. SCI and other conglomerates have been doing this for a decade. They are far more aware of liabilities when disgruntled employees file mental anguish suits over their failure to meet minimum safety training guidelines.

The new era allows me to develop training that is more in-sync with real workplace safety issues and less bureaucratic. When safety officers call with questions, I hope to give an answer that contains less ifs, ands, and buts. This will start to show with 2018 training. All hail the new OSHA. Now there is even less excuse for non-compliance.

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

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When Dan decided to retire, he sold the funeral home to **Carriage Services** in 1997 and remained on as a consultant. He appointed **Pam Parramore** as Managing Partner. After Dan retired in 2010, Pam's name was added to the business. She has now been with the funeral home for 26 years.

The Baker-Stevens heritage of success solidified Carriage Services' decision to build a second location. The main focus was to provide convenience for the family members and friends who would be coming in from out of town. So this new location was built with easy access to the freeway, hotels and restaurants. The new funeral home on Roosevelt Avenue provides spacious chapels, gathering areas and a reception room for serving food, holding meetings or celebrations. An open house was held for the community in April.

"In our new building the foyer houses a spacious seating area and truly welcomes as you enter the front door," said Pam. The Roosevelt Avenue location was beautifully designed to be a comfortable, open space for families. The firm was the honored recipient of the first Interior Design Award for Best Conversation Area. **MaryAnne Scheuble**, designer with **Cressy Memorial**, said "We applaud the relaxed seating which allows for paired or group conversations. The versatility of design won our votes!"

The new location has the ability to live stream a funeral service to friends or family that might be living out of the area and cannot attend the service. There are televisions in every room to show memorial picture DVD's, or to show the service in several different rooms. The funeral home can run two services at the same time on different sides of the building.

CONTINUED ON PAGE A25

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StoneMor Appoints R. Paul Grady President and CEO and Mark Miller Chief Financial Officer

TREVOSE, PA— StoneMor Partners L.P. (NYSE:STON) announced the appointment of **R. Paul Grady** as President and Chief Executive Officer, effective May 17, 2017. Mr. Grady, who will also join the StoneMor Board of Directors, replaces **Lawrence Miller**, who is retiring as Chairman, President and Chief Executive Officer. StoneMor also announced the appointment of **Mark Miller** as Chief Financial Officer, effective immediately, and added that **Bob Sick** has joined its Board of Directors.

“We are delighted to welcome seasoned executives Paul and Mark to StoneMor and believe that their extensive leadership experience and proven management skills make them the ideal choice for the Partnership,” said **Robert B. Hellman**, StoneMor’s lead director and Chairman of the General Partner. “StoneMor will benefit from Paul’s prior work with master limited partnerships, his proven track record managing complex national businesses and his hands-on leadership style. Combined with Mark’s time as a publicly traded MLP CFO and his well-rounded functional background in accounting, treasury, M&A, FP&A

Executives Share Strong Track Records of Driving Growth and Extensive MLP Experience Together, Bring More Than Six Decades of Operations Leadership and Financial Expertise



R. Paul Grady



Mark Miller

and IT, and we have a formidable leadership team in place. I look forward to partnering with Paul and Mark to put StoneMor firmly back on the path to growth.”

“I have committed substantive time to studying the death-care industry and StoneMor’s situation in particular,” said Paul Grady. “We have fallen short in operational areas, have a salesforce to re-build and haven’t been effective enough with our financial controls, leading to the delay of our recent quarterly filings. I am committed to fixing these issues. Despite these challenges, I believe the future is bright. We are one of the leading players in a growing industry, and I see no reason we cannot capture that growth in the coming years.”

“It has been a challenging year for StoneMor, but I look forward to fixing any historical errors and leveraging my strong track record building and leading teams that are focused on growth and execution,” said Mark Miller. “Like Paul, I am committed to open and transparent communication. We expect to be in a position to provide preliminary financial results for the 2016 fourth quarter and 2017 first quarter shortly and will file our complete financial results as soon as we are able.”

Mr. Grady began his career in 1978 in sales, marketing and corporate development roles at a number of consumer packaged goods companies, including Campbell’s Soup Company. Most recently, Mr. Grady served as Interim Chief Executive Officer of Rio de Janeiro-based NEOgas S.A.. Mr. Grady, a Philadelphia native, has spent the majority of his career at large companies in the Greater Philadelphia area. He brings more than two decades experience in the oil and gas industry and since 1995 has held Chief Operating Officer positions at AmeriGas Propane, Heritage Propane and Titan Propane. He rose to become President of Heritage

CONTINUED ON PAGE A23

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Mark My Words

By Mark Pennington

Caring for Veterans and Their Families

We are experiencing a confluence of events that bring the importance of veterans funeral care to the forefront, the last of the World War II soldiers, the bulk of those who served in Korea, the end of the “draft,” and the heroes of Viet Nam who served amid the nation’s bitter controversy. Now the families of the men AND women of today’s multiple conflicts look to their community funeral directors for care and guidance.

There are many questions which military families should be asking and getting answered. The funeral director who actively seeks to become a resource for veterans and their extended families will be one who grows his business. I’m familiar with a funeral home doing around 100 plus calls per year who added 80 more calls by aligning themselves with a veterans’ funeral care program. This is definitely an area of growth and one that deserves examination and assessment.

While most everyone confirms, “Yes, we do veterans’ funerals,” how many can expertly guide a family through the proper protocol, explain burial benefits, read a DD214 correctly, acknowledge various military

commendations and service awards properly, and assist with additional “hidden benefits” that the veteran and family members may be entitled to? (More about this below.) Lip service is one thing, positive action, quite another. Additional information can be obtained directly by contacting local American Legion/VFW Posts.

Successful firms align themselves with an organization who specializes in providing information on how to serve military families. If you can’t spare the time to investigate these organizations yourself, assign a team member to do so. Working with a firm such as this can be a powerful marketing tool. Not only can you provide the expertise and support required for a military funeral, but your association could exclude other area funeral directors from enjoying a similar relationship. Some of these organizations even provide identification that singles out your funeral home as experts in serving military families. Enlisting a group like this will add calls...but you must “walk the walk, not just talk the talk.”

After living through times when being a vet was fodder for scorn, or for those suffering unrecognized ailments and mental challenges, we’re finally hearing “Thank you for your service,” from people in all walks of life. Honor this welcome change by truly serving them. Find out about “hidden benefits” the US government offers when you dig for them – insurance and health benefits, disability awards, help with caregiver services, programs for children of vets – there are literally dozens of programs designed for both vets and their survivors. It’s nearly impossible to even discover all that’s available much less get-

ting them to work for you, and that’s where these special organizations become invaluable. They have the expertise, experience and patience to assist you in doing what you pledge to do, honor vets and their families in a meaningful way. You can become a liaison for veterans and their families by simply exploring the resources available to you from these industry groups. Be the community resource for military families by providing knowledge, contacts, and support. Demonstrating this deep respect for their service and sacrifices will place your firm in a preferential position when the time for selection arrives for the veteran and extended family.

Mark Pennington has a 45-year history in the cemetery and funeral industries. His expertise in sales and marketing is without equal and by creating a unique legacy through innovative development of products and services he has helped the industry grow and prosper. A 1973 Magna Cum Laude graduate of Memphis State University, Mark proudly served in the Marine Corp. He was a member of the Honor Guard/Marine Barracks Eighth & I Washington, DC during the presidency of LBJ. Well known for his support of the funeral, cemetery, and cremation industries, he earned CCFE, CCRE and CSE designations from the International Cemetery, Crematory and Funeral Association (ICCFA). Mark served as Executive Vice President and COO for Superior Funeral Supply for 27 years refining his management expertise before he left to found his own firm. A hands-on executive Mark has created a permanent position in our industry as an innovator, supporter and believer in the immense value of funeral service. He also served as president of the Casket & Funeral Supply Association (CFSA) from 1999-2000.

Blogs

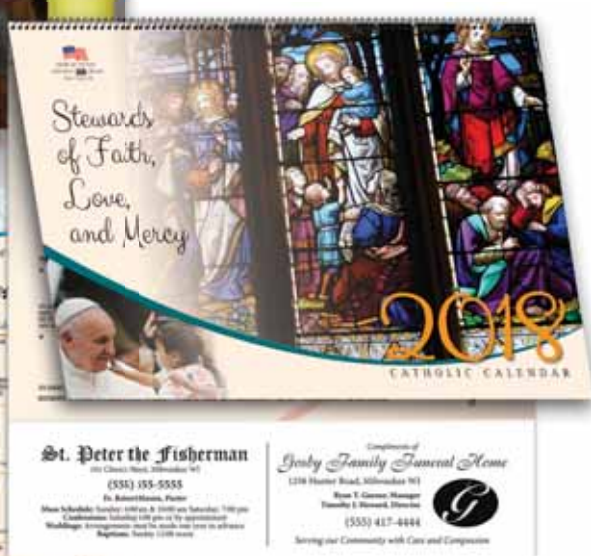
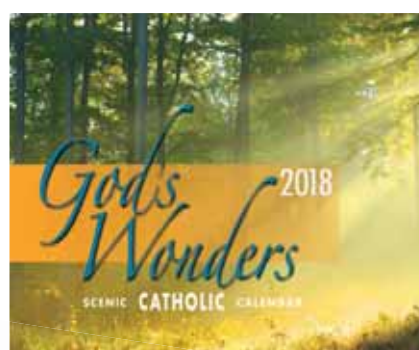
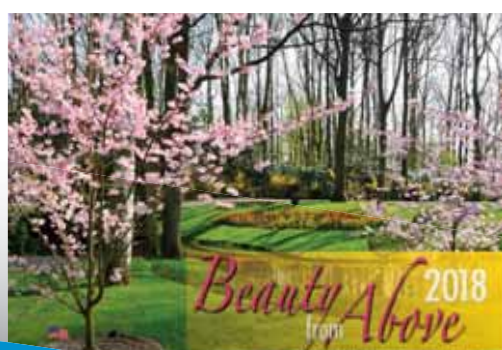
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AseraCare of Evansville Hosts National AseraCare Memorial Event "A Butterfly to Remember"

EVANSVILLE, IN— AseraCare of Evansville, provider of hospice and palliative medicine services, invited former patient families and the local community on Thursday, June 8, 2017 at Oak Hill Cemetery in Evansville.

The "A Butterfly to Remember" memorial event is an annual AseraCare gathering to honor and remember loved ones who have passed away this year by families, friends and the Evansville community.

"Through this special memorial event, our families, community and office may honor the lives and memories of those who we loved. It is our privilege and commitment to serve and support our patients and their families with respect and dignity," said LaToya Hardiman Volunteer Coordinator of AseraCare of Evansville.

"From our AseraCare family to yours, we invite you to warm your hearts and celebrate the gift of life through our 'A But-

terfly to Remember' memorial event," said Angie Hollis-Sells, President of AseraCare. "This event is a special time to remember those individuals AseraCare has cared for and those the community has cared for, celebrate their lives, and most importantly – support their families."

Butterfly encounters frequently are mentioned after the loss of a loved one and many think of this symbol as from the soul of the loved one who has passed giving us hope and healing while we grieve.

With 53 hospice locations in 19 states, AseraCare is one of the largest providers of hospice and palliative medicine services in the United States. Aseracare Hospice is designed to provide the care, guidance and symptom management that patients need for an improved quality of life. AseraCare serves more than 14,000 patients annually and is part of the Golden Living family of companies.

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Protecting Your Families and Business

By Jim Starks, CFuE, CCRé

Pre-Needs: Foreseeing Product Selection Changes

Protecting clients who have purchased pre-needs written at your location is imperative: not only may the products and services selected change and become unavailable when the pre-need matures, but staff may not know what was included in a pre-need written more than ten years prior.

The casket is a common pre-need item that may change from the time the pre-need was written to the time it matures. For example, the casket company can drop the unit or discontinue it from particular distribution centers.

While some manufacturers will transfer a unit that was dropped from one particular distribution center when available, the option doesn't exist if the unit was discontinued. If it was discontinued, employees will need appropriate information to identify the casket and find another of the same quality. The current employee will not likely know the gauge/species, type of finish and interior of the casket if only the name is listed.

To add to the issue, many firms are purchasing caskets made in other countries due to their lower purchasing cost. Matured pre-needs may call for a casket that is on back-

order from a foreign supplier. The question becomes whether a firm will need to replace that back-ordered unit with a similar but domestically-sourced casket that costs twice as much.

Similarly, providing urns on a pre-need may become a problem. With cremation rates at more than 50 percent nationwide, urns have become a major part of merchandising. Hundreds of firms distribute urns of all shapes and sizes to other firms in the death care industry.

If a pre-need specifies a "bronze cube" urn, an employee will not know whether the specified urn should be made from sheet, plate or cast bronze. But the wholesale cost could be significantly more depending on how the urn is made. And the customer should receive what they paid for.

Yet another challenge with pre-needs is the arranger working with the client when the pre-need matures. That person should know what products have been replaced, as well as what products are comparable when a selected one is no longer available.

Regarding services with pre-needs, many firms have developed packages including different services and merchandise. And over time, firms have modified the packages to better represent what the consumer is selecting. However, the name of the package does not necessarily change when the content included changes.

Thus, when a package is selected, a copy of the package contents should be included in the pre-need file to ensure the consumer receives what they purchased. This likewise protects the firm from providing more than what was purchased when packages are upgraded over the years.

To protect both the firm and consumer, the following information should be included in all pre-needs

regardless of whether a firm is selling, caskets, urns, vaults, markers, etc.:

- Manufacturer of the product
- Product name or manufacturer identification
- Type of interior
- Gauge or species and type of finish
- Copy of package in each pre-need

Documenting the following information with the pre-need reduces the chance a non-comparable product is substituted when the originally-selected product is no longer available.

Jim Starks, CFuE, CCRé, 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.

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Homeward Bound Shipping was founded by **Matt Smith** in response to comments and complaints from funeral directors at seminars and conventions. All agents are vetted by Matt and are held to the highest quality standards. Homeward Bound stresses embalming and the condition of your client family's loved one. Quality customer services is the standard and their goal is to exceed your expectations each time.

Homeward Bound offers national and international shipping services to funeral homes. They can handle all the transportation details, from booking flights to ground transportation. They also provide international shipping support with translation services for required documents, as well as help with communication with Consulates and Embassies. Homeward Bound can even help you out in pinch. Did your custom casket arrive at the wrong airport? Give them a call!

For more information, or for your next ship-in call 866-699-7447 (SHIP).

Designing Woman

By MaryAnne Scheuble



Blind Date

Well before on-line dating sites were a possibility, we used old-fashioned ways to connect. A blind date set up by my friend Joan and her boyfriend had us dressing up for a night out. When she and the two young men appeared at my parents' house, it was evident that my 'match' had not gotten the memo. To keep him from feeling awkward, I quickly changed to match his jeans look and we re-selected the restaurant. BTW – I have never felt comfortable in jeans.

Often, I think of how blind dates and new sales opportunities are similar. With each new meeting, we quickly evaluate how to read a customer and build a relationship. By understanding our customers, our behaviors (or business models) can be adjusted to meet to their needs and interests.

Bryan Duffield and co-owner **Michael Pastrick** of **Duffield and Pastrick Funeral Home** in Coloma, Michigan designed their business model to match the customers they serve – updated and casual. When they opened their funeral home 10 years ago, Bryan and Michael found that wearing golf shirts and khakis helped to put families from their beachy, casual hometown at ease. Their dog, Seger, a more recent addition, welcomes visitors with a wag of the tail. People appreciate this business not only for the funeral directors' exceptional professionalism and skills but also for the comfortable, relatable atmosphere with its relaxed, open feel.

Anthony Biondi, Jr., Manager of **Biondi Funeral Home** in Nutley, New Jersey serves his predominately Ital-

ian Catholic family base by following a very traditional model. Third-generation funeral director Anthony, Jr. greets visitors wearing a well-tailored suit and surrounded by classic, traditional furnishings such as beautiful stained glass art and heirloom quality woodwork. Even the restrooms carry the theme! The elegant interior matches the décor of families he serves. A dignified yet warm atmosphere is enhanced by the very gracious personalities of their staff.

John Kirk, President, **Lighthouse Memorials & Receptions** in Torrance, CA knows that tradition can be comforting. Their families range from a traditional Hispanic to a very diverse-thinking population. John is concerned that 'old-fashioned' decor silently suggests old-fashioned skills or ideas. An updated website offers possibilities of memorial services held in unique venues such as the beach, in backyards, VFW's or their own reception spaces. The soothing, California-style facilities are designed with generously-sized lobbies, understated catering/reception areas, upscale restrooms, large windows and larger-sized furniture. The very personalized service is offered in spacious, comfortably-appointed décor bathed in natural light.

What do visitors to a funeral home really want? According to thriving businesses such as the ones mentioned above, families want customized services, seating comfort, attractive design of the facility, some amenities and generally, a less formal environment. Surroundings that set us at ease allow us to connect better with others.

If your community serves a population that prefers Victorian furniture, antiques and historical reminders, be sure to follow their lead with your décor. If the local population is comprised of hunters and outdoors people, it could be very comforting for them to welcome visitors to a funeral home decorated with twig rockers and heavy pine frame sofas. Of course, you know how to meet people where they are. Great décor serves to attract, comfort and honor.

When we read our customers well, we can make a lasting connection that effectively promotes business and makes us positively memorable. It's no surprise that we all make



Elegant Rest Room at Biondi Funeral Home



Brian Duffield & Mike Pastrick (seated) with Seger

decisions and judgements based on what we see. Blind dates might be a fun adventure but you don't want to be blind to community standards and how your funeral home's décor honors the public you serve.

Since I read the situation with my blind date well and adapted, it was the start of a lasting connection. He liked what he saw and I did, too. I physically changed (my clothes) to match his style that night. It was worth it. Over the years, our styles changed and we would review it at each anniversary. You could say we went into business together - and we sealed the deal with wedding rings.

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.



Lighthouse Reception Room



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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.



Teresa Givan

Recipient **Teresa Givan** always felt a draw to the funeral industry. This began early with the loss of her grandmother. Through her grandmother's death, Givan was able to wander the funeral home as her parents sat with the funeral director. This had a positive experience on her. Years later, she enrolled in the *Cincinnati College of Mortuary Science*. Givan's education at CCMS prepared her to be the very best she can be as she takes on this ministry to heal wounds of death that everyone needs when there is a loss of life.

Recipient **Tanya Y. Reid** is expected to graduate from the *Pittsburgh Institute of Mortuary Science* in 2018 as a licensed funeral director. "My desire is to



Tanya Y. Reid

serve and to help my community in a time when sensitivity is needed. I believe I have the qualifications of a funeral director because they must display great communication skills and be a good listener to deal with each case by need. While it's important to be sympathetic, calm and addressing the issues at hand, I truly believe it is just as important to have a business mind for organizational skills and details. I know with my background I will make a phenomenal impact on society, community and the families I serve in the profession as a licensed funeral director."

Recipient **Ann McCollough** didn't choose to be a funeral director, it was who she was meant to be. She has embalmed, sat in on funeral arrangements, made removals, supervised visitations and funerals alone, and has never felt such a strong connection to a career more than she does now. Every choice



Ann McCollough

she made in her life was leading her to where she is now. McCollough is expected to graduate from the *Pittsburgh Institute of Mortuary Science* in September of 2017.

