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AUGUST
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**99TH ANNUAL CREMATION
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Hearse Car Show to Attempt Guinness Record



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Ballard Family Mortuary Group serves Hawaii



Ballard Family Mortuary Kahului, Maui



Ballard Kahului Chapel
set up for Buddhist Service



Valley Isle Memorial Park & Cemetery – Haiku, Maui

KAHULUI, HI— The first new funeral home to open on Maui in the last 50 years was **Ballard Funeral Home**, founded by **Mark Ballard** in Kahului in 1997.

Mark Ballard, a native of Louisville, KY, is a reg-
CONTINUED ON PAGE A8

McCall's Marks 50 Years with \$50,000 in Scholarships

BRONX, NY— McCall's **Bronxwood Funeral Home** marked its 50th anniversary by awarding \$60,000.00 in scholarships to college bound graduating seniors and young men and women already attending college. The family owned business in the Bronx held a Black-Tie gala this past



Patricia Myers, LFD, Manager

December themed "50 Years, \$50,000 in Scholarships." It was so well received by the community that the funeral home was able to set aside an additional \$10,000.00 contribution to the U.N.C.F.

The community celebration began with the formation of a 50th Anniversary Committee made up of local leaders, clergy and opinion makers. They met over a series of informal dinners in local eateries, planned



(L to R) Danielle Clayton, Sean Fairclough, James Alston, Esq., Brenda Alves, Da'Jour Brown and William Phillips

a program, got out the word, solicited small contributions, printed a quality keepsake journal and marveled at the fact that nearly 400

people were willing to pay a substantial price to be wined, dined and entertained for the cause.

CONTINUED ON PAGE A14

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HAVE YOU SEEN THESE CHILDREN?

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

NIKOS INSLEE



Missing Since: 5/28/2016
Missing From: Syosset, New York
Date of Birth: 8/15/2000
Age Now: 16 Yrs
Sex: Male
Race: White
Hair: Brown
Eyes: Brown
Height: 5'8"
Weight: 145 lbs

Circumstances: Both photos shown are of Nikos. He was last seen on May 28, 2016.

DILLON PAGEL



Missing Since: 1/19/2016
Missing From: Springfield, MA
Date of Birth: 7/17/1999
Age Now: 17 Yrs
Sex: Male
Race: Biracial
Hair: Brown
Eyes: Brown
Height: 5'9"
Weight: 140 lbs

Circumstances: Frankie was last seen on January 19, 2016. He is Biracial. Frankie is Hispanic and White.

IRENE RODRIGUEZ



Missing Since: 8/6/2016
Missing From: Los Angeles, California
Date of Birth: 7/11/2000
Age Now: 16 Yrs
Sex: Female
Race: Hispanic
Hair: Brown
Eyes: Brown
Height: 5'2"
Weight: 130 lbs

Circumstances: Both photos shown are of Irene. She has a tattoo on her right hand.

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

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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-B24. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

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Funeral Directors: What Are Your Biggest Changes and Challenges?

ALBUQUERQUE, NM— When the award-winning book *A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die* was published in 2010, funeral service was quite different. A lot has changed in seven years, and author **Gail Rubin**, Certified Thanatologist, wants funeral director input for updates to the second edition.

"When *A Good Goodbye* first came out, the national cremation rate was still under 50%, death discussion movements like the Death Café and Death Over Dinner had not yet started, and the term 'celebration of life' was rarely used. We've seen many funeral business changes over the past seven years, and the second edition of the book will reflect those developments," said Rubin.

"Consider the advice you'd give as a funeral director if you were chatting with a friend over a cup of coffee or a glass of wine," suggested Rubin. "What would you want that person to know?"

Possible topics to weigh in on:

- The impact of technology developments: mobile phones, online videos, communications apps, webcasting, crowd sourcing, website changes, and online collaboration for distant family members to participate in funeral planning.
- How you reach out to your community to encourage preneed funeral planning.
- Your responses to religious and cultural changes: cremation and religious traditions, a rise in multicultural populations and those who identify as "spiritual but not religious."
- The growth of pet loss businesses and the use of therapy dogs in funeral homes.
- Ways your funeral home is addressing the rising cremation rate.

Those who provide quotes and suggestions may be featured in the second edition of *A Good Goodbye*, slated for release in the fall of 2017. The eBook version will feature links to contributors' websites.

A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die provides the information, inspiration and tools to plan and implement creative, meaningful and memorable end-of-life rituals for people and their pets. The book addresses the baby boomer generation with gentle humor on the vital information about funeral arrangements most people don't learn about until faced with a death in the family. *A Good Goodbye* was Best of Show winner in the 2011 New Mexico Book Awards, and a finalist in ForeWord Reviews' 2010 Book of the Year Award.

Gail Rubin, CT, is a pioneering death educator who works with companies and organizations to connect with baby boomers concerned about end-of-life issues. A featured speaker at TEDxABQ in 2015, she's the author of three books on end-of-life issues, including her latest title, *KICKING THE BUCKET LIST: 100 Downsizing and Organizing Things to Do Before You Die*.