Donor: Preston Funeral Homes

Rev. James N. Preston graduated from the *Simmons College of Mortuary Science* in 1969. He and his wife, **Irene L. Preston**, who is also a licensed funeral director and embalmer, established **Preston Funeral Homes**, which is one of the few and possibly the only African American owned and operated firms in Phoenix and Tucson, AZ.



Rev. James N. Preston

In addition to serving as business owners and grief counselors, Lady P and Rev. Preston serve on several prestigious boards and committees, locally and nationally. Together they established the *Preston Funeral Home Mortuary Scholarship* for the most outstanding graduating mortuary science senior at *Mesa Community College*.



Irene L. Preston

Donor: Nancy Pierce Barber

A lifelong resident of Texas, **Nancy Pierce Barber** is a graduate of the *Dallas Institute of Funeral Service*. She is the daughter of the late **William "Bill" Pierce** who was president and chairman of the **Pierce Companies** in Dallas. After her father passed away in 1998, Barber became involved in her dad's vision for excellence in all that she did. Bill was her role model and to continue his legacy, the best of the best receive the *William H. Pierce Award* at all three of the *Pierce Colleges*.



Nancy Pierce Barber

CONTINUED ON PAGE A22

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2016-2017 Scholarship Donors and Recipients

Continued from Page A21

Donor: Dr. Hari P. Close

Dr. Hari P. Close, owner and founder of the **Hari P. Close Funeral Services, PA** in Baltimore, MD, is licensed in Maryland, the District of Columbia, Massachusetts and Delaware. He has served as executive director for the *National Funeral Directors and Mortician Association*. As president of the *International Conference Board of Funeral Examining Boards*, Dr. Close made a commitment for preparing students for their ministry in funeral service by encour-



Dr. Hari P. Close



Phil Mathis

aging them to strive for excellence in all that they do. He served as president of the *State Board of Mor-*

ticians and Funeral Directors of Maryland and has also worked on the *American Board of Funeral Ser-*

vice Executive Council, Education, and Policy Board. Education and license is a top priority for Dr. Close, who assists the *100BWFS* with a mortuary scholarship.

Donor: Phil Mathis

Phil Mathis of **Phil's Coaches** has faithfully served the automobile business since the early 1970's and learned the art of merchandising and financing vehicles in the Washington, DC area. He became one of the first minority **Cadillac** representatives. In 1991, Moore decided to sell and contract with **Federal Coach** of Fort Smith, AR, serving as general manager of Fleet Sales, and in 1992, Cadillac introduced the Professional Vehicle Group.

In 2010 Phil became the first minority distributor representing the Mid-Atlantic Region. With the opening of the **Funeral Car Store**, he intended to bring the market place the same high integrity and professionalism that he has learned and acquired over the years. More than ten years ago, Phil donated his first mortuary science scholarship. He is always a willing successful businessman who makes things happen for students through financial donations.

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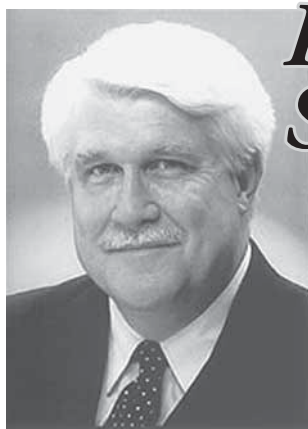
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Keys to Service

By Todd Van Beck

Avoidable Problems

Throughout my career I have worked hard to eliminate problems. Sounds utterly ridiculous doesn't it?

In my early years in funeral service I was brain-washed, and I was admonished over and over again that the worse crime which lay upon the face of the earth was making a mistake on a funeral. If a problem arose it was grounds for severe consequences.

There was only one problem with this attitude: in reality, problems abounded on funerals. In fact, looking back at my career I don't know if I ever conducted a funeral where everything went the way I planned it out. If it were just myself and the decedent, then possibly everything would be to my liking – but I usually had to open the doors of the funeral home, cemetery, church, or temple and let people in. When people showed up the problems began.

Here is an example of problems people create: the family's personal car rear ending the funeral coach. I had this happen. The family had decided to drive their own car, which was following the hearse. I put the brake on, and I looked into the side mirror and had that horrible feeling of knowing I was going to be hit, and there was nothing I could do to avoid the collision. This is another instance of an unavoidable problem.

The family member driving the car hit the hearse so hard that the back door was smashed in and we couldn't get the decedent out to complete the burial service. We had to go to the auto body shop to get the back door taken off. You can just imagine how thrilled the chaps that worked in the auto body shop were when first they saw me roll in, and second when they discovered that yes indeed there was a

dead person in the back! That door came off in record time!

With all this said I would like to suggest that there are also **AVOIDABLE PROBLEMS** which with a little awareness and attention can be within the control of the funeral professional to insure that they will not happen.

External conditions in the funeral home that can and should be avoided include interruptions and interferences.

About these two I feel rather strongly. The funeral conference interview is a basically demanding experience of all the participants and so focus, privacy, and protection of this experience are very critical.

Here is an example. I worked in the management of a funeral home where a particular funeral arranger was employed who was just weak in their skills. Their weaknesses were primarily centered in their annoying addiction to creating interruptions on their own and tolerating interferences from others.

I sat in on several conferences that this funeral director was responsible for and in one three hour session this person jumped up, left the room, returned, and then jumped up again – 20 times!

Not surprisingly this funeral director received so many negative family surveys that in time the employment was terminated.

The funeral/cemetery interview demands, among other things, that the serving person concentrate as completely as possible on the present situation, thus establishing rapport and building trust. Jumping up and down, leaving the room and accepting messages that have nothing to do with the needs of the clients never will create an atmosphere of rapport and trust.

Outside interruptions, no matter their perceived legitimacy can only hinder the important goals of building trust and establishing rapport. I have long thought that the typical funeral/cemetery professional has a window of time of about 10 minutes to establish trust and respect.

In my humble opinion I believe one of the key substances of the funeral interview is that it is simply sacred. The funeral interview is also extremely personal and deserves and needs respect for both confidentiality and privacy.

I have actually seen some gutsy and creative funeral professionals make a practice of putting on the door a sign reading "Do Not Disturb" or something similar. Although this practice might be helpful, I feel it could also possibly have

the opposite affect and frighten and/or intimidate the client family waiting outside or, at least, make them feel more anxious than they already are.

When you have an incompetent, licensed or not, behaving this way when they are confronted with their counterproductive approach endless excuses usually are provided. To be sure there are times in which we must leave the room, but 20 times in one funeral/cemetery interview is pressing the limits of the common sense approach to this sacred experience.

Funeral/cemetery professionals who are well prepared, highly interested in their performance, who have their client families absolute best interests at heart, who are secure and grounded in who they are as human beings, and who have successfully established trust and respect with the client family do not behave in such a manner.

Disorganized, rattled and frazzled funeral/cemetery interviews are never the fault of the client family. This is always the fault of the funeral professional interviewing the client family and the good news is, the situation is totally avoidable.

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.

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StoneMor Appointments

Continued from Page A16

Propane prior to its acquisition by AmeriGas Propane in 2012. During his time at these companies he was responsible for more than 12,000 employees and oversaw significant growth in earnings at each of these organizations through execution of organic and acquisition strategies.

Mr. Miller began his career at Deloitte & Touche in New York City. He has been working as a consultant for StoneMor in recent months. Prior to that he served as Chief Financial Officer of Allentown-based CrossAmerica Partners, formerly Lehigh Gas Partners, a publicly listed MLP with \$2.7 billion in revenue, where he oversaw a team of approximately 50 people. He brings a 31-year finance career with a strong accounting foundation, followed by more recent M&A and financing experience during CrossAmerica's growth from private company to approximately \$42 million of EBITDA in 2014. Mr. Miller took Lehigh public as an MLP in October of 2012.

Mr. Grady graduated in 1975 from Stetson University in Deland, Florida, with a BA in Marketing and Management. He also earned a J. D. from Stetson College of Law. Mr. Miller graduated in 1984 from Northeastern University, Boston, with a Bachelor of Science in Accounting. Both men are Philadelphia natives.

StoneMor also announced that Bob Sick has joined the Board of Directors. Mr. Sick has been a private equity investor for more than 20 years, performing transition CEO work in a wide variety of industries and with a large number of private equity and GP groups. He has been CEO of approximately 35 companies through his management company, White Oak Capital, LLC. Most recently, he has been Operating Director at American Infrastructure Funds since 2015. Mr. Sick graduated from Stanford University with a Master of Science in Industrial Engineering/Engineering Management.

StoneMor Partners L.P., headquartered in Treviso, is an owner and operator of cemeteries and funeral homes in the United States, with 316 cemeteries and 100 funeral homes in 27 states and Puerto Rico. StoneMor is the only publicly traded death care company structured as a partnership. StoneMor's cemetery products and services, which are sold on both a pre-need (before death) and at-need (at death) basis, include: burial lots, lawn and mausoleum crypts, burial vaults, caskets, memorials, and all services which provide for the installation of this merchandise. For additional information about StoneMor Partners L.P., please visit StoneMor's website, and the investors section, at <http://www.stonemor.com>.

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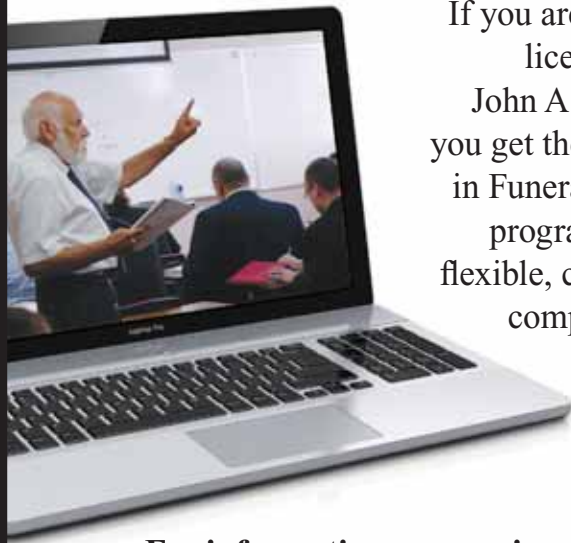
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Historic Funeral Business leaps into 21st Century with Rooftop Solar Arrays on Seven Locations

Continued from Page A4

Mission Park to be more environmentally friendly and responsible so we can continue serving the San Antonio community for many more generations to come.”

Annually, Mission Park's solar arrays will produce 778,735 kilowatt-hours of electricity, which will offset more than 547 metric tons of carbon dioxide equivalents. This is comparable to eliminating the greenhouse gas emissions from 116 passenger vehicles driven for one year, recycling 174 tons of waste instead of taking that amount to the landfill, or powering 58 homes' worth of electricity for one year.

Besides being environmentally friendly, Tips says the solar panels were a smart financial investment, and that saving money is especially important to him as he prepares to eventually hand off his business to his children.

“We're innovating, we're taking the environment into account, and we're thinking of the long term of the company.” Tips himself drives an electric vehicle, as do many of his employees.

Because funeral homes operate 24 hours a day seven days a week, electric bills are a large portion of their operating costs. Mission Park's project features SunPower 327-watt solar panels, which are the most efficient available today, with unmatched reliability and an expected life of more than 40 years. Freedom Solar Power is a SunPower Master Dealer, the only company with that distinction in Texas.

Once the first phase (the initial seven lo-

cations) of Mission Park's solar project has paid for itself, Tips will begin phase two and have Freedom Solar design and install solar arrays on another set of its locations.

“Freedom Solar took care of everything. They answered our questions, walked us through the process, and handled all permitting paperwork associated with our installation, including the utility interconnection agreement and rebate incentive documents. It was a complete turnkey solution. In the end they under-promised and over-delivered, making us very satisfied customers,” Tips says.

Kyle Frazier, Freedom Solar's director of sales, says: “We have an unmatched level of experience and proficiency when it comes to helping businesses with multiple locations transition to solar power. It's our mission to meet the specific needs of every customer, and we understand that no two businesses are alike. We discuss the business owner's financial goals, budget, and unique circumstances; and work with them to create a customized plan that allows their business to transition to solar at a pace beneficial to their bottom line.”

“More and more business owners like Dick Tips are looking at their energy needs from a long-term perspective,” says Bret Biggart, CEO of Freedom Solar. “Mission Park is a great example of how any company can slash energy use and boost their bottom line with solar through innovative thinking and careful planning.”

For more information, visit <http://www.freedomenergypower.com/>.



Embalming Tips & Tools

By Matt Black

The Importance of Hands (Part 7)

In our last installment, we reviewed pre-embalming treatments of traumatized laceration wounds and sutures in the areas of the hands.

As we continue looking at pre-embalming techniques for the hands, we will focus on abrasions. As mentioned in prior installments, along with age comes thinning of epidermal layer of the hands, however, we see abrasions in all ages because the tissue of that area of the body is extremely delicate and very prone to abrasion.

By definition, an abrasion is a wound caused by superficial damage to skin, no deeper than the epidermis. There are dry abrasions and wet abrasions. A dry abrasion is an area of dehydrated tissue that is dark and rough and resembles a scab. A moist abrasion is an area leakage. The area will be wet to the touch and can have some bruising present.

When treating any type of abrasion, cleaning and disinfection are normal protocol. This should be followed by spraying the hands with humectant arterial injection accessory chemicals or massage cream. This helps protect the entire hand area and will prevent any crusting or dehydration. Most dry abrasions can be treated with these topical treatments followed by embalming process. If scabs are present, it is advised not to remove them.

Most abrasions are very superficial and normally only affect the epidermis layer of the skin. Wet abrasions often have seepage, raw skin or a small amount of bruising present. Spray the hands and the wet abrasion with humectant arterial injection accessory chemicals or massage cream. This helps protect the entire hand area and will prevent dehydration of the raw skin.

Once we have topically conditioned the area, embalming can proceed. Normally embalming fluid will reach these abraded areas and it will preserve the tissue. Small amounts of arterial leakage can be present during the embalming procedure. Since we have topically

conditioned, the entire hands are protected from the small amount of leakage. A post embalming treatment may be necessary if leakage or preservation problems were not fulfilled during embalming.

Burns to the hands caused by heat, chemicals, electricity or radiation are classified into 1st, 2nd and 3rd degree burns. Embalmer discretion and case analysis is important.

- 1st degree burns only cause redness of the epidermis. This type of a burn is very superficial.
- 2nd degree burns have blisters and swelling (edema) to the area. There is destruction of the tissue of the epidermis and dermis.
- 3rd degree burns destroy layers of skin and tissue. A charring effect and destruction of the skin is present.

Preservation is the primary concern when faced with 2nd and 3rd degree burns. Since we are dealing with pre-embalming techniques for burns of the hands only, we will only focus on generalized location of burn not the total system effects a burn can have on the body. Pre-embalming treatments depend on the degree of the burn. Burn victims frequently will survive the initial burn event and live for some time. Initial concerns are, depending on the severity: severe infection, localized edema, trauma, charring and loss of tissue.

General guidelines for pre-embalming treatments for 2nd degree burns include:

- Thorough washing, cleaning and disinfection of the localized burns on the hands. This can be performed with a topical embalming spray and a germicidal soap.
- Spray the entire hand area with humectant arterial injection accessory chemicals or massage cream. This will help condition skin that is not damaged from topical preservation treatment and will condition and protect the skin. Remove these conditioners from the burnt tissue only. Re-spray with topical embalming spray.
- If blisters are present, puncture pouches of liquid and allow to drain. This can be accomplished with a transdermal needle injection into the blister in a fan like manner. This will allow drainage of liquid during arterial injection.

Many times a case analysis needs to be re-assessed to see if arterial preservation will reach these areas. A frequent complication with burn victims is difficulty with circulation and high preservation demands. We have to remember we need a preserved, firm and dry tissue for restoration and cosmetic treatment.

We are generally speaking of a 2nd degree localized burn of the hands. A popular treatment is painting the burned area with a formaldehyde preservative gel. This treatment should be planned as a multi-step approach and should be done prior, during and after embalming. This technique is an effective option and causes very little bleaching effect.

Another pre-embalming technique is using a phenol/ non-phenol cauterant pack wrap or a non-phenol cauterant gel on the burned areas. The areas should then be covered. This technique will have a bleaching effect.

A popular technique used for damaged tissue in various cases, including 2nd and 3rd degree burns on the hands and elsewhere, is painting the burned areas of the hands with a super gel mixture. The phrase super gel has become well known in our industry and refers to a mixture of formaldehyde preservative gel and a phenol liquid cauterant mixed in stainless bowl. This mixture can be used as pack or painted over the burned area and covered. These pre-embalming treatments for abrasion and burns can help with preservation and cosmetic applications.

In our next installment, we will discuss pre-embalming treatments prior to embalming.

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.

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SCI honors 2016 Service Excellence Award Winners



2016 SCI Service Excellence Award honorees and SCI executives. (L to R) Phil Jacobs, SCI Senior Vice President and Chief Marketing Officer; Michael Lehmann, Business Development Director, SCI Headquarters; Donald Cardell, Whitehurst Sullivan Burns & Blair Funeral Home, Fresno, CA; Jamie Len Woolfolk, Hillcrest Memorial Park & Mortuary, Bakersfield, CA; Anthony James, Caballero Rivero Southern, Miami, FL; Vincent Canzano, Sylvania Hills Memorial Park, Rochester, PA; and Michael R. Webb, SCI President and CEO.

HOUSTON, TX— Service Corporation International (NYSE:SCI) and its brand, **Dignity Memorial**®, announced the company's 2016 SCI Service Excellence Award recipients. The program, created in 2007, recognizes and honors SCI and Dignity Memorial associates across the country for exceeding expectations through exemplary service toward others and fostering the company's culture of service excellence.

Anthony James, Assistant Grounds Manager at **Caballero Rivero Southern** in Miami, FL, was named overall winner and presented with the Steve Mack Award for Service Excellence. **Steve Mack**, a 42-year veteran of SCI and former Senior Vice President of Operations, lost his battle with cancer in 2015. His career was highlighted by his leadership and dedication to serving families.

In addition, the following SCI associates were named 2016 SCI Service Excellence Award winners: **Jamie Len Woolfolk**, Funeral Arranger, **Hillcrest Memorial Park & Mortuary**, Bakersfield, CA; **Vincent Canzano**, Superintendent, **Sylvania Hills Memorial Park**, Rochester, PA; **Donald Cardell**, Location Manager, **Whitehurst Sullivan Burns & Blair Funeral Home**, Fresno, CA; and **Michael Lehmann**, Business Development Director, **SCI Headquarters**, Houston, TX.

"This year's SCI Service Excellence Award recipients display a commitment and dedication to our core value of service excellence

for the families we serve," said **Michael R. Webb**, President and Chief Operating Officer of SCI. "It's an honor to recognize their outstanding achievements in the funeral and cemetery professions and celebrate the work they do on behalf of our client families."

All 2016 SCI Service Excellence Award recipients were honored at a dinner held May 4 and presented with their awards by members of the SCI and Dignity Memorial leadership teams.