She's a Certified Funeral Celebrant and writes The Family Plot Blog as well as articles for funeral trade publications. Gail Rubin was one of the first people to host a Death Café in the United States, and she is coordinating the inaugural "Before I Die" Albuquerque festival October 20-24, 2017.

To provide your thoughts on changes in funeral service today, contact Gail Rubin by email, Gail@AGoodGoodbye.com or call 505-265-7215 to arrange an interview. Find more information online at www.AGoodGoodbye.com.



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May 2018



And I say unto you, Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you.

~ Luke 11:9 (KJV)

PHOTOGRAPHY: Queen butterflies, Texas Hill Country © Tim Fitzharris

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APRIL S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JUNE 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					
		1	2	National Day of Prayer 3	May Friendship Day 4	5
Sixth Sunday of Easter ○		● Last Quarter				
6	7	8	9	† Ascension of Our Lord 10	11	12
Seventh Sunday of Easter ○		● New Moon				
Mother's Day 13	14	15	16	17	18	Armed Forces Day 19
		● First Quarter				
† Pentecost 20	Victoria Day (Canada) 21	22	23	24	25	26
		○ Full Moon				
† Trinity Sunday 27	Memorial Day (Observed) 28	29	30	31		

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Cremation Society of Minnesota Joins Foundation Partners Group



(L to R) Mark Waterston, Cremation Society of Minnesota; Bob Bukala, President and CEO of Foundation Partners Group; and Kevin Waterston, President of The Cremation Society of Minnesota stand outside their Edina MN facility, one of the five locations that joined Foundation Partners Group.

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ORLANDO, FL— **Foundation Partners Group** (FPG), a leading provider of innovative funeral, cemetery and cremation experiences and products, has announced the acquisition of the **Cremation Society of Minnesota** and **First Memorial Funeral Chapel**. The firm's five operations are the first Foundation Partners Group locations in the state of Minnesota.

"We are very excited to welcome the Cremation Society of Minnesota to the FPG family," stated **Bob Bukala**, FPG president and CEO. "**Kevin Waterston** and his brother, **Mark**, are recognized as cremation 'pioneers' and have grown their operation to the point where nearly one out of every five cremations in the state of Minnesota is handled by the Cremation Society of Minnesota. In addition, they both have been industry leaders, given their roles as past presidents of the *Cremation Association of North America*. Like Foundation Partners Group, the Waterston family has truly embraced cremation."

Leo Waterston founded the **Waterston Funeral Home** in 1955 (which subse-

quently became the First Memorial Chapel) at the current Nicollet Avenue location in Minneapolis. In the early 1980's, with the rising cremation rate in Minnesota and across the country, the Waterston's capitalized on this trend and started the Cremation Society of Minnesota. Over the next thirty years, the Waterston family added four additional locations in Edina, Duluth, St. Paul and the Brooklyn Park area of Minneapolis.

"When we first began to explore the possible sale of our business, we wanted to ensure our partner viewed cremation the way we do," commented Kevin Waterston, president of the Cremation Society of Minnesota. "With the cremation rate in Minnesota now over 60 percent, Foundation Partners Group is clearly the best option to help take us to the next level in how we address the needs of our families that choose cremation. Just as important, Foundation Partners brings a wealth of resources to our employees in the form of improved benefits and career opportunities that we as an independent company

CONTINUED ON PAGE A20

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Random Musings

By Nancy Weil

What's Your Plan?

September is typically a time when programs start back up. Summer vacations have ended. School is back in session. Clubs begin their membership drives to attract new members. The year is heading towards its conclusion and the next five months can be critical to your business. It is all about having a plan...a plan to get out, bring in and be amazing.

Get Out – The days of people lining up at your door are over. Unless someone has had a death in the family, they think they have no need for you. We know otherwise, but pre-arranging their funeral and burial is something people momentarily entertain and then get busy doing other things. Out of sight, out of mind becomes the motto of the day.

To change that thinking, you have to be in their sight and their mind. The best way to do this is to go out and present in front of groups. Many are making plans for their meeting schedules – the women's groups, the senior living facilities, churches and more have need for a presenter and one that comes with a no cost price tag is especially in demand.

While you can offer a pre-need talk, a cremation seminar or a financial planning for the final year's program,

these are not often the ones that get me booked. It is the laughter, the grief, the stress relief, the fun and interesting topics that get me in the door. So who do you have on your staff with an interesting hobby? An avid golfer with tips to share? A home crafter who can teach a simple holiday craft? A history or trivia nut who can teach while entertaining?

Come up with some topics, make a list of area groups you want to meet and mail out a flyer letting them know you are available to come to their meeting or next gathering.

Once there be sure to bring brochures and business cards, but don't make it a sales pitch or you will never be asked back. The best programs are the ones that lead to ongoing relationships and return bookings.

Bring In – Do you have plans for a Veterans Day event? A holiday remembrance service? A cremation seminar? A Soul Injury event? What are you planning that will bring the public into your building? Most people who come through your doors are there due to a death of someone they love. Your exposure to them is limited to taking care of their immediate needs. When you host an event it allows you to meet people on a more informal level. You and your staff can get to know people on a different level and, even better, they can get to know you.

There is also a benefit just to reach out to those you have served even if they don't attend. By mailing out an invitation it lets them know you are thinking of them and reminds them you are still a part of their world. I have received many phone calls from clients thanking me for the invitation, but needing to decline. This then leads to a deeper conversation and a connection that lasts.

I have planned many events over the years, so if you need help with the details or thinking of ideas, just give me a call. No excuses, no resistance, in the words of Nike, "Just do it!"

Be Amazing – None of the above matters if you and your staff are not amazing at what you do. It won't matter what you do if your funeral home or cemetery is out-

dated or dirty. However if you have a place and a staff you are proud of, then why not show it off? If you are able to "wow" those you serve, then why not offer another opportunity to dazzle them and make their day a little better?

It's August. The next five months will go by and 2017 will give way to 2018 whether you plan something or not. The choice is yours. I know what I'm doing, do you?

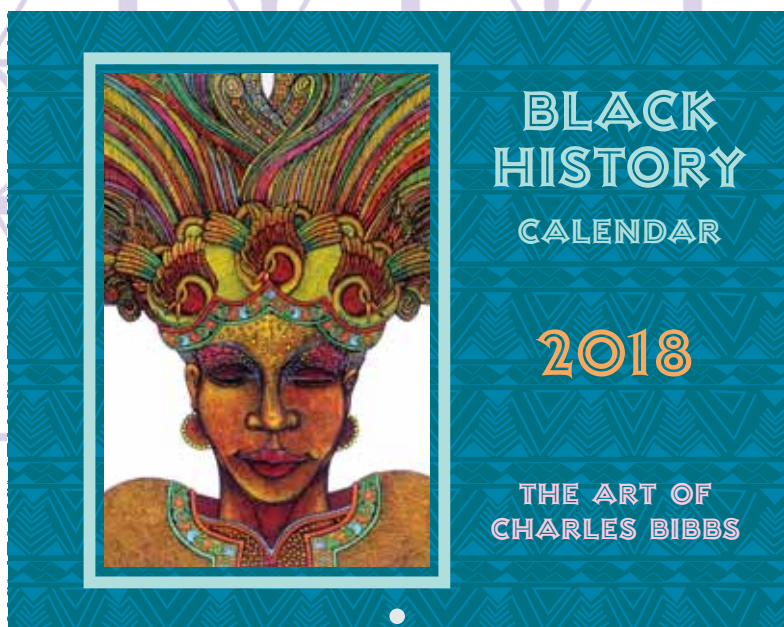
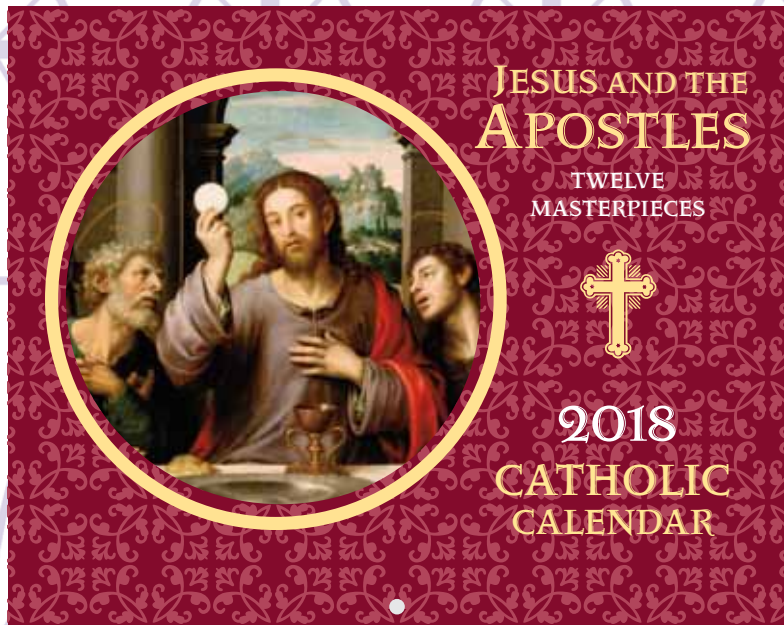
With certifications as a Grief Services Provider and Grief Management Specialist, Funeral Celebrant, as well as Laughter Leader, Nancy Weil is uniquely qualified to bring new perspectives into how to best meet the needs of the families you serve. A professional speaker, Nancy travels the country bringing 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.

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Hope Faith Love Luck – Four Leaf Clovers

By George H. "Tracy" Franklin III, CFSP



George H. "Tracy" Franklin III

I will always remember April 2017, because life moves fast and at times, the simple aspect of peace can come from how you spend your time.

I like the line from the movie, *The Last Samurai* when Katsumoto was talking about cherry blossoms, "The perfect blossom is a rare thing. You could spend your life looking for one, and it would not be a wasted life." This is true for any endeavor, not for just cherry blossoms. For me, it brings me much joy and relaxation looking at the beauty of clovers. When you see a clover field, many see a patch of weeds. Upon closer inspection, the clovers themselves are in many different stages of life. Some are diseased and dying, some are bruised, broken and torn, some are big, bright and beautiful in color and lastly, some are small and young with the fullness of life ahead.