Service Corporation International (NYSE:SCI), headquartered in Houston, is North America's leading provider of death-care products and services. As of March 31, 2017, SCI owned and operated 1,500 funeral homes and 475 cemeteries (of which 283 are combination locations) in 45 states, eight Canadian provinces, the District of Columbia, and Puerto Rico. Through its businesses, SCI markets the Dignity Memorial brand which offers assurance of quality, value, caring service, and exceptional customer satisfaction. In January 2016, SCI was presented with the J.D. Power President's Award in recognition of an ongoing dedication to service excellence including quality improvement, customer satisfaction and the development of enduring client relationships. For more information about Service Corporation International, please visit our website at www.sci-corp.com. For more information about Dignity Memorial, please visit www.dignitymemorial.com.

Baker-Stevens-Parramore Funeral Home Second Location

Continued from Page A14

Baker-Stevens-Parramore Funeral Home community events include a grief support group that meets every month at the funeral home, as well as a yearly community Holiday Hope Remembrance and Candle lighting ceremony every November. The funeral home holds an annual Shred Day in June and the pre-arrangement planner holds Lunch and Learns several times a year. Also offered are Hospice educational meetings.

The wonderful staff consists of five funeral directors, three administrative assistants, nine part time ambassadors and a pre-arrangement planner. The staff is very involved in the community with their churches, clubs, activities and through volunteering.



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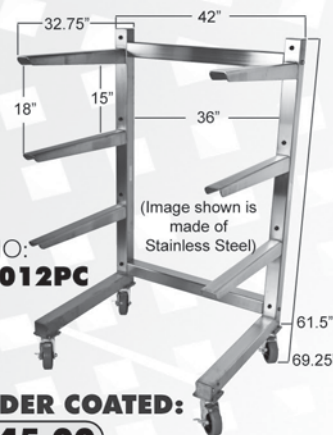
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Educational NEWS

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PIMS Deans List

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) is pleased to recognize the following students who have been placed on the Dean's List for the spring trimester ending May 12, 2017.

This academic honor goes to those full-time students who have achieved a grade point average of 3.50 or better in this trimester of studies.

From the Associate in Specialized Business Degree class: **Daniel Davenport** of Amity, PA; **Maria Koontz** of Elizabethtown, PA and **Alexandra**

Natale of Reading, PA.

From Class #155: **Chelsea Cush** of Pittsburgh, PA; **Taylor Evans** of Street, MD; **Juliana Fortuna** of Pittsburgh, PA; **Londyn Hutson** of Harrington, DE; **Adrienne Kloecker** of Erie, PA; **Cierra Personius** of Somerset, PA and **Holly Stavarski** of Pittsburgh, PA.

From Class #156: **Joseph Greenfield** of Chattanooga, TN and **Jessie Townsend** of Parkersburg, WV.

Congratulations to PIMS honor students on their academic achievement.

Mount Ida College honors Sarah Stopyra with Excellence in Teaching Award



NEWTON, MA— Mount Ida College in Newton presented Funeral Service Education Instructor **Sarah Stopyra** with the prestigious Ronald J. Lettieri Award for Excellence in Teaching at commencement ceremonies held Saturday May 13.

Stopyra accepted the annual award from Provost **Ronald Akie** and will present a speech to the class of 2021 during the Fall Convocation. With more than a decade of experience in funeral service in the capacities of funeral director, embalmer and insurance agent conducting pre-need sales, Stopyra brings her passion for her work to her students. As one of the first licensed female funeral directors without family ties to funeral service in her area, she feels fortunate to have had the ability to work autonomously, gain practical, hands on experience in most every aspect of the field.

"I am a funeral director because it is what I love. I am a teacher because it is my passion. I feel like the luckiest person in the world to get to do what I do. The opportunity to pass along my passion for this industry to my students is something I have always dreamed of doing. I feel I am doing as much, if not more for my industry in this position by helping to cultivate compassion, humility and knowledge in future funeral professionals."

Stopyra finds it an exciting time for her vocation. "Every

day I am discovering a new service offering, a new way of doing something or a new product that can enhance the way we serve families. I challenge my students every day to embrace these changes as opportunities."

Stopyra holds a Bachelor of Arts from Framingham State University and is pursuing her M.Ed., from Framingham State. In 2015, she was one of 50 funeral directors nationwide selected to participate in the *National Funeral Directors Association's* "Meet the Mentors" program, supported by the *Funeral Service Foundation*.

Stopyra is a licensed funeral director and embalmer in Massachusetts and New Hampshire. She is certified by both the National Funeral Directors Association and the *Crematory Association of North America* as a Crematory Operator and Provider and is a Certified Funeral Service Practitioner and a Certified Preplanning Consultant.

Stopyra currently teaches Funeral Service Pathology, Funeral Service Merchandising and Management, Social Foundations of Funeral Service, Restorative Art and Funeral Directing I and II.

"Many people go through the motions to become a funeral director, whether they think it's something unique to try out or their family connection is pushing them in that direction. To truly BE a funeral director, however, can only come from the heart."

Homesteaders Certificate in Strategic Business Management Class

WEST DES MOINES, IA— Homesteaders Life Company has once again partnered with Drake University to offer the third annual Certificate in Strategic Business Management course for funeral professionals. The class will take place September 19-21, 2017, in Des Moines, IA.

The three-day course is designed to help funeral home owners, managers and candidates for succession adopt the most innovative business practices. Topics that will be covered include strategy and business processes, financial and legal strategies and marketing for the future. The upcoming course also features a new section on succession planning and valuing your funeral home led by Homesteaders Chief Operating Officer **Steve Shaffer**. Attendees will gain experience from case studies and interactive, application-oriented learning exercises.

"We are excited to be partnering with Drake University to offer new strategies and best practices to funeral professionals," said **Judy Ralston-Hansen**, Homesteaders Executive VP-HR & Administration. "We strongly believe in the value of helping professionals develop business skills to become successful leaders in funeral service."

The faculty of Drake's College of Business and Public Administration has worked with Homesteaders to discover the unique business opportunities and challenges of the funeral profession.

"I had a business partner who passed away a few years ago, and it all kind of fell on my shoulders," said **Vincent Friederich**, owner and funeral director at **Barnes Friederich Funeral Home** in Midwest City, OK, and a graduate of the 2016 Strategic Business Management course. "I always struggled with wondering if I'm doing things right. This class gave me tools to help me do things better and it confirmed some things that I had been doing right."

Homesteaders is offering a limited number of discounted rates for early registrants. Students who register before September 2 will receive a significant discount. Plus, a limited number of firms that enroll two funeral professionals will only pay the cost of one registrant and may still qualify for the discount.

Register for this event at <https://www.eventbrite.com/event/homesteaders-life-drake-university-certificate-in-strategic-business-management-cps-34196229844>. Learn more about it at <http://drake.edu/cps/events/> or at www.homesteaderslife.com to learn more.

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Educational NEWS CONTINUED

Funeral Service Foundation announces Academic Scholarship and Career Development Awards

BROOKFIELD, WI— Bill Wappner, chair of the Funeral Service Foundation Board of Trustees, announced that the Foundation awarded this year's first group of academic scholarship winners and Career Development Award recipients. The scholarships and awards are part of the Foundation '45 Awards, which are designed to help funeral service professionals and students unlock their potential and take their careers to the next level.



Funeral Service Foundation Trustee and donor Jay Dodds (center) president/COO, The Signature Group, and Foundation donor David Falconer (right) senior vice president/Funeral and Cemetery Trust manager, Regions Bank, helped Foundation Executive Director Danelle O'Neill (left) draw names for the Foundation's newly offered Career Development Awards.



Funeral Service Foundation donor Barbara Mack (left) helped Foundation Executive Director Danelle O'Neill (right) draw the first-ever Career Development Award recipients.

In addition to the Career Development Awards and academic scholarships, the Foundation '45 Awards also include NFDA's Meet the Mentors program, and NFDA Professional Women's Conference scholarships.

"The Foundation '45 Awards are central our mission to support funeral service in building meaningful relationships with the families and the communities it serves," said Wappner. "The scholarships, awards and opportunities help funeral service professionals access a great education throughout their career."

Since 1945, more than 6,000 funeral service professionals have benefitted from the Foundation's involvement in academic and continuing education.

Academic Scholarship Recipients

Awarded twice a year, the Foundation offers up to 12 scholarships, ranging from \$1,000-\$2,500, to full- and part-time students pursuing a degree in mortuary science from ABFSE-accredited schools. Available scholarships include the Foundation '45 Academic Scholarship (new this year); the Shipley Rose Buckner, Joseph E. Hagan and Dennis Schoepp Memorial Scholarships; and the Memorial Classic Scholarship. Scholarships are awarded based on essays and videos submitted by the applicants.

The current slate of scholarship recipients is:

- Dennis Schoepp Memorial Scholarship: **Mallory Jo Price**, Batavia, OH (*Cincinnati College of Mortuary Science*, Cincinnati, OH)
- Foundation '45 Academic Scholarship: **Rayna J. Brophy**, Joliet, IL (*Worsham College of Mortuary Science*, Wheeling, IL)
- Joseph E. Hagan Memorial Scholarship: **Karoline Davidson**, Chandler, AZ (*Chandler-Gilbert Community College*, Mesa, AZ)
- Memorial Classic Scholarships: **Rosemary Brinza**, Countryside, IL (*Worsham College of Mortuary Science*); **Clyde Williams**, Okolona, MS (*East Mississippi Community College*, Scooba, MS)
- Shipley Rose Buckner Memorial Scholarship: **Brittany Carrington**, Dallas, TX (*Dallas Institute of Funeral Service*, Dallas)

"These six scholarship winners have strong records of achievement as evidenced by their thoughtful and focused submissions," said Wappner. "They truly demonstrate a passion for the funeral service profession that sets them apart from other candidates."

The Foundation will again accept academic scholarship applications from September 1-November 30. Those interested may apply online at FuneralServiceFoundation.org.

Career Development Award Recipients

New this year and available to all licensed funeral directors, Career Development Awards underwrite registration fees for a single *National Funeral Directors Association* (NFDA) Cremation Certification, Arranger Training or Certified Preplanning Consultant training seminar of the recipient's choosing. Information about the seminars is available on the NFDA website, NFDA.org. Up to 60 awards are available; 20 names are drawn at-random three times per year.

"We're pleased to announce the first-ever award recipients and look forward to helping even more licensed funeral directors from across the profession access these innovative training programs," said Foundation Trustee and Fund Development Chair, **Jay Dodds**, who, together with fellow Foundation donors **Barbara Mack** and **David Falconer**, drew the first 20 names. "Enthusiastic donor support has allowed us to expand our capacity to serve funeral service through our Career Development Awards, and that enthusiasm carried through in the selection process. We were honored to play a role in helping to fuel the careers of funeral service professionals."

The 20 first-ever Career Development Award recipients are: Craig Buysse, Alexandria, MN; Moshe Goldsman, Northridge, CA; Crystal Gonzales, East Meadow, NY; Kevin Hason, New Orleans, LA; Dustin Hughes, Utica, MI; Christopher Keyes, Decatur, MI; Jenna Leisner, Gladstone, MI; Dr. Joseph Marsaglia, Pittsburgh, PA; Mark Mier, Dubuque, IA; Douglas Nohava, Garretson, SD; Glen Novack, Somerset, WI; Alex Rydell, Fargo, ND; Kurt Sammons, Johnstown, OH; Craig Serfozo, Middlebury, VT; Carla Sims, Athens, AL; Sarah Stopyra, Leominster, MA; Linda Thrasher, Atlanta, GA; Arvid Wiest, Beatrice, NE; Rana Wood, South Beloit, IL; and Justen Wright, Wilmington, DE.

The Funeral Service Foundation collects names for the Career Development Awards throughout the year. Licensed funeral directors interested in entering the drawing for an award may enter online at FuneralServiceFoundation.org.

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

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Association NEWS

Another Successful Iowa FDA Convention

WEST DES MOINES, IA—

Over 700 people attended the 2017 Iowa Funeral Directors Association (IFDA) Convention last week in Altoona. This was the second consecutive year that the convention was held in Altoona at Prairie Meadows Hotel & Conference Center. The change in location has been warmly received by attendees after IFDA moved its convention and the Premier Midwest Funeral Service Expo from Ames.

The Convention has received overwhelmingly positive reviews from funeral directors and exhibitors.

The 2017 Annual IFDA Convention, which took place May 16-18, and featured a variety of expert speakers and the Premier Midwest Funeral Service Expo attracted exhibitors from across the country.

Speakers at the 137th Annual Convention presented



The Premier Midwest Funeral Service Expo was well-attended by funeral directors on May 16-17 in Altoona. The Expo was sold out again this year.

current information on bereavement education, business and management practices, regulatory updates, technical skills and training and additional topics related to the funeral service profession. The IFDA Convention provides funeral directors with a forum to receive and exchange

information so they may return home with new ideas that will allow them to better serve the families in their communities.

Funeral directors arrived in nearby Pleasant Hill on Monday, May 15, for the 13th Annual IFDA Golf Outing at Toad Valley Golf Course. Golfers were thrilled to experience a warm, sunny day and enjoyed playing 18 holes with colleagues and friends. IFDA and other sponsors provided door prizes for attendees and awarded cash to the top three teams.

Tuesday morning's opening ceremonies featured Governor Branstad's Iowa Funeral Directors Week proclamation. Keynote speaker **Marguerite Ham** shared her presentation, "Managing Multiple Generations Under One Roof," a program which was designed to create a better understanding of how different generations interact. Ms. Ham continued discussion about this subject while tying the IFDA's 2017 Convention theme "Reclaiming Our Cultural Authority," during her breakout session Tuesday afternoon.

Following the keynote presentation, funeral directors attended IFDA's annual business meeting. Attendees were invited to a welcome luncheon and IFDA past presidents gathered for a special lunch.

The Premier Midwest Funeral Service Expo opened Tuesday afternoon with a ceremonial ribbon cutting. Sixty exhibitors presented everything new and improved in funeral service while funeral directors researched the exhibitors and navigated the hall with the Guidebook app on their smartphones.

CONTINUED ON PAGE A34

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Association NEWS CONTINUED

State Senator and Representative visit booth at North Carolina FDA Convention



MARIETTA, GA— Bill McKeithan (left) sales representative for Crain Sales / Armbruster-Stageway, had honored visitors on May 23, 2017 at the 130th North Carolina Funeral Directors Association Convention in Raleigh, NC. State Senator and fourth generation funeral director Kelly Alexander (center) of Charlotte, NC, along with fellow funeral director and North Carolina State House of Representative Jamie Boles (right) of Boles Funeral Homes, Southern Pines, NC stopped by the booth and posed with McKeithan.

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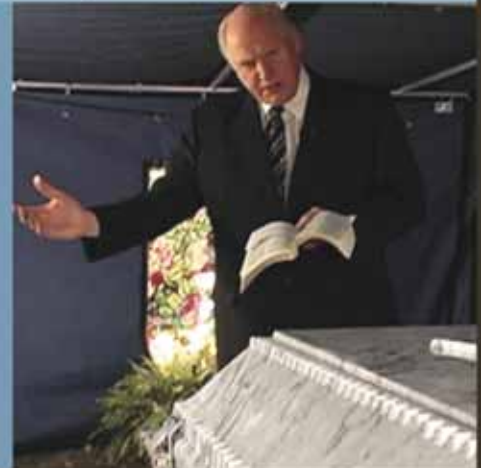


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Association NEWS CONTINUED

NFDMA holds Enrichment Leadership Summit



UNION CITY, GA— In February, the city of Atlanta was flooded with not only Super Bowl fans, but the best and brightest in the funeral service profession. The 2017 Enrichment & Leadership Summit was hosted in Atlanta by the **National Funeral Directors and Morticians Association, Inc.**

40 & Under Funeral Directors. The event, held February 5-7, 2017, was attended by over 100 licensees, apprentices/interns and mortuary students.

The annual gathering of greatness was held at the Hampton Inn & Suites in downtown Atlanta. There were attendees from every

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Association NEWS CONTINUED

NFDMA Leadership Summit

Continued from Page A30



corner of the United States and beyond with the furthest attendee arriving from Jamaica.

On Sunday, February 5, 2017 the committee hosted a Super Bowl Party/Welcome Reception. The summit continued Monday, February 6, 2017 with a morning filled with great educational offerings. The first class was an Embalming Symposium facilitated by District 8 Governor, **Anthony S. "Ted" Felder** followed by a Brunch & Learn session taught

CONTINUED ON PAGE A33

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ICCFA Executive Director Robert M. Fells Retires; Nadira Baddeliyanage named Executive Director

STERLING, VA— With deep gratitude for his leadership and vision, the Board and staff of the **International Cemetery, Cremation and Funeral Association (ICCFA)** announce the upcoming retirement of its Executive Director and General Counsel, **Robert M. "Bob" Fells, Esq.** Fells will be retiring as Executive Director effective July 1, 2017, but will continue in his role as General Counsel.

Nadira Baddeliyanage, ICCFA's Director of Operations, has been named Executive Director. Fells' retirement and the appointment of Nadira Baddeliyanage to Executive Director was approved by the ICCFA incoming and outgoing Executive Committees on April 5, during the association's 2017 Annual Convention & Exposition in Nashville, TN.

Fells has worked on behalf of the cemetery and funeral service profession on legal and legislative issues since 1975 and joined the ICCFA staff in 1983. He will continue to focus on the government relations activities of the Association including as staff liaison to the Government and Legal Affairs Committee, and responding to inquiries from the news media, government agencies, Congressional offices, and the public. Fells also continues writing the "Washington Report" column for *ICCFA Magazine* and as contributing editor of the ICCFA Wireless, a bi-weekly electronic newsletter that alerts members to legal, regulatory and industry news affecting their businesses.

In addition, Fells served as President and General Counsel of the ICCFA Service Bureau, a for-profit subsidiary of the association which administered the Credit Exchange Plan, and continues to serve in a volunteer capacity as Secretary of the ICCFA Educational Foundation, a tax-exempt charitable organization. In 2011, Fells was inducted into the ICCFA Hall of Fame for his contributions to the cemetery, cremation and funeral service profession.

Baddeliyanage has a background in finance and has worked for the ICCFA since 1996. Before being appointed Director of Operations in 2011, she served in a variety of capacities within the association, where she acquired experience in meetings management, accounting, advertising and exhibit sales, and database maintenance.

"On behalf of ICCFA's entire Board of Directors and its membership, I would like to recognize Bob for his leadership and insight over the years and wish him all the best," said ICCFA President **Scott Sells**. "Bob's retirement is our

loss, but a well-deserved respite for him to enjoy time with his family. We look forward to the association's continued success under Nadira's guidance, congratulate her on her professional accomplishments and know that her progressive leadership will continue to keep the ICCFA at the forefront of our profession."

New Co-Chairs for Government and Legal Affairs Appointed; Irwin W. Shipper becomes Chairman Emeritus

ICCFA President **Scott R. Sells**, CCFE, has announced that **Irwin W. Shipper**, CCE, the long-time chair of the Government and Legal Affairs Committee, has been appointed Chairman Emeritus. "For nearly a quarter century Irwin has adroitly helmed this important committee," Sells stated, "and I can't imagine the committee going forward without him. Irwin's leadership has inspired trust and confidence by all because he has no private agenda of his own and works for the interests of all ICCFA members."