This brings me to a Saturday in April 2017. It was a beautiful spring day in Utah. We got to see the sun but better yet, also to feel the warmth of its rays on our backs. It was the end of a beautiful funeral service for a wonderful young man. He was loved by so many. I did not know him, but I listened to his funeral and I could hear about his accomplishments and his struggles. After the graveside service concluded and everyone in attendance was mingling around, I stepped away to spend a relaxing moment looking at the clover patches. With the sunlight shining down, the colors of the clover seemed to be more beautiful and more radiant that day than any other. I saw this beautiful patch of clover just on the other side of the road. It was calling to me to come and see its beauty. I wondered with it being so close to the road, if those clovers would be beautiful or not. They could be driven over and crushed or stepped on and broken. When I got there I noticed some were, but then I looked closer to the ground. The thought never occurred to me that clover could be so young and small but there they were; small and youthful looking living under the protection of the older, larger and wiser clovers. That is where I found it, a beautiful young four leaf clover. Its color was perfect. I wondered to myself, how it could have survived, but it had.

I picked that clover in its youth just like the Lord our Savior had done with your child. He also picked his brightest and his best. I prepared the four leaf clo-

CONTINUED ON PAGE A10

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

By Christopher Kuhnen

Have Pre-Need Agents Forgotten How to Sell?

Once again this year I made the rounds at numerous state funeral directors association conventions. I met and chatted with dozens of pre-need sales agents. Some agents were working their craft on a part time basis, but the majority were dedicated to 40+ hours per week.

One thing I noticed this year (as in the past two years) is that the standards of pre-need selling have spiraled downward alarmingly. The quality of selling agents warm-up, discovery, educational and closing skills being displayed is worse than I have ever witnessed, and funeral home owners are investing less and less in their front-line sales teams while expecting higher levels of achievement. How can you expect your sales agents to

perform at their best, if you don't properly train, support and motivate them?

Have we become over-reliant on CRM technology, social media and sales processes? Based on what I have heard and seen, I believe we have. Rather than using all these new tools to complement what we already had, we have forgotten why people actually buy. And we most certainly have forgotten to take into account how our families want to buy.

The vast majority of sales content these days refers to social-media activity, prospect attraction, lead management, etc. Precious little offers advice on how to actually develop pre-need sales selling skills. It's almost as if it has become passé to mention such things.

Being a qualified, preeminent pre-need sales agent is more than just being an "order taker". There is a profound set of quality, ethical, interpersonal selling skills attributes that come into play with each and every individual you meet. No two sales calls are ever exactly the same. They are all unique and different.

So here's a wake-up call for all front-line pre-need sales managers and agents. It really doesn't matter how efficient your lead-tracking system is or how organized your CRM system has compelled you to become or how much time you spend cultivating your Twitter/LinkedIn/Facebook/Blog or other on-line presence. If you do not possess the basic 101 sales selling skills necessary to effectively perform your job, you are going to fail sooner rather than later.

I encourage all pre-need sales agents (beginner or advanced) to attend a specialized sales skills training program, workshop or seminar. Go to the public library

and read up on the subject. Allow yourself to be mentored by professional sales agents who have exhibited these superior selling skills. If all else fails, please reach out and contact me! I have a wealth of informative and educational "white papers" on the subject that will be of great help to you. I will freely share them with you – just e-mail me at ckuhnen@uflife.com.

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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Ballard Family Mortuary Group serves Hawaii

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Ballard Family Mortuary Kona, Hawaii Island



istered licensed mortician and funeral director in Kentucky and Hawaii. Ballard said he sold two funeral homes in Richmond, IN to finance the Maui venture. He had been scouting for a Maui location for three years, and settled on Maui Business Park because it is the most visible and centrally located. In 2003, with the continued success of Ballard Family Mortuary, Ballard quietly bought out two neighbor-

land mortuaries and a cemetery: **Borthwick Norman's Mortuary** of Maui (now called **Norman's Mortuary**), **Borthwick Hawaii Funeral Home** of Hilo, Hawaii (now called **Ballard Family Mortuary - Hilo**), and **Valley Isle Memorial Park & Cemetery** in Haiku, Maui.

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CONTINUED ON PAGE A25



Let's Chat

By Kristan Dean

How does kindness effect business? One question may provide part of the answer. What is customer service? Is it solving a problem? Of course it is because most of us in need of service are having a problem that we need a company to solve and it is more than that. The art of customer service lies in the representative's ability to feel our pain and, in the same breath, give us the kindness we need to catch ours.

Are you asking; catch my breath? Why do I need to catch my breath when it is their company that needs to solve the problem they are causing me? You are not alone. This is the space almost all of us are in when we speak to customer service. We are seeing red.

The problem that makes us want to reach out to a company is often the tipping point that makes us want to unleash our frustration on the one we see as the cause of our aggravation and frustration: the person that represents the company. This could be the representative that answers the 800 number; the gate agent that announces our flight is not taking off any time

soon, the waiter that brings us a raw or burnt meal, or the answering service that takes our message without any regard for the pain we are in or the answers we need.

What happens if we look at customer service in a different way? Rather than seeing them as the ones who are there to correct our problem. What happens if we realize those that serve are there to correct all of the problems of all the people they come in contact with on their shift? In this light do you see how they take the brunt of everyone's problems while we have the luxury of only having to deal with our own challenge?

Another way to look at it is that our frustration gives us unique opportunities to express even greater kindness. Think about it: what would happen if every time our frustration meter rises we chose to take a step back and see that our problem is just one that this person is trying to solve for their company and us? In this light we could help the company solve our problem by letting their customer service person take a breath from the last person's screaming and frustration so that they could employ all the company's resources to help us.

This is not always possible. We are human and there will be times when our problems trump all others. In these moments I pray that we will take a moment to catch our own breath before we reach out to ask someone at a company to solve the problem that we know their company is causing us.

When we realize that our frustration is the barometer that tells us how much more kindness we need to give we may be able to help ourselves and our compa-

nies become that much better at serving our customers. Just a thought, I look forward to learning yours. 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.

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

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Hope Faith Love Luck – Four Leaf Clovers

Continued from Page A6

ver and preserved it just as I have done with many other four leaf clovers I have found in the past. I have kept some of the ones I have found, others I have given to family members, but this one is for you to keep, to remember your beautiful child and that special day in April.

A four leaf clover brings luck to the one who carries it, it brings hope for our future, faith in each other and in God and lastly, it brings love to one another.

Tracy Franklin grew up in Germany and South Carolina. He is an Eagle Scout. Frankin graduated from Summerville High School in Summerville, SC, received his Associate of Applied Science degree in Mortuary Science from Arapaho Community College in Littleton, CO, and graduated from the Leadership Northern Utah Academy in 2007. Franklin began his funeral career 1994 in Ogden, UT and is currently the general manager of **Myers Mortuary** in Roy, UT. Franklin is a member of the Ogden/Weber Chamber of Commerce, the Utah Funeral Directors Association, the National Funeral Directors Association and a member of the Utah Share Support group for Infant and Stillborn loss. He received is CFSP from the Academy of Professional Funeral Service Practice in 2006. He is currently a resident of Roy, UT with his wife, Patricia and their seven teenagers. He enjoys camping, hunting, fishing, hiking, cooking and is actively involved in the Boy Scouts of America.

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Legal Speak

By Atty. Harvey I. Lapin

Avoiding Cremation Litigation

Cremation litigation still is the most prevalent type of litigation involving the industry. The purpose of this article is to provide industry members with some protective measures and guidelines to avoid this type of litigation.

The *first* protective measure is to be familiar with all of the requirements for crematories in the state or states where your business operates. Education is the primary tool to prevent a law violation and also for avoiding situations that could cause litigation.

The *second* protective measure is to continually monitor your operations. Employees that have not been properly trained cause most of the mistakes that lead to litigation. An owner should constantly inspect the premises, implement improvements, monitor employees and establish training procedures.

The *third* protective measure is to develop forms that protect your business. The first line of protection in the cremation area is a good cremation authorization form. The *Cremation Association of North America* has a model form that can be used as a guide. Other national associations and some state associations have forms. Develop operational forms that assure your employees do not make mistakes in the cremation process.

The *fourth* protective measure is to establish a definite complaint procedure to handle problems. See Rule 10 of the Ten Commandments of Cremation Documentation discussed below.

The *fifth* protective measure is to have the proper insurance coverage. This topic has been discussed in previous columns.

Several years ago the author developed a listing of 10 rules for documenting cremation that were designed to assist members of the industry in avoiding problems. These rules are now referred to as the Ten Commandments of Cremation Documentation. You should make a copy of these rules and hang them in a suitable place as a reminder for your employees and you.

1. THOU SHALL HAVE AVAILABLE FOR EASY REFERENCE THE STATE LAWS APPLICABLE TO CREMATION

Every state has laws that specifically apply to cremation. Some have very detailed comprehensive laws. Other states may only have limited laws primarily dealing with the disposition of cremated remains or the length of time a funeral director is required to hold unclaimed cremated remains prior to making disposition arrangements for them. You should be familiar with the state laws that apply to your crematory, cemetery and funeral home and have a copy of the relevant provisions readily available for reference.

2. THOU SHALL ESTABLISH FORMS AND FIXED PROCEDURES FOR DOCUMENTING A CREMATION SERVICE

Samples of cremation forms have been published or distributed by the various national and some state industry trade associations. A crematory operator should confirm that these forms are in compliance with state laws before using them. Do not borrow

other industry member's forms without being sure the forms are in compliance with the laws of the state in which you operate. Every crematory should establish a definite procedure for documenting all steps of the cremation process and that procedure should be followed without variance in every case.