Sells also announced appointment of co-chairs of the Government and Legal Affairs Committee: **Keenan Knopke** and **Poul Lemasters**. Knopke is President and CEO, **Curlew Hills Memory Gardens and Funeral Home**, Palm Harbor, FL, and has been active in state and federal legislation for decades. "I am honored to have been selected to follow ICCFA legend Irwin Shipper as co-chair of the Government and Legal Affairs Committee," Knopke commented.

Co-chair Poul Lemasters is Principal, **Lemasters Consulting**, Cincinnati, OH, and is an attorney and a licensed funeral director who provides legal and operational support for all deathcare professionals and providers. "It's great to be involved with ICCFA, an association that is truly professional and encompasses all segments of our industry. It is an even greater honor to be asked to step in the shoes – or try to – of Irwin Shipper, who has been an incredible chairman on this committee."

Sells stated, "Today there are a huge number of issues confronting our members and affecting the operations of funeral homes, cemeteries, crematories, and related businesses. The combined experience of Keenan and Poul, who have served on the committee for many years, places the ICCFA in the strongest possible position to advocate for the best interests of our diverse membership."



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Association NEWS CONTINUED

NFDMA Leadership Summit *Continued from Page A31*

by **Jerri Reed** from Chicago, IL. Jerri's session was entitled "How to Establish Credibility as a Young Funeral Director." Special thanks to association members, **Cedric Lawson** and **Ryan Swann** for chairing a mix and mingle social on Monday evening for all attendees.



Tuesday, February 7, 2017 kicked off with a wonderful education session facilitated by newly appointed co-chair, **B. Charmaine Brown**, entitled, "Are You Living or Existing: The Balance Between Life & Career." The educational offerings ended with an interactive session with the title in mind, "Millennials: How To Serve Today's Market" facilitated by **Shawn'te Harvell**, CFSP of New York. The attendees then spent the day visiting tourist sites and having lunch in some of Atlanta's most historic places. The annual retreat concluded on Tuesday night with a Masquerade Ball & Awards Ceremony. The committee is excited about what the future has for this committee and the members of NFDMA, Inc.



Special thanks to all of the sponsors. The committee was also excited to have had in their presence many of the National Officers including: **Chairman Hall Davis, IV**, National President **Alexander C. Wynn**,

III, Vice-President **Frankie L. Washington**, Education Commissioner **Rhonda Keyes Pleasants**, District 1 Governor **Kyle P. Ledford, Sr.**, District 5 Governor **David L. Campbell, Sr.**, District 8 Governor **Anthony S. "Ted" Felder**, District 9 Governor **Cameka Campbell-Green** and Past National President **Gregory B. Levett, Sr.** A special thank you to association member, **Elizabeth D. "Liz" Simmons**, who has been a proud supporter and volunteer over the past years.

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Association NEWS CONTINUED

Another Successful Iowa Convention

Continued from Page A28

Tuesday afternoon included four special breakout sessions where funeral directors learned about how cope with compassion fatigue, creating cash flow solutions, working with multiple generations, and Facebook for funeral homes.

A Celebration of Life ceremony honoring IFDA



Representatives of Oakcrest Funeral Services in Algona receive the Iowa Award of Funeral Service Excellence for a record 27th straight year.



The IFDA Past Presidents gather annually for lunch.

members and family members who passed away within the last year took place Tuesday evening. Representatives of the deceased were presented with a memorial candle and ornament. The ceremony included a moment of silence and a video memorial. Later in the evening, the Presidential Banquet and Awards Ceremony occurred in a ballroom. Tickets for the banquet were sold out in advance of the Convention.

The Banquet honored the achievements of IFDA members throughout 2016-

2017. Those honored included three scholarship recipients, 40-, 50-, 60-, and 70-year licensees, and Award of Excellence recipients. Milestone licensees received a standing ovation for their service to the funeral profession and their communities.

New officers and governors for the 2017-2018 term were installed. Below is an updated list of the IFDA Officers and District Governors after the inductions at Tuesday's Presidential Banquet:

IFDA Officers are: President – **David M. Fry**, Fry

Funeral Home, Tipton; President-Elect – **William J. Armstrong**, **Armstrong Funeral Homes**, Mount Ayr; Secretary-Treasurer – **Charles J. Yoder**, **Yoder-Powell Funeral Home**, Kalona; and Immediate Past President – **Patrick A. Leonard**, **Leonard Funeral Home & Crematory**, Dubuque.

IFDA Board of Governors are: District 1 – **Ryan G. Tucker**, **Kaiser-Corson Funeral Homes**, Denver; District 2 – **Jacob Wittrock**, **CONTINUED ON PAGE A35**

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Association NEWS CONTINUED

Another Successful Iowa Convention Continued from Page A34

Stewart Baxter Funeral & Memorial Services, Cedar Rapids; District 5 – Paul A. Fouts, Fouts Funeral Home, Woodbine; District 6 – Justin Rasmusson, Rasmusson-Bacon Funeral Home, Nevada; District 7 – Andy Joyce, Joyce Funeral Home, Emmetsburg; and District 8 – James M. Fullerton, Fullerton Funeral Home, Mason City.

Wednesday was packed full of continuing education opportunities. Directors brushed up on Iowa laws and rules, shared experiences in roundtable discussions, learned how to help families who face conflict in death care, and enjoyed a second visit to the Expo.

In the afternoon, concurrent sessions again covered a variety of topics including; FTC & legal updates, laws and rules in regard to preneed filing, insurance ethics and a riveting session where funeral directors discussed the history of funeral service. Rounding out the afternoon sessions were the volume breakouts which allowed funeral homes of similar sizes the opportunity to share common issues and discuss business strategy.

The final two sessions of the convention occurred Wednesday evening and Thursday morning. Funeral directors attended a technical session Wednesday evening with **Bernie Delaney**. Delaney spoke about how to professionally handle removals even in challenging circumstances. Thursday's three hour session was presented by **Wally Hooker**. Hooker's session discussed various tips and techniques of the embalming process and provided demonstrations.

The Iowa Funeral Directors Association "promotes and supports funeral service excellence" by representing over 700 Iowa licensed funeral directors and promotes high standards within the field of funeral service through continuing education programs, legislative representation and service to Iowa communities. For consumer information regarding funeral service, please log on IFDA's website at www.iafda.org.



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Association NEWS CONTINUED

Meeting the Needs of Your Families: NFDA to Host Certified Celebrant Training Workshops

BROOKFIELD, WI— As families' wishes continue to evolve, it is more important than ever for funeral directors to offer a variety of services to exceed their expectations. To help members meet the needs of families that are not affiliated with a particular religion or church, the **National Funeral Directors Association (NFDA)** will partner with **InSight Institute** to host two Certified Celebrant Training seminars in 2017.

A certified celebrant works with the funeral director to provide families with a funeral, memorial service or tribute that is personalized and tailored to reflect the personality and lifestyle of the deceased.

Americans today are, generally speaking, less religious than they were in the past. According to Pew Research Center, in 2010, 16.4 percent of people said that they were unaffiliated with a particular faith tradition; that is expected to grow to 25.6 percent in 2050.

According to the 2017 NFDA Consumer Awareness & Preferences Report, 39.5 percent of people reported that religion was a "very important" component of a funeral, down from 49.5 percent five years ago.

With fewer families incorporating religious rites into funeral and memorial services, many funeral directors see certified celebrants as a way to meet the needs of non-religious families and those who may see themselves as spiritual but are not affiliated with a church or religion.

The Certified Celebrant Training seminars hosted by NFDA will be conducted by InSight Institute's **Glenda Stansbury, MA, CFSP**, and **Doug Manning**. In a creative and collaborative environment, attendees will develop such skills as: Articulating the Value of the Funeral; Facilitating Family Meetings; Using Music and Readings Resources; Art of Ceremonial Writing; Presentation Skills; How to Serve as a Master of Ceremonies; Developing the Celebrant Concept in the Community; and much more.

The seminars will be held: July 13-15 at NFDA headquarters in Brookfield, and October 27-29 in Boston, MA, as a 2017 NFDA International Convention & Expo pre-convention seminar.

For more information or to register for an NFDA-hosted Certified Celebrant Training seminar, visit www.nfda.org/celebrant or call 800-228-6332.

NFDA is the world's leading and largest funeral service association, serving 19,700 individual members who represent more than 10,000 funeral homes in the United States and 49 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, and has an office in Washington, DC. For more information, visit www.nfda.org.

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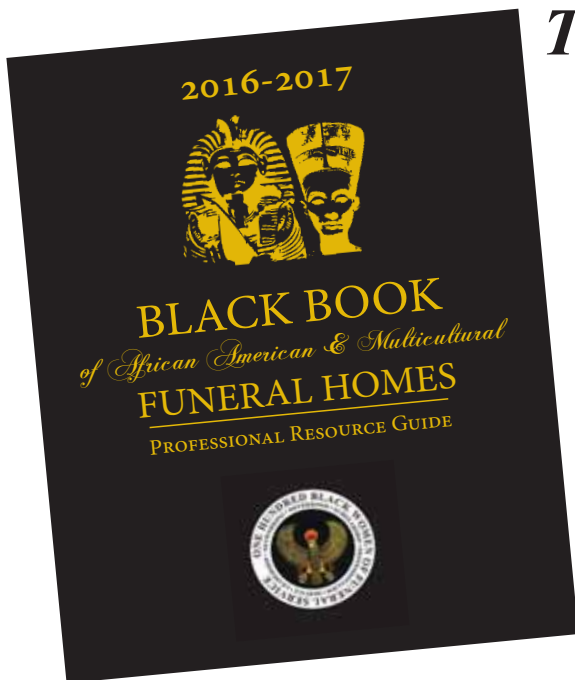
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Association NEWS CONTINUED

Selected Independent Funeral Homes 7th Spring Management Summit



Selected members convene at Duke University during the Spring Management Summit in Raleigh, NC.

DEERFIELD, IL— On April 26-28, **Selected Independent Funeral Homes** hosted the seventh Spring Management Summit in Raleigh, NC drawing more than 60 members from across the nation and Europe to experience thought-provoking presentations, hours of continuing education and peer-to-peer sharing of best practices.

Calvin James of **Morris-Baker Funeral Home, Inc.** has attended six of the seven Summits and continues to be impressed by the meeting.

“Each meeting has been valuable, but this one was outstanding!” said James.

Other members used words like “energizing”, “relevant” and “worthwhile” to describe the lineup that included speaker **John Callaghan** of **Funeral Success Marketing** who presented *Seven Proven Marketing Strategies That Can Help You Win More Calls* and Wellness Coach **Dr. Eileen T. O’Grady** who ad-

ressed the value of self-care with her presentation, *What Makes a Great Life?*

Summit participants also visited Duke University for a session with **Dr. Gregory Dale** of Excellence in Performance who is a professor of Sport Psychology and Sports Ethics at Duke. He focused on performance in high pressure situations with his highly-interactive discussion titled *Creating a Championship Mindset for Your Staff Team*.

Two local Selected member firms, **Bryan-Lee Funeral Homes** and **Hall-Wynne Funeral Service and Crematory**, in Raleigh and Durham, respectively, offered facility tours.

To learn more about Selected’s Spring Management Summit visit the webpage and the Facebook album for event photos. For more information on Selected’s programs, becoming a member or to locate a Selected member firm, visit Selected’s website or call 800-323-4219.

New Ohio FDA Officers Elected at Annual Convention

Photos by Elizabeth Roberts, Roberts & Downey Chapel Equipment, Argenta, IL



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President-Elect – Lori Hicks, Mason

Treasurer – Gary Burr, CFSP, Bryan

Secretary – Devin Woodyard, Columbus

Immediate Past President – Benjamin Easterling, Jr., Canal Fulton

For a complete list, please visit www.ofdaonline.org.

ADDITIONAL OFDA CONVENTION PHOTOS ON PAGE A39

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Ohio FDA Annual Convention

Continued from Page A38



ADDITIONAL OFDA CONVENTION PHOTOS ON PAGE A42

PIMS Students attend Ohio Convention



PIMS students with Dr. Joe Marsaglia at a PIMS exhibit booth



PIMS students anxiously awaiting the start of a program

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science students recently attended the Ohio Funeral Directors Association Convention in Columbus, Ohio. The students were guests of OFDA and all their expenses, including transportation, were covered by OFDA, PIMS, and other sponsors.

A day of activities included a private program, lunch, and early attendance at the exhibits. The students also had the opportunity to network and sit-in on professional programs. PIMS thanks OFDA and 2017-2018 president **Brad Chute** for the invitation.



National Funeral Directors & Morticians Association, Inc. 80th Annual National Convention & Exposition July 29 – August 3, 2017 Myrtle Beach, SC CONVENTION PREVIEW

National Funeral Directors & Morticians Association features Keynote Speakers at the 80th Annual National Convention & Exposition

UNION CITY, GA— National Funeral Directors & Morticians Association, Inc. will host *Commitment: A Diverse Community*, the 80th Annual National Convention & Exposition from July 29, 2017 through August 3, 2017 at the Sheraton Convention Center Hotel in Myrtle Beach, SC.

This celebration of the death care industry will bring over 1500 professionals together to learn from the world's best educators and suppliers. We are proud to partner with the American Board of Funeral Service Education, **Arlington Chemicals, Bondol, The Piedmont Group, Mass Mutual, Batesville Casket Company** and the Academy of Professional Funeral Service Practice. With this wonderful collaboration, we will offer over 30 hours of continuing education.

Keynote speakers include **Congressman James Enos Clyburn, Dr. Edith Churchman, CFSP** and **Dr. Kathleen Hall**.

Congressman Clyburn is the Assistant Democratic Leader, the third-ranking Democrat, in the United States House of Representatives. As a national leader he has championed

rural and economic development and is a passionate supporter of historic preservation and restoration programs. In 2011, Jim received the Distinguished Service Award from the National Rural Electric Cooperative Association for his legislation that established the Rural Energy Savings Program. His initiatives have also restored scores of historic buildings and sites on the campuses of historically black colleges and universities. His legislation created the South Carolina National Heritage Corridor and the Gullah/Geechee Cultural Heritage Corridor and he authored legislation that elevated the Congaree National Monument to a National Park.

Dr. Edith Churchman is a graduate of *New England Institute of Embalming and Sanitary Science*, and received a PhD in Interpersonal and Public Communication from Bowling Green State University, Bowling Green, OH, with a dissertation focused on African American embalmers. In addition to being active in NFD&MA, Inc., Edith is also former National President of Epsilon Nu Delta Mortuary Fraternity. She currently serves NFD&MA,

Inc. as its Education Commissioner and has broadened the programs offered at National and State conventions and District Seminars. She also holds memberships and various positions on other funeral service bodies: *Garden State Funeral Directors Association, NFDMA*, the Science Exam Committee of the International Conference of Funeral Service Examining Boards, the American Board of Funeral Service Education Accreditation Team, and the *Funeral Ethics Association*.


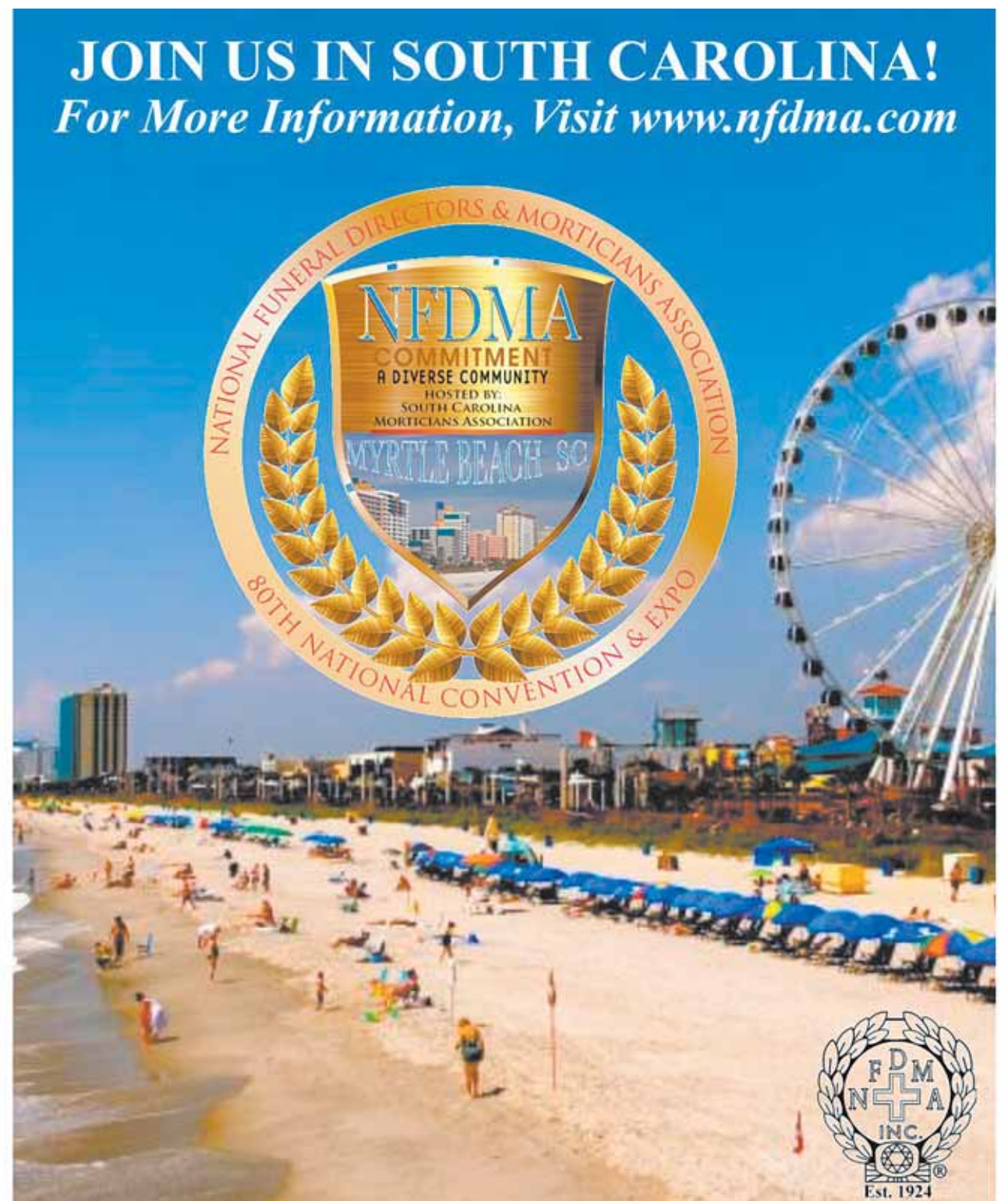
Dr. Kathleen Hall will present "A Life in Balance: Nourishing the Four Roots of Happiness & Health" teaching attendees how to reduce stress, become resilient to stress while also creating both mental and physical health and happiness. She is the founder and CEO of Mindful Living Network® and The Stress Institute®. She is the author of four books: *Mindful Living Everyday, Uncommon HOPE; A Life in Balance: Nourishing the Four Roots of True Happiness; and Alter Your Life: Overbooked? Overworked? Overwhelmed?*


Please contact the NFDMA at 770-969-0064, visit www.nfdma.com, or email nfdma@nfdma.com.

Convention Preview is continued on Next Page

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National Funeral Directors & Morticians Association, Inc.

80th Annual National Convention & Exposition

July 29 – August 3, 2017 Myrtle Beach, SC

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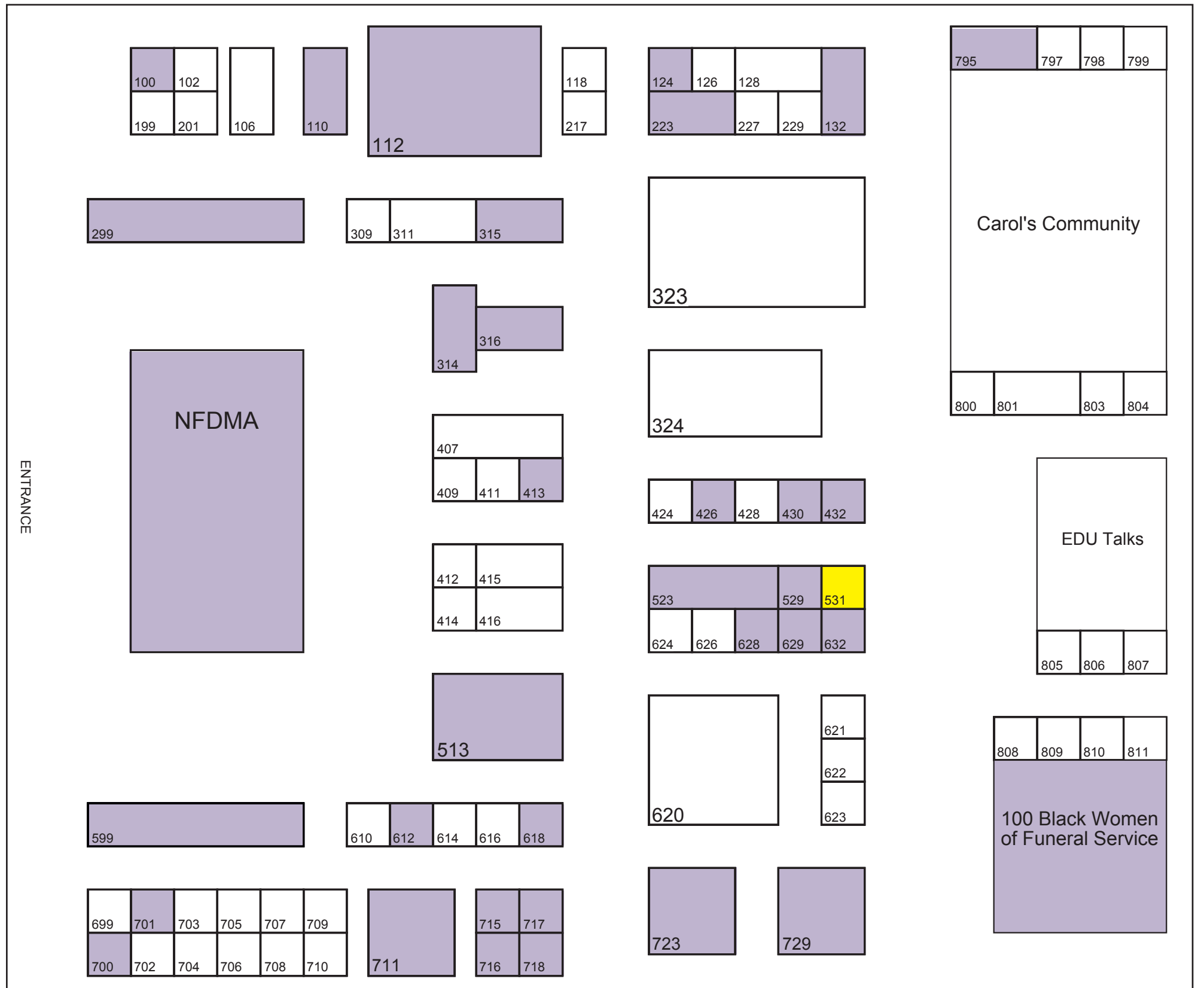
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National Funeral Directors & Morticians Association, Inc.

80th Annual National Convention & Exposition

July 29 – August 3, 2017 Myrtle Beach, SC

CONVENTION PREVIEW

CONVENTION AGENDA

Decide! Commit! Succeed!

Thursday, July 27, 2017

7:00am - 7:00pm American Board of Funeral Service Education *Collaboration with the ABFSE*

Friday, July 28, 2017

7:00am - 7:00pm American Board of Funeral Service Education *Collaboration with the ABFSE*
 8:00am - 4:30pm Convention Early Bird Educational Presentation (8 CEUs) *In Partnership with the National Funeral Directors Association, Inc.*

Saturday, July 29, 2017

8:30am - 10:45am Convention Early Bird Educational Presentation (Exam Day) *In Partnership with the National Funeral Directors Association, Inc.*
 10:00am - 8:00pm NFDMA Pre-Show Marketplace Open
 1:00pm - 7:00pm NFDMA Convention Registration Open
 4:00pm - 5:30pm Convention Early Bird Breakout Educational Presentation (1.5 CEUs) *Presented By: Arlington Chemicals & Bondol Laboratories*
 4:00pm - 5:30pm Convention Early Bird Breakout Educational Presentation (1.5 CEUs)
 5:00pm - 9:00pm Committee Meetings
 9:00pm - ?? A White Party featuring DJ Gary *Hosted By: South Carolina Morticians Association, Inc. with the National Funeral Directors & Morticians Association, Inc.*

Sunday, July 30, 2017

8:00am - 11:00am NFDMA Convention Registration Open
 8:00am - 5:00pm NFDMA Pre-Show Marketplace Open
 8:00am - 8:00pm Committee Meetings
 8:30am - 10:30am Executive Committee Meeting
 9:00am - 10:30am NFDMA Choir Rehearsal
 11:00am - 1:00pm Requiem: Annual National Worship & Service of Remembrance, Public Day (1 CEU) *Sponsored In Part By: Funeral Home Gifts*
 1:00pm - 2:00pm Lunch at Sandy Grove Baptist Church
 2:00pm - 7:00pm NFDMA Convention Registration Open
 4:00pm - 4:45pm New Members & First Time Convention Attendees Orientation (1 CEU)
 5:00pm - 7:00pm Board of Directors Meeting
 8:00pm - ?? Commitment: A Diverse Community Convention Welcome Reception *Sponsored In Part By: The Dunk Law Firm*

Monday, July 31, 2017: It's Your Decision: Owners & Managers Day

7:00am - 8:00am Devotional Service
 8:00am - 9:30am Annual President's Breakfast *Executive Committee, State Presidents & District Governors Only*
 8:00am - 12:00pm NFDMA Pre-Show Marketplace Open
 8:00am - 4:00pm NFDMA Convention Registration Open (Closed from 10:00am-1:00pm for the Opening Ceremony)
 10:00am - 12:00pm A Diverse Community Convention Opening Ceremony & Centennial Firm Recognition (2 CEUs)
 1:30pm - 3:00pm Keynote Educational Presentation (1.5 CEUs)
 3:15pm - 4:45pm Breakout Educational Presentation (1.5 CEUs)
 3:30pm - 4:30pm Breakout Educational Presentation (1 CEU) *Presented By: The Piedmont Group & Mass Mutual*
 3:30pm - 4:30pm Past National Presidents Meeting
 5:00pm - 7:00pm Official Exhibit Hall Grand Opening Ceremony
 7:00pm - 8:00pm Candidate Chat - Round Table (1 CEU)
 8:00pm - 12:00am Back 2 the 70's With Live Entertainment by Jesse James & the Airtight Band *Hosted By: South Carolina Morticians Association, Inc. Entertainment Sponsored In Part By: Rest In Beauty*

Tuesday, August 1, 2017: Funeral Service in the 21st Century: Industry Hot Topics

7:00am - 8:00am Devotional Service
 7:00am - 8:00am Breakfast with the Birdies *Hosted By: The Birdies of NFDMA, Inc.*
 8:00am - 4:00pm NFDMA Convention Registration Open (Closed from 11:45am-1:00pm)
 8:30am - 10:30am Opening Business Session
 11:00am - 12:30pm Keynote Educational Presentation (1.5 CEUs) *Sponsored By: Batesville Casket Company*
 12:30pm - 6:00pm Exhibit Hall Open (Only 1 CEU issued for both days)
 12:30pm - 6:00pm The International & Funeral Service History Pavilion (Only 1 CEU issued for both days) *Presented By: The One Hundred Black Women of Funeral Services*
 2:00pm - 3:30pm How To Become A Certified Funeral Service Practitioner & the "CFSP" Recognition Celebration (1.5 CEUs) *Sponsored By: North Carolina Mutual Financial*
 4:00pm - 6:00pm Voting Room Open
 6:30pm - 7:30pm The International Honors Reception (This Event Is By Invitation Only)
 8:00pm - 10:00pm The Annual NFDMA Robert H. Miller Professional of the Year Awards Dinner
 10:00pm - 1:00am A Night with the NFDMA, Inc. 40 & Under Funeral Directors

Wednesday, August 2, 2017: The Funeral Profession on the Horizon and Mortuary Education Day

6:30am - 8:00am The PAC Health Walk Annual Political Action Committee (PAC) Event *Hosted By: NFDMA, Inc. Political Action Committee (PAC)*
 7:00am - 8:00am Devotional Service
 7:30am - 8:30pm The Expo Chew-N-Chat (This Event Is By Invitation Only)
 8:00am - 9:30am Early Bird Breakout Educational Presentation (1 CEU)
 8:00am - 12:00pm NFDMA Convention Registration Open
 8:30am - 2:00pm Exhibit Hall Open (Only 1 CEU issued for both days)
 8:30am - 2:00pm The International & Funeral Service History Pavilion (Only 1 CEU issued for both days) *Presented By: The One Hundred Black Women of Funeral Service*
 9:00am - 12:00pm Voting Room Open
 9:00am - 3:00pm Mortuary Education Day *Hosted By: NFDMA, Inc. 40 & Under Funeral Directors*
 1:30pm Exhibit Hall Grand Prize Drawing (Winners will be chosen only from those present at the time of drawing.)
 2:00pm - 3:30pm Breakout Educational Presentation (1.5 CEUs)
 3:45pm - 5:00pm Closing Business Session
 7:30pm - 8:00pm The Inaugural Ceremony of the 66th National President & 2017-2019 National Elected Officers
 8:00pm - 11:00pm Capital Campaign Gala with Silent Auction

Thursday, August 3, 2017

9:00am - 12:00pm Officers & Committee Chairs Orientation (3 CEUs) Mandatory for Elected Officers, Appointed Officers, District Governors Committee Chairs & Headquarters Staff

2017 NATIONAL ELECTION CANDIDATES FOR OFFICE



Candidate for Chairman of the Board
Alexander C. Wynn, III, CFSP, COCP



Candidate for National President
Frankie L. Washington, CFSP



Candidate for Vice-President
Hari P. Close, II, CFSP



Candidate for Vice-President
Kyle P. Ledford, Sr., CFSP



Candidate for Treasurer
Starr H. Purdue



Candidate for Corporate Clerk of the House
Tryphina Wiseman

On-Site Voting
Tuesday, August 1, 2017 — 4PM ~ 6PM
Wednesday, August 2, 2017 — 9AM ~ 12Noon
The absentee voting will begin at 12:01AM on July 10, 2017 and will end at 11:59PM on July 14, 2017.

NATIONAL FUNERAL DIRECTORS & MORTICIANS ASSOCIATION, INC.
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 for a morning of valuable information and hilarious fun at the 2017 New Member & First Time Convention Attendee Orientation.
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SUNDAY, JULY 30, 2017
4:00PM
REFRESHMENTS WILL BE SERVED

Come and meet members of the Executive Committee, Board of Directors and other members of NFDMA, Inc.
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Association NEWS CONTINUED

Ohio FDA Annual Convention

Continued from Page A39



ADDITIONAL OFDA CONVENTION PHOTOS ON PAGE A43

Museum Corner

The National Museum of Funeral History
Houston, Texas



**NATIONAL MUSEUM OF
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23rd Annual Charity Golf Classic a Success

Celebrating its 25th Anniversary, the National Museum of Funeral History welcomed 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. This year's Golf Classic was the Museum's most successful fundraiser yet.

As teams of business executives and funeral industry professionals arrived from across the country, rain showers did not dampen the spirits of those who took to the greens to raise funds for the Museum and its programs.

The President of the National Museum of Funeral History **Genevieve Keeney** stated, "The tournament was a huge success in spite of the rain. It's a day that brings together so many great people in the industry."

The morning began with breakfast. After the rain subsided, players competed in a five-person golf scramble. On-course contests with tee-prizes and professional long drive fundraising entertainment were located throughout the course. Following the 18 holes, players retreated to the clubhouse for an awards ceremony.

Keeney stated, "I am very grateful to all who came out to support the museum; the sponsors, players, committee members, museum board of directors and the volunteers."

Platinum Sponsors included **American Funeral Supply Co., Assurant Solutions, Batesville Casket Company, BrightView, Carrier Mausoleums Construction, Inc., Hauck Enterprises, Keith M. Merrick Company, Inc., Matthews International Corporation, Messenger, LLC, Teligistics and Wheels, Inc.**



Sponsor Appreciation Night

The evening before the Charity Golf Classic, the Museum held a Sponsor Appreciation Night. Sponsors and guests explored the Museum 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 for shows including *The Beverly Hillbillies*, *The Munsters* and *Knight Rider*.

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

"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," said Keeney.

Guests also caught a glimpse of a mock-up of the Museum's Donor Niche Wall donated by Carrier Mausoleums Construction, Inc., that provides an opportunity for the industry and visitors to support the upcoming History of Cremation Exhibit, which is set to open in late 2018. The *Cremation*



Association of North America (CANA) and the National Museum of Funeral History have teamed up to create and present the first every History of Cremation Exhibit documenting the birth and growth of cremation in North America.

To view photos from the National Museum of Funeral History's 23rd Annual Charity Golf Classic and Sponsor Appreciation Night, go to www.nmfh.org

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

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

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



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Association NEWS CONTINUED

Ohio Funeral Directors Association Annual Convention *Continued from Page A42*



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ZUCCHINI WITH PESTO SAUCE

- 6 small zucchini, cut julienne
- 2 cups chopped fresh basil
- ½ cup olive oil
- 3 Tbs pine nuts
- 2 garlic cloves
- 1 tsp salt
- 1 cup freshly grated parmesan cheese
- 2 Tbs (¼ stick) butter, room temperature

Lightly salt zucchini in colander and let drain for 30 minutes.

Puree next 5 ingredients in processor or blender. Transfer to medium bowl. Add cheese and butter, mixing well.

Melt butter in large heavy skillet over medium-high heat. Add zucchini and sauté until heated thoroughly. Add sauce and toss, mixing well. Serve hot. Makes 6 servings.

MOROCCAN CHICKPEA SALAD

This simple salad is hearty enough to stand on its own for a no-cook dinner

- 3 Tbs olive oil
- 3 Tbs fresh lemon juice
- 2 tsp ground cumin
- ¼ tsp each sea salt and ground black pepper
- Pinch cayenne pepper
- 3 cups BPA-free canned chickpeas (garbanzo beans), drained and rinsed
- 1 large carrot, peeled and julienned
- 3 green onions, thinly sliced
- 2 plum tomatoes, diced
- 1 red bell pepper, diced
- ¼ cup each chopped fresh cilantro and mint
- ½ cup crumbled low fat feta cheese

In a small bowl, whisk together oil, lemon juice, cumin, salt, black pepper and cayenne; set aside.

In a large bowl, combine chickpeas, carrot, onions, tomatoes, red pepper, cilantro, mint and feta.

Pour lemon juice dressing over chickpea mixture and toss to combine. Serve immediately or cover and refrigerate for up to 24 hours.

Good Eating!

ICCFA Elects New Officers and Directors

STERLING, VA— The International Cemetery, Cremation and Funeral Association elected new leadership during its 2017 Annual Convention & Exposition, April 5-8 in Nashville, TN.

ICCFA officers for 2017-2018 are: President – **Scott R. Sells**, CCFE, **Service Corporation International**, San Jose, CA; President-Elect – **Christine Toson Hentges**, CCE, **The Tribute Companies Inc.**, Hartland, WI; Vice President, Education – **Mitch Rose**, CCFE, CCE, **Woodlawn Cemetery**, Bronx, NY; Vice President, Membership & Marketing – **Paul Goldstein**, **Hillside Memorial Park and Mortuary**, Los Angeles, CA; Vice President, Internal Affairs – **Andres Aguilar**, **Los Parques**, Guatemala City, Guatemala; Vice President, External Affairs – **Jay Dodds**, CFSP, **Signature Group**, Houston, TX; Treasurer – **Gary M. Freytag**, CCFE, **Spring Grove Cemetery & Arboretum**, Cincinnati, OH; and Secretary – **Robbie L. Pape**, **Service Corporation International**, Houston, TX.

President Scott R. Sells, CCFE, is market director for Service Corporation International. Prior to relocating to the San Francisco Bay area, he served as area vice president for SCI in Hawaii.

Sells is a past president of the *Colorado Association of Cemeteries* and served on the Board of Directors of the *Hawaii Allied Memorial Council* and chaired the organization's membership/nomination, government & legal affairs and political action committees.

President-elect Christine Toson Hentges, CCE, is president of The Tribute Companies Inc. Hentges is a fourth-generation cemetarian and is active in the ICCFA leadership, having



Scott R. Sells, CCFE



Christine Toson Hentges, CCE



Paul Goldstein



Jay Dodds, CFSP



Gary M. Freytag, CCFE



Robbie L. Pape

served as co-chair of the ICCFA Women's Forum and as a member of the association's ad hoc Dues Committee. She is a past president of the *Wisconsin Cemetery & Cremation Association* and the *Central States Cemetery Association*.

Treasurer Gary Freytag, CCFE, is president and chief executive officer of the Spring Grove Family in Cincinnati, including **Spring Grove Cemetery**, the **Gwen Mooney Funeral Home** and **Oak Hill Cemetery**. Freytag joined Spring Grove in 2003 and is responsible for all aspects of the organization, which provides more than 1,600 cemetery and 800 funeral services annually. Freytag has served as secretary of ICCFA and several terms on the Board of Directors. He was also co-chairman of the 2014 ICCFA Annual Convention.

Secretary Robbie L. Pape is senior managing director of service and support for Service Corporation International. With more than 20 years in the cemetery and funeral industry, Pape is responsible for supporting all of SCI's funeral homes, cemeteries, crematories and personal care centers with support in finance, human resources, compliance, pricing, inventory and the development of processes.