3. THOU SHALL ALWAYS FOLLOW THE ESTABLISHED PROCEDURES

The failure to follow the established procedures is often the reason for losing litigation or being required to settle a case when the crematory would have been protected if the procedures were followed. Do not take shortcuts and train your personnel to perform in the right way. The author was an expert witness in a lawsuit involving the disposition of the remains of a stillborn child. The funeral director defendant had not obtained any documents from the hospital when picking up the body, did not file for a death certificate and did not obtain a cremation permit under state law. The funeral director responded to an inquiry as to the reason the procedures were not followed was the services were free and therefore no requirement to comply with proper procedures or state laws. Obviously, not charging for the service was no defense.

4. THOU SHALL HAVE AN UP TO DATE CREMATION AUTHORIZATION FORM THAT COMPLIES WITH STATE LAW AND CURRENT INDUSTRY PRACTICES

Model Cremation Authorization Forms are available from some of the national and some state industry trade associations. Unfortunately, many industry members have not used these forms to update their own forms. The Cremation Authorization Form you use should be reviewed and revised on a regular basis. Clearly, when there is a change in the law of your state, the form should be revised. Some state laws contain definite requirements for the authorization form. The failure to comply with those requirements can cause significant problems in a dispute. The Cremation Authorization Form is one of the best protections any crematory has for avoiding litigation.

5. THOU SHALL HAVE AN UP TO DATE CREMATION EXPLANATION FORM

During the extensive litigation in California, one of the consumer complaints was failure to understand the cremation process. The industry was severely criticized for not providing an easy to understand explanation and making sure that the consumer read and understood it. Some operators have indicated that it is difficult or intrusive to explain the process to someone who is dealing with a recent death of a loved one. While this may be true, if the procedure is not followed consistently in all cases, it will be the operator or funeral home that will bear the burden of a complaint filed later on by that same consumer. It does not pay to take shortcuts.

6. THOU SHALL REQUIRE ALL FUNERAL DIRECTORS TO USE THE FORMS AND HAVE THEM PROPERLY DOCUMENTED

Sometime local funeral directors will not use a proper cremation authorization form because it appears to be too long or is too detailed. If this happens to you, meet with these funeral directors you provide cremation services for and explain the reasons it is important to use your Cremation Authorization Form. In most cases, this will alleviate the problem. If a funeral director still refuses to use your Cremation Authorization Form, have that funeral director provide you with an indemnification and hold harmless agreement against any claim that might be filed because of his/her failure to use your Cremation Authorization Form.

7. THOU SHALL CONFIRM OR HAVE A PROCEDURE FOR CONFIRMING THE IDENTIFICATION OF THE PERSON EXECUTING THE FORM

A good Cremation Authorization Form protects a crematory and the funeral director from anyone claiming that the cremation service was not properly authorized. However, this protection is based

on the fact that the person signing the form is, in fact, the proper person. When you are dealing with someone you do not know, obtain some confirmation of identity. Request a form of identification, such as a driver's license, and make a copy of it for the file. If you have any concerns about the identification of the authorizing party do not proceed with the cremation.

8. THOU SHALL CONFIRM OR HAVE A PROCEDURE FOR CONFIRMING THE IDENTIFICATION OF THE DECEASED

Mistakes do happen but cremation is not reversible. A crematory must be even more careful to avoid mistakes than any other segment of the industry. Crematories must establish the procedures to avoid cremating the wrong body. These procedures run from establishing an identification procedure to marking and identifying the human remains and the cremated remains throughout the total cremation process.

9. THOU SHALL TRAIN ALL EMPLOYEES AND MONITOR THEIR ACTIVITIES

Many crematory owners attend the various national and state association meetings to obtain the latest information and take advantage of training programs for operators. Unfortunately, this information is not always distributed to other staff members. When you receive up to date information, a meeting with all personnel should be arranged to discuss the information. Personnel should be trained on new procedures and compliance with changes should be monitored. This type of a training program is important to have in place when you have to respond to a governmental inquiry or an attorney representing someone in a lawsuit about the methods you follow in your business.

10. THOU SHALL QUICKLY RESOLVE ALL COMPLAINTS AND OBTAIN APPROPRIATE RELEASES, IF POSSIBLE.

It has been the author's experience that complaints that are not dealt with in an expeditious and fair manner are usually the ones that end up in litigation. When a consumer complains, deal with it. Have someone in your organization handle complaints, someone who is good at dealing with people. Remember, settling the matter quickly may be less expensive in the long run than letting a dispute fester into a lawsuit. If you are able to settle a complaint, document that complaint and, if possible, obtain a release from the complaining party. The author was recently involved in a potential problem that could have led to major litigation. A quick response satisfied the family and there was no problem obtaining a release form. You should have release forms available for immediate use. However, when you respond try and deal with the problem do not just offer money.

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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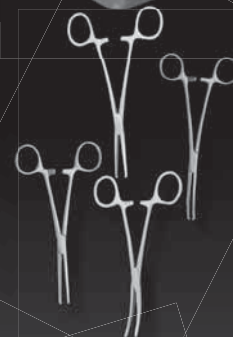


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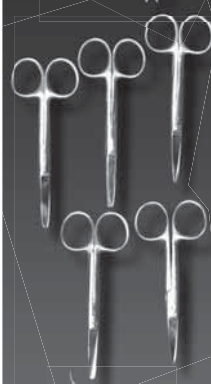
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Hearse Car Show to Attempt Guinness Record



GAYLORD, MI—The Northern Michigan Hearse Cruise will be hosting their fifth annual car show and cruise. This two day event begins Friday May 25, 2018 in downtown Gaylord under the Pavilion. “The hearses come from across the country,” said **Jeff Morey**, the founder of the cruise. “We have had cars from New York, Ohio, Indiana and all over our great state in the last 4 years.”