Members elected to serve three-year terms on the ICCFA Board of Directors are: **Thomas P. Daly**, CCE, **Cedar Knoll Cemetery**, Taunton, MA; **Mathew Forastiere**, **Johnson County Memorial Gardens**, Overland Park, KS; **Keenan L. Knopke**, CCFE, **Curlew Hills Memory Gardens**, Palm Harbor, FL; **John T. McQueen**, CFSP, **Anderson McQueen Funeral Homes & Cremation Centers**, St. Petersburg, FL; **Rick Miller**, CCFE, **Inglewood Park Cemetery**, Inglewood, CA; **Gwen M. Mooney**, CCFE, **Cave Hill Cemetery**, Louisville, KY; **Blair H. Nelsen**, CFuE, CCE, CFSP, **Nelsen Funeral Home**, Richmond, VA; and **Stephen L. Schacht**, CCFE, **Service Corporation International**, Seal Beach, CA. Elected to serve a one-year term on the Board is **Stephen E. Bassett**, **Legacy Funeral Group**, San Antonio, TX.

Past presidents elected to serve a one-year term on the Board are **Ray Frew**, CCFE, **Green Hills Memorial Park**, Rancho Palos Verdes, CA; **Richard T. Sells**, CCE, San Diego, CA; and **William L. "Bill" Wright**, CCE, **Greenwood Funeral Homes & Cremation**, Fort Worth, TX.

CONTINUED ON PAGE A45

Association NEWS CONTINUED

Experience a Funeral Service Convention at its Finest: New Jersey State Funeral Directors Association

WALL, NJ— The **New Jersey State Funeral Directors Association, Inc.** (NJSFDA) announced that registration for its annual convention is now available at www.njsfda.org/events, or by mail, telephone or fax.

The 2017 Funeral Directors Convention and Expo is returning to Harrah's Waterfront Conference Center in Atlantic City's thriving marina district from Tuesday, September 26 through Thursday, September 28, 2017.

"Convention is going to be a bigger and bolder experience than ever before," states NJSFDA Executive Director/CEO **George R. Kelder Jr.**, CFSP. "We are expanding our exhibit hall floor and have more than 25 new exhibitors joining us so far. As the NJSFDA's flagship event, we encourage all members, NJ licensees and licensed funeral directors from other states to join us at Harrah's to see firsthand how our Convention has

become one of the largest regional events on the east coast."

The three-day convention is designed for funeral professionals, consisting of a special blend of continuing education, networking events and exhibits. There are 22 opportunities to earn continuing education credits (CEUs), including a CEU in Funeral Directing Ethics and 2 CEUs in New York Law. Participants also have an opportunity to earn up to 4 CEUs in the New Jersey mandated topics of Preneed and Law at a separate event also at the conference center.

Programming will cover topics ranging from embalming techniques to marketing with renowned industry speakers, including **Wallace P. Hooker**, CFSP; **Todd W. Van Beck**, CFSP; **Justin Baxley**; **Matt Smith**; **Ryan Thogmartin**; and **Jason Troyer**, PhD. All programming has been accredited by the New Jersey State Board of Mortuary Science and the Academy of Professional Funeral Service Practice. Programming has also been submitted for accreditation to other state funeral director licensing authorities.

The NJSFDA is a not-for-profit trade organization committed to advocating on behalf of its members, the families they serve and the funeral service profession as a whole. Founded in 1902, the NJSFDA provides fu-

ICCFA Elects New Officers and Directors

Continued from Page A44

The International Memorialization Supply Association appointment to the Board is **Jordan Yearsley, Ensure-A-Seal**, Brooklyn, NY. The presidential appointments to represent the ICCFA on the Cemetery Consumer Service Council are: **Thomas P. Daly**, CCE, **CHS Consulting Group**, Westwood, MA; and **Stephen Burrill**, CCE, CCE, **Mount Hope Cemetery**, Bangor, ME.

Members of the 2017-2018 Executive Committee are as follows: ICCFA President **Scott R. Sells**, CCFE, **Service Corporation International**, San Jose, CA; ICCFA President-Elect **Christine Toson Hentges**, CCE, **The Tribute Companies Inc.**, Hartland, WI; ICCFA Immediate Past President **Michael R. Uselton**, CCFE, **Gibraltar Remembrance Services**, Palmetto, FL; **Arlie T. Davenport, Jr.**, **Greenwood-Mount Olivet**, Fort Worth, TX (president's appointment); **Richard T. Sells**, CCE, **Johnson Consulting Group**, San Diego, CA (past presidents' appointment); **Jeff Kidwiler**, CCE, CSE, **Blackstone Memorial**, San Clemente, CA (ex-officio); **David J. Shipper**, **Futura Group**, Buckingham, PA, (ex-officio); and ICCFA Treasurer **Gary M. Freytag**, CCFE, **Spring Grove Cemetery & Arboretum**, Cincinnati, OH (ex-officio).

Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 20,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.

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neral-related services and products, continuing education for industry professionals, community outreach programs, funeral pre-funding options and business related tools to its members and the public. To learn more about this year's event, visit www.njsfda.org/convention or call (800) 734-3712.

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KATHREN LOIS RITCHEY WILLIAMS of Redmond, OR died May 16, 2017 at the age of 77. She worked alongside her husband, **Wally Williams** as a licensed funeral director. Together, they purchased the **Driskill Memorial Chapel** in John Day, OR after the death of **Carl Driskill**. In 1980, she moved to Bend, OR, where she started working for **Paul Reynolds** at **Niswonger Reynold Funeral Home** and in 1986 she moved to Bend, OR to manage **Redmond Memorial Chapel**. She was a member of the *Oregon Funeral Directors Association*.



JOHN DANIEL CARON of North Andover, MA died June 1, 2017 at the age of 77. He was a licensed funeral director and embalmer in North Andover and Haverhill, having worked alongside his father at the **R. George Caron Funeral Home** and later the **N. Power O'Connor Funeral Home**. He then became the owner and operator of the **Caron Funeral Home**

in North Andover. He received a diploma in Sanitary Science, Embalming and Funeral Directing from the *New England Institute of Anatomy* in 1960.



DORIS E. BAKER of Zanesville, OH died May 15, 2017 at the age of 98. She joined the staff of the **Bateman Memorial Home** where her father, the late **William DeLong**, was manager and part owner. A graduate of the *Cleveland College of Embalming*, she passed the Ohio State Board of Embalmers and Funeral Directors exams, receiving both licenses

in 1939, making her the only woman in the area to hold both licenses. In 1990, Baker was recognized by the Ohio Board of Embalmers and Funeral Director for her fifty years as a licensed person.



DENNIS W. BOOM of Dallas, TX died May 20, 2017 at the age of 77. He was a long-time owner of what is now known as the **Holcomb-Henry-Boom-Purcell Funeral Homes and Cremation Services**. He purchased the funeral home in St. Paul, MN in 1981 from **Earl and Roswitha Holcomb** and in 1993, he and his wife, **Elaine**, expanded

the business to include a second location in Shoreview, MN. The booms lived above the Midway funeral home and later, above the Shoreview funeral home. He stayed active with the funeral homes after selling the business to **Richard Purcell**. In 1962, he graduated from the *University of Minnesota* with a degree in mortuary science.



FRANCES E. MESSMER McCOMBS of Connerville, IN died May 13, 2017 at the age of 89. She worked alongside her husband, **Paul W. McCombs** for several years as a secretary, who along with **Gene and Jeannie Krepp** owned and operated **Mac Machine & Metal Works**.



ROBERT G. SHORT of Archbold, OH died May 15, 2017 at the age of 90. In 1949, he joined his father, the late **Joseph L. Short**, in the family business, **Short Funeral Home**, as a licensed funeral director and embalmer. He remained active in the funeral home for more than 65 years, making him one of the longest serving funeral directors in

Ohio. A graduate of the *Cincinnati College of Mortuary Science*, he was a member of the *National Funeral Directors Association* and the *Ohio Funeral Directors Association*.



PATRICK FARRELL of Rochester Hills, MI died May 13, 2017 at the age of 79. He served a 41-year career with the *Mt. Elliott Cemetery Association*, where he excelled to the position of CEO and general manager until his retirement in 2004.

STEPHEN N. STEINBERG of Manhasset, NY died April 26, 2017 at the age of 74. He worked alongside his brother, **Franklin O. L. Steinberg** as the owner and operator of **Sunset Chapels, Inc** for 52 years. He graduated from the *American Academy McAllister Institute of Funeral Service* in 1957.



JOHN "JACK" K. WATKINS of Sylvania, OH died May 19, 2017 at the age of 87. He worked at the **Reeb Funeral Home** as an embalmer, funeral director and ambulance driver where he had been employed since he was twelve years old doing yard work and other errands. He retired as partner in 2012 and continued to help at the funeral home. He graduated from the

Cincinnati College of Mortuary Science in 1959 and was a member of the *Ohio Funeral Directors Association*.



EDWARD J. WAITT of Brockton, MA died May 29, 2017 at the age of 98. He was Massachusetts' oldest active licensed funeral director for almost 70 years, during which time, he established **Waitt Funeral Home** with his wife, **Kay** in 1928. He graduated from the *New England Institute of Applied Arts and Sciences* in 1947.



NORMAN DUGGAN HOLMAN SR of Headland, AL died April 30, 2017 at the age of 73. He served as Henry County Coroner for twenty-four years and was president of the **Headland & Abbeville Mortuaries, Inc** before retiring in 2016 as a licensed funeral director and embalmer in Alabama and Florida. A 1965 graduate of the *Cincinnati College of Mortuary Science*, he was a member of the *Academy of Graduate Embalmers of Georgia* where he received the President's Award in 2001, the Service Award in 2015 and in 2011, he received a fifty year membership pin from the *Alabama Funeral Directors Association*.



STANLEY H. FRYCZYNSKI JR of Bayonne, NJ died June 4, 2017 at the age of 90. He was a licensed funeral director, owner and operator of the **S. Fryczynski & Son Funeral Home** for over 40 years, which was established by his father in 1917. He graduated from the *American Academy McAllister Institute of Funeral Service*.



BILL DeBERRY SR of Denton, TX died May 13, 2017 at the age of 84. He served the funeral industry for over 64 years as a licensed funeral director. He began working for the **J. Levy Funeral Home** in Galveston before moving to Denton to work for **J. B. Floyd** at the **Schmitz-Floyd-Hamlett Funeral Home** and later for **Bob Schmitz** at **Jack Schmitz and Son Funeral Home**. At the time Schmitz retired, he went back to work for Floyd until 1988 when he choose to open **DeBerry Funeral Home** in 1990. He graduated from the *Dallas Institute of Mortuary Science*.



B.D. "BUD" HUNTER of Springfield, IL died May 14, 2017 at the age of 87. He worked for the **S. P. Wright Advertising Co.** that provided advertising and consulting services to the funeral industry. He purchased the company and expanded the scope of the business on an international scale. In the late 1960's, Hunter founded **Amedco, Inc**, which later

became the second largest manufacturer of burial caskets in the world. In 1986, Amedco merged with **Service Corporation International**. As part of the merger, Hunter, through one of his companies, **Huntco, Inc**, purchased the steel processing and healthcare equipment operations of Amedco. Hunter served as vice chairman on the board of directors of SCI (NYSE) and graduated from Truman State University in 1950.

If you have an obituary you would like to see listed here, please send information to:

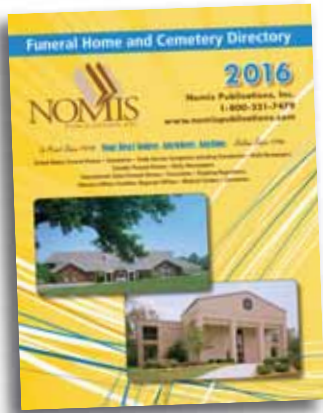
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Toledo Woodcrafters offers Personal Service for Custom Urns

TOLEDO, OH— “It all started when I needed to change direction in what I would do to make a living. I became an amputee due to a motorcycle accident and the doctors said I was not able to work to provide for my family. This was not an option for me. I could not accept that I could not work,” says **Jim Beardsley**, owner at **Toledo Woodcrafters**.

“I started doing wood-working and set up my wood shop so I could reach everything from my wheelchair. I chose to design and build cremation urns because they were small enough for me to do all the work from my wheelchair. As I continued to grow I purchased and learned to use a CNC machine which allowed me to do art work, 2-D and 3-D designs and engraving. I was then able to create custom cremation urns that fit into any décor, many do not even look like an urn,” continues Jim.

By partnering with Toledo Woodcrafters, funeral homes across the country can greatly expand the variety of custom designed urns available to the families they serve. Offering professional design services, Jim and Toledo Woodcrafters work with the family to design and build a quality custom cremation urn. Customization includes 2-D or 3-D artwork, size, shape and engraving. These choices allow To-



ledo Woodcrafters to create an urn personally honoring the memory of their loved one. “The only contact we have with the customer is to design the urn. The funeral

CONTINUED ON PAGE B11



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L & G Funeral Supplies opens new Distribution Center and Showroom

LINCOLN PARK, NJ— **L & G Funeral Supplies** is announcing the opening of their new distribution center and showroom. **Michael Balshin** has been on the

casket side of the funeral home business for many years. Experienced in a variety of specialties, his operation in Northern New Jersey has a lot to offer.



Michael Balshin

His business model is based on insights he developed while working with funeral directors. His primary concerns center around making sure that his caskets are of great quality, arrive on time and are within cost conscious pricing. These factors contribute to L & G running smoothly and proficiently seven days a week.

Uniquely found at only L & G is Michael's personal concern for clients and the families they serve. Michael has genuine curiosity about the perception of all those he meets.

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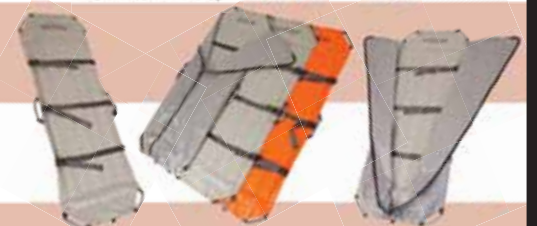
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CALENDAR *of Events*

CONVENTIONS/ CONFERENCES

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

Association Of California Cremationists Annual Convention - Jul 18-19, 2017, Courtyard by Marriott Oxnard, Oxnard, CA. Exhibits. 562-881-1238. www.accinfo.org kmtacc@hotmail.com

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 - Jul 29 - Aug 03, 2017, Sheraton Myrtle Beach Convention Center, 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, Grand Hyatt New York, New York, NY. Exhibits. 312-245-1077. www.cremationassociation.org jennifer@cremationassociation.org

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

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

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

Ontario Assn Of Cmtry & Fn Professionals Annual Convention - Sep 21, 2017, Caesar's Windsor, Windsor, ON. 888-558-3335. www.oacfp.com info@oacfp.com

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

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

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

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

Int'l Cemetery, Cremation & Funeral Assn 2018 Annual Convention & Expo - Apr 18-21, 2018, Mandalay Bay Resort & Casino, Las Vegas, NV. 800-645-7700. www.iccfa.com kd@iccfa.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

Catholic Cemetery Conference 69th Annual Convention & Expo - Sep 17-21, 2018, Hilton Cincinnati Netherland Plaza, Cincinnati, OH. 708-202-1242. www.catholiccemeteryconference.org info@catholiccemeteryconference.org

Int'l Cemetery, Cremation & Funeral Assn University - Jul 18-24, 2019, Fogelman Executive Center at the University of Memphis, Memphis, TN. 800-645-7700. www.iccfa.com

MEETINGS/SEMINARS

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

Association Of California Cremationists Crematory Operator Training Seminar - Jul 18-19, 2017, Courtyard by Marriott Oxnard, Oxnard, CA. 562-596-0464. www.accinfo.org kmtacc@hotmail.com

Professional Car Society 41st Annual International Meet - Jul 19-22, 2017, Lebanon, MO. 417-594-4061. www.professionalcarsociety.org kennethhowe1933@gmail.com

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

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 Otesaga Resort Hotel, Cooperstown, NY. 518-434-1134. www.nysac.com info@nysac.com

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

Ohio Cemetery Association Fall Maintenance Seminar-South - Oct 10, 2017, Greenwood Cemetery, Hamilton, OH. 937-885-0283. www.ohiocemeteryassociation.com jburrowes@cemeterydata.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 tpmalee@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 tpmalee@ucg.com

Funeral Service Association Of Canada 2018 Educational Cruise - Jan 06-13, 2018, Celebrity Summit Cruise 289-863-7447. www.cruiseshipcenters.com/OakvilleSouth

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

National Hospice & Palliative Care Org 2018 Fall Conference - Nov 05-07, 2018, Hyatt Regency New Orleans, New Orleans, LA. 703-837-1500. www.nhpc.org dcherry@nhpc.org

Timberland Urns introduces American Spirit Urn



EAGAN, MN— Timberland Urns introduces the *American Spirit Urn* as a new addition to their urn line. This majestic soaring eagle sculpture is inspired by the American heroes in our lives and represents true American patriotism. This urn can be personalized with a wide variety of cast medallions commemorating veterans, branches of the US military, law enforcement officers, firefighters and many other American institutions. Originally sculpted by *Val Grinshpun*, this eagle will proudly represent and honor American spirit and service. For more information, visit www.timberlandurns.com or call 651-688-0875.

Unity Financial Life Hires Kevin Smith as VP, Treasurer

CINCINNATI, OH— The **Unity Financial Life Insurance Company**, Cincinnati, announced that **Kevin Smith** was named a Vice President and Treasurer for the Company.

Mr. Smith comes to Unity Financial Life after working for 19 years at the Cincinnati Life Insurance Company, the life company owned by Cincinnati Financial Corporation. Mr. Smith earned an Accounting degree from Miami University, Oxford, Ohio and an MBA from Xavier University, Cincinnati, Ohio.

Mr. Smith will take over all the accounting duties for the company, including investment accounting, general ledger accounting, and preparation of all filed financial results. **Jay Hardy**, President of Unity Financial Life, said of Mr. Smith: "His extensive experience makes him a great fit for this role." Mr. Hardy

went on to add, "Kevin is a team builder and motivator who will be a great addition to our leadership group."

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. As reported by *Inc. Magazine*, Unity Financial Life has been the fastest growing privately owned life insurance company in the country every year from 2008-2013 among companies with at least \$10 million of premium. Founded in 1964, Unity Financial Life is an Ohio-based life insurance company, currently licensed in 48 jurisdictions, including the District of Columbia.

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The Wood Mortuary in Greer, SC Celebrates Prep Room Renovation

GREER, SC— The community of Greer has looked to **The Wood Mortuary** for caring service since 1902 when **John D. Wood** established a funeral and undertaking business on the second floor of his grocery and hardware store. Today, his grandson and President **Richard H. Wood, Jr.**, continues the family tradition, keeping pace with the times.

Greg Jones, Manager, credits Mr. Wood for his foresight in initiating a major renovation to the preparation room. With a goal of providing the embalmers with a safe, comfortable and efficient work space with emphasis on air quality, Mr. Jones called on **Duncan Stuart Todd, Ltd.**, to design and equip the space utilizing the Premier Source plan.

Although he has been in funeral service for forty years and was confident that he was fully knowledgeable, Mr. Jones was pleased to learn about new up-to-date equipment. On completion of the renovation, he was rewarded, commenting that the staff of ten funeral directors is “ecstatic.”