On Saturday May 26th the Cruise will feature a Guinness World Record attempt. The group is hoping to host an unprecedented number of funeral directors, specialty vehicle manufacturers, along with this eccentric group of

hearse collectors, banning together to celebrate the history and love for this iconic vehicle. The goal is to have no less than 110 hearses participate in the Guinness World Record attempt for the longest parade of hearses.

“We are urging anyone who owns a hearse to join forces,” said Morey. “Together we can accomplish big things, and working together we can bring the record back home.”

Find more information on the Northern Michigan Hearse Cruise on the web at www.hearseshow.com or call Jeff at 989-390-1133.

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Observations



By Steven Palmer

A Heritage of Deceit

“When one with honeyed words but evil mind persuades the mob, great woes befall the state.” —Euripides, Orestes

Massachusetts citizens’ complaints of a Colorado based cremation provider helped put the final nails in their respective cremation containers.

On June 6, 2017, the Colorado Office of Funeral Home and Crematory Registration suspended the registration of **Heritage Cremation Provider, LLC** for failing to notify customers that it subcontracted its cremation services.

Heritage Cremation Provider, LLC and its affiliated company, **Legacy Funeral Services, LLC**, with an office in Colorado Springs, CO, is not a funeral home, nor is it a crematory. It is a website advertising low cost cremation services from \$695-\$1395. They give the appearance as a local firm. They state they are “family-owned and operated,” providing a “strictly confidential and certified cremation.” They find local funeral homes that will provide the removal from place of death and the cremation procedure. The problem is Heritage/Legacy is not licensed in the states they are advertising in.

The owners of Heritage have a pimply past. According to CBS4 in Miami, **Joseph Damiano** was “dubbed the Body Baron of Broward County.” In 2002, according to CBS4, he was arrested on charges he ran an “illegal crematorium.” Allegations and lawsuits came later for allegedly “supplying bodies without the family’s permission for embalming classes at *Lynn University* in Boca Raton.” His son, **Anthony Joseph “AJ” or “Tony” Damiano**, pleaded guilty, and was banned from the funeral business for ten years for “operating without a license.” When the ban ended they planned the Heritage/Legacy firms.

The Better Business Bureau of Southern Colorado reports that Heritage Cremation Provider, LLC has received 1.07 out of 5 stars for a rating of F. They list 14 complaints on their site.

Several of the states they advertise in have taken direct action against Heritage/Legacy. Massachusetts has iden-

tified them as illegally operating in the Bay State. They passed along their citizens’ complaints to Colorado to assist in getting their registration suspended in the Centennial state. Georgia issued a “cease and desist” order against the firm as did many other states. Florida’s formal cease and desist order outlined their alleged presentation of “false and fraudulent documents” to licensed Florida funeral firms to perform their cremations. The order stated that Heritage implied that they were licensed and authorized to perform cremation services in Florida. Heritage would make the arrangements, contract with the family and accept payment for the cremations performed for families contacting their website.

Minnesota Department of Health investigated and ordered heritage to “cease providing licensed activities in Minnesota.” The *Wisconsin Funeral Directors Association* is investigating claims by its members, who performed cremations for Heritage, that they have not been paid. The *Ohio Funeral Directors Association* issued an alert, authored by NFDA General Counsel **Scott Gilligan** warning of dealing with Heritage. NFDA also issued Gilligan’s warning to its national membership

North Carolina Board of Funeral Services filed an injunction against Heritage. It warned its members that providing services for Heritage “would constitute aiding and abetting the unlicensed practices of funeral service.”

Oregon’s State Mortuary and Cemetery Board stated Heritage’s website’s claims “constitute a sales presentation or practice that conceals or misstates a material fact.” The punishment for such a violation is \$10,000.

Yelp has posted many scathing reviews of the Heritage/Legacy firm. One Ohio family, in a lengthy grievance, presents this charge: “And if that is not enough for you – they REFUSED TO TELL ME WHERE MY DEAD GRANDMOTHER WAS BEING HELD. Yep – they refused to tell me the name of the local funeral home who picked up her body” (emphasis by the reviewer).

Other claims against the firm included delay in cremation. A Minnesota customer writes: “When I asked for the timing of the actual cremation of my loved one 3 days after death, they told me, ‘we had 150 units last week so we are running behind.’ It is day 29 and someone just called me back to check information on death certificate.” From a Woodridge, VA customer, “My father passed Monday, 10/19.” They returned the paperwork for cremation on Tuesday, 10/20. “So here it is WEDNESDAY planning for details of his celebration of life and we get a call from Heritage advising us that they “regret to inform us that they have found themselves in an overbooked situation and are now unable to pick up our father, leaving us high and dry with

no freakin’ clue as to what to do.” He continues, “ARE YOU FREAKIN’ KIDDING ME!!!!?????” (All emphasis by the reviewers.)