The project was not without challenges, however. In a constricted 20-ft. by 20-ft. space, there was no room for expansion. Solid exterior brick walls protected the chapel, the loading dock and an area housing eight air conditioning units. Furthermore, it was necessary to build a temporary embalming room elsewhere on the property while the new room was being built. “The construction team,” Mr. Jones declared, “was the best of the best.” With **Duncan Todd**, AIA, at one end of the telephone, and a well experienced contractor at the other, each respecting the other’s expertise, the outcome was a predictable success.

Completed in early 2017, the two-station room meets twenty-first century standards for a modern preparation room. Safe air that meets OSHA standards is assured for the general airstream with PrepAir G2, enhanced with PrepArm localized exhaust ventilation. Speaking for the staff, Funeral Director and Embalmer **Myron Paris** had a



Greg Jones, Manager, The Wood Mortuary
Photos by Kris Decker/Firewater Photography Caption



word. “Awesome,” he said, “the result is far beyond what we could have imagined, even with such simple things as a foot pedals on the sinks. The water pressure on the hydro-aspirator is phenomenal and the Mortuary Lift is so convenient. Custom cabinetry with coordinated interior finishes adds to the overall efficiency and aesthetics.

Greer, situated between Greenville and Spartanburg, had originally been a cotton mill town, and there was some fear that it would become a ghost town. The community was saved by an infusion of industry, led by BMW who hired 8,000 employees. Now it is a thriving area along the I-85 corridor between Atlanta and Charlotte.



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CFS partners with Aftercare.com to offer Funeral Homes an Innovative Aftercare Solution

NEEDHAM, MA— **Consolidated Funeral Services** announced a partnership with **Aftercare.com**, offering their funeral homes an effortless aftercare program. Funeral homes know they need to keep in touch with their families after the services are over, but often find it difficult and time-consuming. While serving at-need families and running day to day operations,

many funeral directors simply don’t have the time. **Aftercare.com** offers their popular Aftercare Card Program which sends out four cards and a survey to the family during the first year following their loss. The cards are personalized for the funeral home with their logo, signature and custom message, and sent out automatically by **Aftercare.com**. The family receives a sym-

pathy card, a card on the birthday of their loved one, a holiday card and finally, a card marking the anniversary of the loss. The family also receives a follow up survey which provides the funeral home with important feedback as well as preneed leads.

Funeral homes can quickly and easily enroll families in the program directly from their CFS website with no contracts or commitments.

Directors Advantage, a technology and marketing partner to funeral homes, launched **Aftercare.com** after witnessing how difficult it was for funeral homes to keep up with aftercare. **Aftercare.com** is solely focused on helping funeral homes stay in touch with their families and continuing those relationships.

Founded in 2008 and The Official Technology Partner

of **Dodge** since 2009, CFS pioneered fully-integrated e-commerce within funeral home websites. Serving over 3,600 funeral homes, they continue to lead by building and maintaining custom websites with 24/7 support — all for zero cost. CFS does this by working directly with local florists, providing revenue for the funeral home by eliminating the need for wire services. CFS has a long history of strong partnerships, continuously adding technology to their sites from premiere service providers such as **Tukios, ASD, Messenger, Passare**, and now, **Aftercare.com**.

Both companies are excited to bring this unique offering to busy funeral homes, allowing them to serve their families during a time of need and continuing to remember them on difficult days.

Passare Announces Integration with Frazer Consultants

ABILENE, TX— **Passare**, Inc. is pleased to announce an integration with **Frazer Consultants**, a web design company that offers cutting-edge personalization and technology products to funeral professionals.

“**Frazer Consultants** has worked closely with us at **Passare** to develop a one-of-a-kind integration that is helping our mutual clients save time and gain efficiency by eliminating redundant data entry,” said **Chris Baber**, Vice President and Chief Product Officer for **Passare**. “Our goal is to make the funeral planning process as simple and as seamless as possible for both funeral professionals and the families they serve, and this integration helps us provide that seamless experience.”

Passare offers the only collaboration software in the funeral profession, which allows for real-time communication between funeral directors and family members. **Passare’s** cloud-based platform is accessible anytime, anywhere, from any Internet-connected device. This platform allows funeral professionals to manage cases and stay in close contact with the families that they serve.

With **Passare’s** integration with **Frazer Consultants**, funeral directors can send the data gathered on a case such as the obituary, vital statistics, friends & family, and much more straight to the funeral home’s **Frazer** website and **Tribute Center** with just the click of a button. The integration will save time spent on duplicate data entry and reduce errors for funeral home clients.

“**Frazer Consultants** is excited to partner with **Passare** to provide funeral professionals and the families they serve with meaningful experiences,” said **Matt Frazer**, president of **Frazer Consultants**. “Both **Frazer** and **Passare** share a common goal of making the funeral planning process as efficient as possible for funeral professionals while providing more value to families, and this partnership is just one more way that we can do that.”

“**Frazer** was great to work with,” added **Baber**. “They went above and beyond to make this the best integration of its kind.”

Passare is helping funeral professionals all over the nation reimagine the funeral experience. **Passare** is the industry’s only collaboration system with integrated case management. Only **Passare** allows families and funeral directors to collaborate on arrangements anytime, anywhere, from any Internet-connected device. **Passare** helps families and funeral directors communicate better throughout the funeral planning process, leading to increased customer engagement, higher levels of satisfaction, and a better overall experience for funeral professionals and families alike. To learn more, contact us at info@passare.com or visit us online at provider.passare.com.

Launched by **Matt Frazer** in 2003, **Frazer Consultants** designs fully custom websites for funeral homes and offers personalized stationary, DVD video tributes, holiday ornaments, temporary grave markers, webcasting, and other products and services. With innovative technological solutions, **Frazer** assists funeral homes in offering the highest quality service to their families. Their staff is made up of highly skilled professionals who are dedicated to making things easier on funeral professionals and the families they serve.

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WEB DIRECT GIFT & PRICING

L & G Funeral Supplies opens new Distribution Center and Showroom

Continued from Page B1

In the back of his office is a warehouse that holds hundreds and hundreds of caskets lined up in neat, tight rows, organized for easy mobility. When a funeral director comes in, Michael casually strolls down past his large inventory and treats them as if they're the most important person in the world. Funeral directors often come in having no idea that L & G existed. Whenever Michael is asked why few have heard of the great quality and prices of his caskets, he laughs. "We don't need to spend money on marketing. We pass on the savings to our clients. Many funeral directors already know about us and our reputation in the industry grows everyday on its own."

Michael's steady network is not restricted to the Northeast part of the United States. Michael has relationships with funeral homes all across the nation due to his products and a great reputation for quality.

When asked why he decided to open the new location Michael responded, "A lot of the funeral directors I knew years ago often remarked, 'it's not like the good old days anymore.'" I thought it was time we gave that old school, personal relationship style back to them. The world is always changing, but good business is just that – good business."

Give Michael a call anytime to discuss how he can help you with his products at 347-244-2927.

Nelson Thulin joins Johnson Consulting Group as Management Consultant

PHOENIX, AZ— **Johnson Consulting Group (JCG)** has appointed **Nelson Thulin** to its Management Services team. Nelson brings over thirty years of experience in operations, sales, marketing and financial management of funeral homes both independent and corporately owned. Johnson Consulting Group, already known for their on-staff team of funeral and cemetery industry experts, provides services for all life cycle phases of a funeral business, including business brokering (buy/sell), business valuations (appraisals), management consulting, business performance improvement, incentive programs, financial accounting, training, lending, and their popular Performance Tracker customer survey and sales analysis program (www.JCGPerformanceTracker.com).

Nelson Thulin began his funeral service career at a family owned funeral home in Wisconsin and over the course of 30 years, his work experience has included independent ownership as well as corporate leadership roles. His management experience ranges from a single location serving approximately 100 families a year to multi-location markets serving over 2600 families.

As a mortuary science student, Nelson received the J.M Nolte Scholar Award and continues his education as a Certified Funeral Service Practitioner through the Academy of Professional Funeral Service Practice as well as collaborating with and learning from other funeral professionals.

Nelson emphasizes a keen focus on the importance of exceeding expectations of client families and providing a meaningful and memorable experience for their guests, resulting in a loyal advocacy of our profession as well as continued growth of individual businesses.

Jake Johnson, President of JCG, said, "Nelson's strong background in funeral home management and his proven record of achieving increased operating performance are welcome additions to Johnson Consulting Group. With the growing interest in our services, we are pleased to have Nelson on our team to help deliver customer service improvements, organizational efficiencies and sound financial management principles to our clients."

For more information on Johnson Consulting Group's services, contact Johnson Consulting at 888-250-7747. Contact via email at info@johnsonconsulting.com.

Live Oak Trust adds Mark Hall as Senior Vice President

WILMINGTON, NC— **Live Oak Bancshares, Inc.** (Nasdaq: LOB) continues its leadership in trust services for funeral home and cemetery clients with the hire of **Mark A. Hall**. As Senior Vice President and Director of Trust Relationship Management for Live Oak Trust, Hall will provide administrative, operational, investment and consultative services to funeral and cemetery trust customers.

Hall joins Live Oak Bank after 22 years with SunTrust Bank in the financial services industry, most recently spending more than six years as head of funeral and cemetery trust services at the bank.

"Mark is a great addition to our Trust team as he understands the complexities of funeral and cemetery trusts," said **Steve Jackson**, CEO, Live Oak Bank Trust Services. "His insights and experience ensure our funeral home and cemetery trust customers the best access, options and service for their accounts."

In addition to being financial leaders in the funeral service industry, the Trust's in-house legal team focuses exclusively on funeral and cemetery trust customers and understands the importance of ensuring trust accounts are in compliance with all the various state statutes, rules and regulations.

"The transformation and consolidation taking place in the funeral service industry is leading to greater challenges and opportunities for our customers," said Hall. "I'm thrilled to join other experienced leaders in the funeral home and cemetery industry at Live Oak Trust as we help our customers navigate these changes."

Live Oak Bank was founded to provide small business loans to professionals across the country looking to start or expand their businesses. Live Oak is an FDIC-insured national footprint bank and one of the largest originators of small business loans in the country. To learn more about Live Oak Bank, please visit www.liveoakbank.com/trust.



Mark Hall



By Mike Jamar

National Car Show for Professional Vehicles - July 22

If you find yourself close to Lebanon, Missouri on July 22 and love professional cars, as I do, make sure you stop by the Grand Concours d'Elegance at the National and Premiere Professional Vehicle Show.

This car show is based around the annual meeting of the *Professional Car Society (PCS)*, July 19-22.

Every year the PCS International Meet assembles their members together for several days of car fun and a little business too. Tours, lunches, dinners, parking lot chat, and the grand Concours d'Elegance Show always make for a great time!

The most exciting part of the meeting, for me, is the Concours d'Elegance Show. The show will include some of the finest examples of vintage and classic professional vehicles. It is being held on Saturday, July 22 from 10:00 A.M. - 3:00 P.M. and will be in the climate-controlled exhibition hall of the Kenneth E. Cowan Civic Center. The public is welcome and there is no charge to attend.

I plan to be there, and many of my upcoming articles will feature some of what I see and learn at the show. Even if you can't attend you'll be able to experience many of the fascinating vehicles featured at the show.

If you would like additional information about the Professional Car Society, check out their website at www.theprofessionalcarsociety.org.

In this article, we begin our special series on the many

dealers that make up HearseHub. We start with Mullen Coach, not because he is our biggest dealer, but because without **Mullen Coach** there would be no HearseHub, but more on that later.

Mullen History

Mullen Coach started in 1956 when **Ralph E. Mullen** (John's dad) entered the funeral coach industry after six years as Sales Manager of a Dodge-Plymouth dealership in Mission, Kansas, a suburb of Kansas City. He started with **The Hess & Eisenhardt Company**, covering a territory of Kansas, Missouri, Arkansas, Oklahoma and Colorado.

Ralph took on the **Superior Coach** Franchise in 1957, and in 1974 he became a dealer for **Armbruster/Stageway Limousines**, Ft. Smith, Arkansas.

In 1962, he was joined by **Raymond E. Rawie**, and in 1981 by **Clint Cole**. His son John also joined the firm in the 1980s and is sole owner of the operation today. Ralph may be gone, but is certainly not forgotten by the many of you who purchased vehicles from him and later from his son. Today Mullen Coach is still located in Kansas City and doing very well.

Muster Delivery to Hodapp Funeral Home



John Hodapp, **Rev. Bob Highley**, and **George Bergen** of **Hodapp Funeral Home** take delivery of their new Cadillac Hearse built by Federal Coach and sold by **John Muster** (third from left) of **Muster Coaches**. Hodapp Funeral Home is a family owned and operated funeral home serving the Cincinnati area with four locations.

Mullen Coach - HearseHub Connection

Mullen Coach is located in Kansas City, as am I. In 2006 my company was in the business of providing inventory systems to used car dealers for showcasing their vehicles on their website. On a whim, I made a call on **John Mullen**, the owner of Mullen Coach. I most likely stopped by his establishment because I have a strange attraction to hearses, and simply went in to view them up close. John had a website, but it did not include an inventory system, so his website visitors were unable to see his vehicles online. John immediately saw the value in what we had to offer. With some modifications to our system, we launched his website inventory system.

As I mentioned, were it not for Mullen Coach, HearseHub wouldn't exist. Working with John on his inventory, I learned about the funeral vehicle industry, not even aware there was such a thing. One day during a meeting with John I noticed the *Funeral Home and Cemetery News* on his desk, which I didn't know existed either. He told me about the publication and gave it to me, so I could look through it.

To make a long story short, so it fits in the article space, I approached the editor, Peggy Rouzzo, with the outlandish idea of creating a national advertising website for funeral vehicles. She was thrilled with the idea and we were off to the races. HearseHub is celebrating its fifth year in business and shows an average of over 450 funeral vehicles.

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
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Cremation Systems announces a New Distributor for Pacific Northwest

SOUTH HOLLAND,IL— Cremation Systems, a division of Armil CFS, Inc., is pleased to announce their newest distributor, **NW Industrial Mechanics, Inc.**, for the Pacific Northwest.

NWIM's experience in serving a wide range of industries for more than 20 years will bring Pacific Northwest customers the highest quality services in supplying and installing the CFS 2300 cremation retort, along with combustion, control and refractory services for your crematory.

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For more information, visit www.nwim.us or www.cremsys.com.

Homesteaders' Kraus Recognized by National Alliance of Life Companies; Kelly-Whitaker appointed to Board of Directors

WEST DES MOINES,IA— Tracy Kelly-Whitaker, Director of Compliance and Government Relations at Homesteaders Life Company, has been appointed to the board of directors of the National Alliance of Life Companies (NALC). Kelly-Whitaker was unanimously elected last week at the organization's spring meeting.

"I am thrilled to join this exemplary board of life and health insurance professionals," stated Kelly-Whitaker, who is also the co-chair of the Small Policy/Specialty Markets committee for NALC. "I look forward to continuing the tradition of past Homesteaders representatives and working to make sure small to mid-size companies have a voice on important issues in the regulatory arena."

Kelly-Whitaker is also looking forward to continuing relationships with individuals from other companies and breaking down the competitive barriers to work on issues that affect everyone.

Homesteaders VP-Compliance **Gerry Kraus** was also recently honored by NALC for more than three decades of service to the insurance industry. NALC Executive Director **Jim Hodges** recognized Kraus during the organization's annual conference.

"Gerry's leadership on insurance issues is second-to-none," Hodges affirmed, citing Kraus's tireless advocacy on behalf of small life and health insurers. "He is a true professional with a strong commitment to good customer service and service to the community."

Kraus has been actively involved in NALC for the past 25 years, including more than 15 years of service as a member of the NALC Board of Directors and terms as Secretary, Treasurer, Vice President and President. Throughout his tenure, Kraus offered frequent testimony at legislative and regulatory hearings across the country, spearheading many of the NALC's efforts to better monitor and advocate on behalf of its members.

"I believe very strongly in the NALC mission and its efforts to represent the interests of small and mid-sized life and health insurers and their policy owners," Kraus explained. "It's been a privilege to serve the organization and a true honor to see our efforts effect significant change on many key pieces of model legislation."

Kraus joined Homesteaders in 1982 and has since worked in several core areas of the company, including accounting, marketing, compliance and government relations. He is expected to retire later this year.

Homesteaders remains an influential member of NALC with the recent election to the board of Director-Compliance and Government Relations Tracy Kelly-Whitaker. Her three-year term will continue through 2020.

The NALC is a life and health insurance trade group with more than 50 insurance company members and associates. Visit nalc.net to learn more.

Homesteaders Life Company, a 110-year-old mutual company, is a national leader providing life insurance products and services to promote and support the funding of advance funeral planning and end-of-life expenses. Visit www.homesteaderslife.com to learn more.

Starmark® Introduces Oversize Metal Ceremonial Rental Caskets



The Sonnet Blue Mist joins the growing line of metal and hardwood ceremonial rental caskets offered by Starmark. Funeral directors can offer families a fully merchandised line of ceremonial rental caskets.

RICHMOND,IN— Starmark® Cremation Products has announced the introduction of the **Sonnet**, Starmark's first oversize metal ceremonial rental casket. The Sonnet model is available in both half couch and full couch and is offered with either crepe or velvet interior. The 18-gauge steel casket features a metallic automotive grade finish, a generous 27" interior width, extra abdominal room and fully adjustable bed as well as replaceable head panels.

The Sonnet's head panel can also accommodate personalized, standard-size decorative pop-in center panels, readily available industry-wide. "Following our introduction of the Cadence round corner metal ceremonial rental casket, a number of funeral directors expressed a desire for an oversize model," said **Gerald Davis**, President of Starmark Cremation Products. "We challenged our design team to develop an oversize metal rental casket and the Sonnet is the end result of their creativity."

The Sonnet is manufactured to the same high-quality standards and attention to detail as every Starmark product. The casket's secure foot end door latches and spring dampened hinge system are designed for years of use. The patented adjustable bed system includes multiple rollers for convenient loading and unloading. The bed features ball bearings for endless smooth crank operation. The rental insert designed for the Sonnet includes a foot-end



The Sonnet Desert Sand is available in both half couch and full couch and is offered with either crepe or velvet interior. The 18-gauge steel casket features a metallic automotive grade finish, a generous 27" interior width, extra abdominal room and fully adjustable bed as well as replaceable head panels.

comfort grip handle for ease of loading and unloading. Customers will also appreciate the exclusive head-end lid support system available only on the Sonnet.

"Like our Cadence models, the Sonnet feature an automotive paint that can be touched up or entirely repainted by an automotive repair shop if necessary," stated Davis. "Nearly every part on the Sonnet can be easily and economically replaced, repainted or repaired. All Starmark rental casket are built-to-last and we fully expect funeral homes to economically benefit from dozens, if not hundreds, of uses before replacement is necessary."

The Sonnet joins the growing line of metal and hardwood ceremonial rental caskets offered by Starmark. Funeral directors can offer families a fully merchandised line of ceremonial rental caskets, providing a tremendous value for the consumer and greatly enhanced profitability for the funeral home.

Starmark® Cremation Products, a division of **Vandor Corporation**, was founded in 2004 and manufacturers in its 200,000 square foot space in Richmond. The company manufactures cremation products sold directly to funeral homes and crematories nationwide and through a growing network of distributors. For more information, visit the website at www.starmarkcp.com.

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Messenger launches New Version of Personalization and Printing Software

AUBURN, IN— Messenger has released a new version of their *Make It! Personal* software. Make It! Personal is a cloud-based application for personalization and printing memorial stationery and keepsake products.

The new software utilizes the latest HTML5 web platform technology to optimize user experience including compatibility with popular web browsers. Other improvements include enhanced navigation through the new Fast Track™ feature, improved speed for generating printable files and responsive design for ease of usability.

“Since the launch of the original Make It! Personal program, we have been listening to user feedback and version 2 provided us the means to deliver a response to all the great feedback we’ve received” states **Barrie Fleetwood**, Messenger’s e-Commerce Manager. “This program is free and provides an easy, convenient tool for funeral homes to create great looking personalized products in-house.”

Mark Kaul joins the Messenger Sales Team

Messenger has appointed a new sales consultant in Eastern Michigan. **Mark Kaul** has over twenty-five years of experience as a licensed funeral director and comes from a family that has served the funeral profession for three generations. Inspired by his father’s passion for his profession, Mark knew at a young age he wanted to help people in their time of crisis. He is a 1992 Mortuary Science graduate of *Wayne State University* in Detroit,



MI. “My commitment to helping families has never wavered since I graduated college and I am excited that my role at Messenger will allow me to do that in new ways,” stated Kaul.

Kaul recently completed comprehensive training at Messenger, attended the *Michigan Funeral Directors Association* convention and has since begun serving clients in the Eastern parts of Michigan. “We are delighted to have Mark on our team. His experience, professional-



Mark Kaul

ism and commitment to making a difference complements our mission to be best in class in all we do,” stated **Bob Hoaglund**, Vice President of Sales and Marketing at Messenger.

Messenger, headquartered in Auburn, IN, has been in business since 1913 and has transformed funeral registries and stationery. Today, Messenger leads with the best digital registry on the market and the most extensive line of funeral stationery available today. Messenger invests in consumer research each year and is dedicated to helping funeral professionals stay relevant in an ever-changing marketplace. Our ultimate goal has been and always will be to make a difference to grieving families through the products and services we provide.

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Flint Named President and COO of Coldspring® as Mattke becomes President of Stone Panels



Greg Flint



John Mattke

COLD SPRING, MN— Coldspring has announced the promotion of **Greg Flint** to President and Chief Operations Officer, effective June 5, 2017. Flint is formerly the company's Vice President of Operations and Strategy and is a lifelong Coldspring employee with more than 34 years of service.

During his 16-year tenure on the Coldspring executive team, Flint worked closely under the leadership of current President and Chief Operations Officer, **John Mattke**. Flint will continue carrying out the Coldspring vision of working to understand and then deliver on what customers and markets value. Listening to customers' needs and then utilizing change management to improve Coldspring's LEAN management system are Flint's areas of special expertise. His deep knowledge and understanding of the business, connections with the employees and members of the stone industry, along with his strategic background and focus, position him well for leading the entire Coldspring organization going forward.

"As a second-generation employee, it is an honor to be given the opportunity to lead Coldspring, an organization I'm proud to be a part of," says Flint. "It's especially humbling since Coldspring continues to play a leading and significant role in the industry and markets we serve. I look forward to building on our current successes in the marketplace, driving continuous improvement and ensuring Coldspring thrives for another 100 years by serving the unique needs of our customers."

"As President and Chief Operations Officer, my primary goal is the continuous improvement of delivering value for our customers by capitalizing on our vast capabilities and resources, including the great people who are part of the Coldspring family. With a strong team in place, we're well positioned to write the next chapter in the Coldspring story."

John Mattke will move to Marble Falls, Texas, where he will provide guidance as President of

the new Coldspring subsidiary, **Stone Panels International, LLC**, during the next phase of its transition. Stone Panels International is the Texas-based producer of the universally recognized StoneLite® solution for interior and exterior building cladding.

Mattke joined Coldspring in 1994 and has held various management positions before being named President and Chief Operating Officer in 2004. Throughout his career, Mattke has been instrumental in developing and implementing strategic changes and improvements throughout Coldspring, including the relocation and development of the company's state-of-the-art foundry in 1998. He directed the strategic relocation and consolidation of all Cold Spring, MN, operations and corporate offices into one location at the company's new LEED-gold certified headquarters in 2007.

Based on market input, Mattke led the strategic rebranding of the company in 2013, bringing all divisions and brands under the single masterbrand of Coldspring from the former Cold Spring Granite, to better reflect the company's broad product offerings, which far exceed granite. Under the Coldspring masterbrand, the company has created efficiencies for better serving customers while providing broader market acceptance and understanding of the vast resources available to customers.

As a past board member of the Natural Stone Council, Mattke played an instrumental role in the stone industry's recent adoption of a sustainability standard for stone, known as ANSI/NSC 373 Sustainable Production of Natural Dimension Stone. ANSI/NSC 373 was a significant accomplishment for the stone industry, as the rigorous and voluntary standard establishes criteria to determine the degree to which natural dimension stone is extracted and manufactured sustainably. Bringing this focus on environmental stewardship close to home, Mattke led Coldspring to achieve ANSI/NSC 373 certification in 2016.

Mattke will provide ongoing guidance and support to Greg Flint, incoming President and Chief Operations Officer of Coldspring, and the Coldspring executive team as he assumes a new role as a member of the Coldspring board of directors. Flint and Mattke will work closely in the coming months to ensure a smooth transition.

"I look forward to ensuring a smooth transition and continuing my service to Coldspring in my new role as President of Stone Panels International," says Mattke. "The building community has come to rely on the Coldspring brand for a superior natural stone product, delivered on time and with exact precision, service and support. Although SPI will operate with autonomy, these same Coldspring values will guide us as we serve StoneLite® customers with responsiveness and flexibility across the globe. As a private, family-owned company since 1898, Coldspring understands the value of relationships and long-term dedication to customers. We

eagerly anticipate bringing this market focused perspective, coupled with organic growth over time, to enhance the success of Stone Panels International."

Tim Friedel will assume the role of Executive Vice President, responsible for sales, marketing and business development for Stone Panels International (SPI). Beyond his more than eight years of experience at Stone Panels Inc., prior to the acquisition, Friedel brings 30 years of leadership experience at various building- and manufacturing-related companies throughout North America.

"I'm excited about the new opportunity in the marketplace for Stone Panels International and am proud that we were able to bring existing employees along on this move to ensure key knowledge and expertise throughout the transition," says Friedel.

To learn more about Coldspring, visit www.coldspringusa.com. For more information about Stone Panels International, visit www.stonepanels.com.

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New CD Peaceful Rest offers 33 Instrumental Hymns



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ALTOONA, PA— Sammy Lee Lykens has introduced *Peaceful Rest*, an instrumental collection of 33 all-time favorite hymns. This double CD offers soothing sounds ideal for background music during funeral viewings or services. Among the hymns is Amazing Grace, The Old Rugged Cross, and How Great Thou Art. For a sample go to YouTube and search Sammy Lee Lykens: In The Presence Of Jehovah. For more information email samnchatter@gmail.com.

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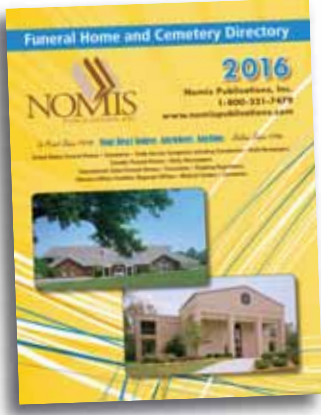
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UPD Urns Adds Third Fulfillment Location in Austin, Texas

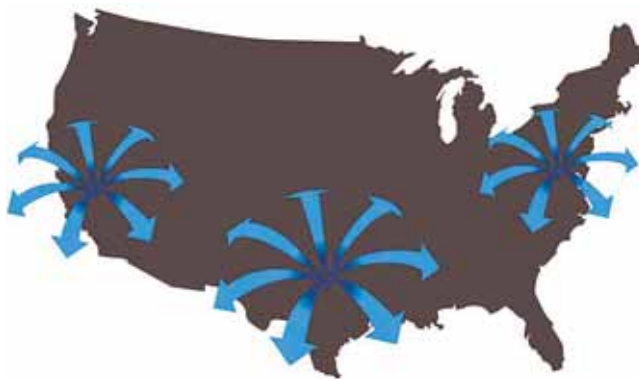
MANASSAS, VA— Tyler Fraser, CEO of UPD Urns, has announced a new fulfillment location in Austin, Texas. This location is the third location for UPD Urns and will be covering the central U.S. for most of UPD Urns' line.

Tyler said, "This new location is pivotal to our commitment to super-fast and free shipping to funeral homes. Multiple warehouses add a level of complexity that we are committed to manage. There's nothing more important to us than getting the urn to the family on time."

Currently over 200 urns are warehoused and ready to ship, with over 2000 slated to arrive in the next 30 days. Same day shipment is guaranteed on items available in Austin that are ordered before 11am CST.

The new warehouse is the second unveiled so far this year; the first being Manassas, Virginia. UPD Urns now offers fulfillment in three locations: Visalia, CA, Austin, TX and Manassas, VA.

UPD Urns is also migrating to a new inventory management system, which will allow for advanced



forecasting and inventory tracking.

Casey Duran, Account Manager at UPD Urns Manassas said, "We are very excited about the additional fulfillment location allowing us to provide faster shipping to our funeral homes. This will also enhance customer service and efficiency."

Tyler Fraser concluded, "This is just the start, we're going to continue to bring down the time for shipping to our customers."

UPD Urns offers cremation urns, jewelry and memorials to funeral homes and

cemeteries worldwide. UPD Urns was founded 16 years ago, and greatly values integrity and service to their customers. Alongside offering bestselling urns, UPD Urns focuses on having a unique collection to cater to the ever-changing needs of cremation. UPD Urns is headquartered in greater Arlington and Washington, DC area, where CEO Tyler Fraser plays an active role in community and business events.

For more information on UPD Urns, visit: <http://updurns.com>, email, or call Tyler Fraser at (703) 348-7184.

Funeral Director Todd Schrag Wins May Sich Casket Giveaway



McKenzie Sangria Casket

NORTHRIDGE, CA— Sich Caskets has announced the winner of their second monthly "Year of the Funeral Director" casket giveaway, **Todd Schrag**. Mr. Schrag is a funeral director at **Roper and Sons Funeral Home** in Lincoln, NE.

Mr. Schrag will be receiving the Sich "McKenzie Sangria" solid Paulowina hardwood casket with a Rosetan Crepe interior, delivery provided by **Lake Forest Casket**, Lombard, IL, a Sich Casket distributor.

"I was really surprised," said Mr. Schrag after learning he had won. "When I told my co-workers at the funeral home about it, nobody believed me at first. It was funny to learn that I'm the second 'Todd' in a row to win!" He follows last month's winner **Todd Howell** of **Woodfin Funeral Chapels** in Murfreesboro and Smyrna, TN.

Mr. Schrag came across Sich Casket's YouTube channel and was impressed with **Sirius Chan**, CEO of Sich Casket. Mr. Schrag was intrigued by Mr. Chan's idea to transition his family's furniture company into a casket manufacturer. "It's clear to me that they understand wood and wood manufacturing," he said.

He noted that he especially liked the video of the "transforming shipping container" booth at this year's ICCFA Convention in Nashville. He then went on to visit the main Sich website (www.SichCasket.com) where he learned about the "Year of the Funeral Director" casket giveaway, which he entered.

To learn more about the monthly drawing and to enter, visit www.SichCasket.com or www.RethinkYourCaskets.com/YearFD. Participants need only enter one time to be registered for all the drawings throughout the balance of the year.



Todd Schrag

Toledo Woodcrafters offers Personal Service for Custom Urns

Continued from Page B1

home makes the sale and sets the price. We ship only to funeral homes," says Jim.

At www.toledowoodcrafters.com funeral homes can show families the many different urn shapes, sizes and artwork to aid them in designing the urn that best represents their loved one.

Funeral homes can see the products available as well as wholesale pricing at www.toledowoodcraftersdealers.com.

"We offer excellent quality work at very competitive prices. All of our urns are crafted right here in Toledo, Ohio and of fine solid wood from right here in the United States. We build from the plain board, to the custom designed and finished urn. Families feel honored to help create this final tribute to their loved one," concluded Jim.

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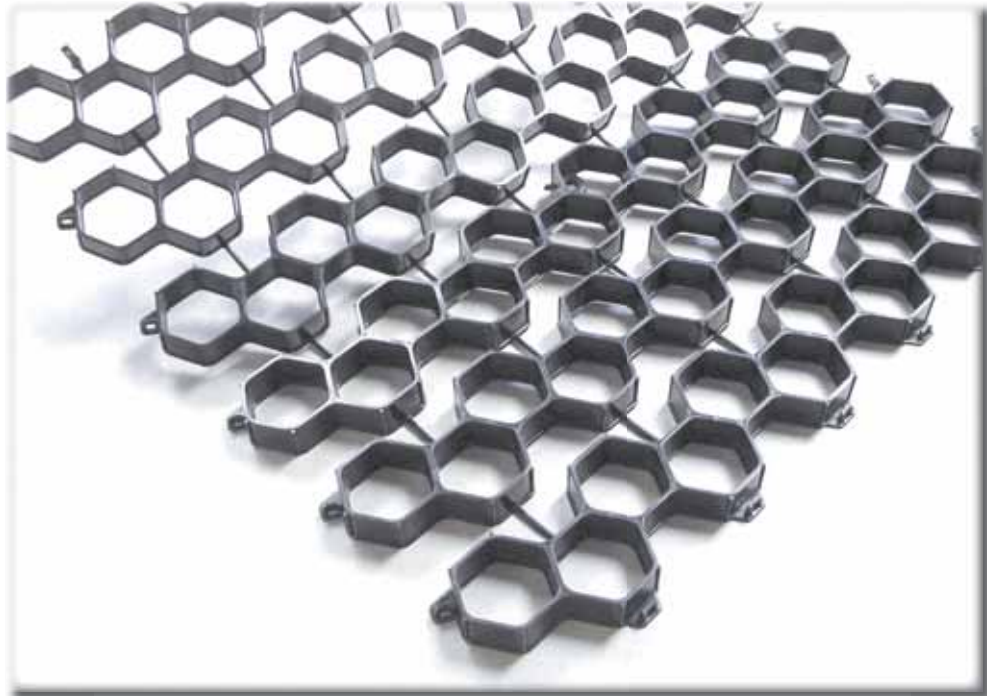
IMSA members get a free hour of consultation with funeral marketing guru Dan Katz of LA ads, plus other acclaimed industry experts in business, social media and law. All this and much more for just \$175 annual membership. **Join, unite and thrive.**

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Los Angeles National Cemetery uses EZRoll Grass Paver



LOS ANGELES, CA—Spanning over 114 green acres, the **Los Angeles National Cemetery** is home to more than 80,000 identical headstones of interred war veterans. Dedicated in 1889 and managed by the Department of Veteran Affairs (VA), the cemetery serves as the final resting place of war veterans from the Civil War, the Spanish-American War, World War I & II, the Korean War and several other American conflicts.

After withstanding the weight of 80,000 headstones and landscape equipment for several decades, the soil of the cemetery had gradually settled, causing the headstones to destabilize and sink at varied angles. In an attempt to restore the symmetry of the cemetery while remaining sensitive to its residents, **Dial Engineering** desired the use of a product that was effective, minimally invasive and blend-

ed naturally into the environment.

Dial Engineering found its solution with **NDS, Inc.'s EZRoll Grass Paver**. Upon the first installation, Dial Engineering was pleased with the outcome and decided to complete the project using the NDS product. The EZ Roll Grass Paver was chosen because it was found to be significantly sturdier, easier to install and made from a higher quality construction material compared to the competition.

Made from 100 percent recycled plastic, the EZ Roll Grass Paver is a sustainable landscape stabilization product that works by protecting the root zone to prevent soil compaction. The tool is designed to withstand heavy vehicular traffic and goes beyond the needs of cemeteries dealing with the effects of ground destabilization. With a comprehensive strength of 57,890 psf, the NDS

EZRoll Grass Paver is as strong as concrete and requires up to 50 percent less maintenance than alternative solutions.

NDS EZRoll Grass Pavers allow healthy grass to thrive in areas that would traditionally have impervious hardscaping installed. There are a variety of applications for the NDS EZRoll: Golf cart paths, service roads, jogging tracks, bike paths, residential driveways, parking lots, overflow parking lots, roadways shoulders, emergency vehicle access roads, truck maintenance and equipment yards, construction entrance soil stabilization and cemetery headstone stabilization. In addition to these load applications, they are also an effective solution for erosion control on slopes and in swales. NDS EZRoll grass pavers are less expensive to maintain over time than traditional hardscaping and are more aesthetically pleasing. Learn more at www.ndspro.com.

New Memorials Direct Announces New Personalized Charm Bangle



GIG HARBOR, WA— **New Memorials Direct** is excited to release their new *Personalized Charm Bangles*. These stunning, polished sterling silver bracelets feature a quality look and feel and endless versatility. The bracelet itself has a sleek, shiny surface and is easily adjustable to fit anyone. They come with one or more personalized petite charms that accommodate fingerprint, photo and text engravings. One can choose multiple combinations of these charms, or even add on birthstones, making the set perfectly unique. The charms come in both ash holding and non-ash holding options to provide families several ways to memorialize their loved one.

These bangles have a simple, elegant design that can be worn alone or layered together

with two or more of the bracelets for a stylish, trending look. Their classic style will compliment a wide variety of jewelry ensembles and outfits. The turn-around time is only 24 hours and satisfaction is guaranteed. For more information call 877-995-8767 or visit www.newmemorialsdirect.com.

Terrybear introduces single and companion Modern Urns



ST. PAUL, MN— **Terrybear Urns & Memorials** is pleased to announce its new *Modern Urn* featuring a single and dual-capacity companion version.

These products are designed with beautiful contrasting bamboo highlights and accommodate most standard return containers. The sliding panel at the top is designed for easy insertion of containers.

Families can select from seven magnetic panel options which include: Loving

Couple, Dove, Butterflies, Mother and Child, Cardinals, Geometric Design, and a photo frame option. The magnetic panel adds another level of personalization to the piece. Personalized engraving is available as well.

Call Terrybear at 1-888-588-8767 to find a distributor in your area, or visit www.Terrybear.com.



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Limousines
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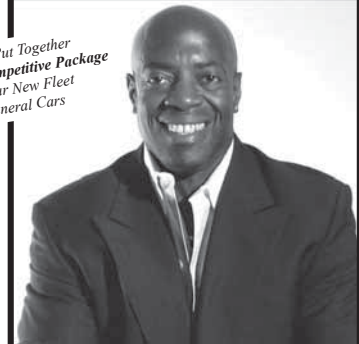
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Funeral Business For Sale 5

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Hearses/Limousines 8

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Hearses/Limos is continued on Page B24



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Hearses/Limousines Cont'd 8



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