Overcharging from the original quote was another frequent complaint: A Fairfield, CA customer wrote: “This place broke my heart. My loved one died unexpectedly on a weekend. His next of kin are 2 children. I explained the situation and got a quote. Then I called 4 times a day until they emailed me the contract. It was 400 dollars plus more than the first quote. When I explained outrage they said, basically, it’s too bad.”

There is no question that funeral service has changed. There is no question that more and more families are seeking new solutions to their special person’s death. There is no question that final care providers must be innovative, ethical and embedded in their pursuit to assist every family from the shock of death to the first steps of recapturing a day without devastating grief.

We watch funeral service slide down the slippery slope. The quality practitioners of funeral service become afraid when the casketed calls become cremation cases. They lower their price, or discount their price, to meet the low cost usurper who appears on their horizon.

I practice funeral service. I service 82% cremation. There are other firms in my market share that are determined to take families away due to a lower price. If we fully acquiesce to their level are we really providing the care of healing that we were taught? Are we now so busy with low cost calls that any counsel to the family about veterans benefits, insurance claims, grief resources are forgotten due to the lower income and staff reductions?

Why did we enter funeral service? If it was to fulfill what Heritage had hoped for, then it is not funeral service, it is commodity disposition. This problem is ours to solve; remain true to your calling. It is truly better to have fewer calls, letting the price shoppers find the foils, but to maintain your integrity, and your income, as the funeral director you want to be. Eventually, the public will discover the difference.

“Trust me, of all people, I understand a situation where you need to count pennies, but this sh_t ain’t worth it. Please save yourself the heartache and protect your dignity...spend a couple of extra hundred to do it right and with people who really do care.”—Anne M., Woodbridge, VA on Yelp

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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NFDA

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McCall's Marks 50 Years with \$50,000 in Scholarships

Continued from Front Page

In 1966, three entrepreneurs who had come of age during the Great Depression and who against all odds as individuals had successfully started and operated businesses in the Bronx, came together to create McCall's Bronxwood Funeral Home. **Herbert T. McCall** owned and operated **Herbert T. McCall Funeral Home** in the Morrisania Section since 1952; **Emma Brisbane** owned and operated Flowers by Emily next door to McCall's funeral home; and **James Alston** who owned and operated Freddie's Bar and Café in the Morrisania section since the mid '40s and 22 West Restaurant in Harlem since the early '60s.

They realized that the pulse of the lower Bronx community that each of them had been serving had steadily migrated north, had become homeowners and had es-

tablished roots with churches, civic associations, social clubs and local schools. This community now needed a funeral home.

Young James Alston had the privilege, or the burden, as a new law graduate, to be there for the laying of the keel and launching of the ship that proudly continues to sail these 50 years later. The founders were all about relevance, and Alston emphasized that the funeral home would be a unique member of the village from which it draws its clients. The business advanced without the safety net of a bank or any other financial institution.

McCall's truly represents the blood, sweat and tears of these families; and despite the passing of the originators, James Alston has continued as the sole survivor and owner of the group. From a two room operation, McCall's has grown to be the pace-setter of the funeral industry in the Bronx, Manhattan and Lower Westchester.

At the December fund raising celebration, platitudes were exchanged, a page from the Congressional Record commemorating the event was presented, Westchester County Legislators presented proclamations and the souvenir journal documented several letters of felicitations from as far away as the Governor General of Jamaica, WI to prime ministers, ambassadors, assemblymen, District Attorneys, Governors, Congressmen, and other local politicians. Salutations also came from several members of the Clergy, other funeral homes, local businesses as well as individuals, friends and family members.

Patricia Myers, the event's general chairperson, licensed funeral director and manager of McCall's Bronxwood, put the celebratory events in motion in June 2016, culminating in the hosting of the awards dinner in June 2017, exclusively for students and parents where five \$10,000.00 scholarships were proudly awarded to deserving high school seniors.

It was a tough call to narrow down the list from over twenty well-qualified and deserving students to the fortunate five, **Brenda Alves, Da'Jour Brown, Danielle Clayton, Sean Fairclough** and **William Phillips**.

Jeffrey Alston, Chairman of the Scholarship Committee and son of **James**, accorded a warm welcome to all present at the evening's activities. James offered a few wise words to the students and encouraged the parents as the students prepared to leave for college.

The students had the opportunity to take pictures, state their names as well as that of the school from which they were graduating, the college to which they were accepted and their intended major. Of course the evening was filled with gratitude, good wishes and on-going support.

Once again, the exceptional philanthropist and businessman, James H. Alston, Esq. made history in Bronx, NY.



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OSHA Compliance

By Gary Finch

Note to Embalmers: Formaldehyde Really is Dangerous

One of the hazards I have focused on over the last 25 years is formaldehyde. Most of the time the subject is about compliance threshold levels or personal protective equipment you should wear whenever you are around it. It's about annual training and the best way to document it in case you are inspected. But it occurs to me that I have not written much about how formaldehyde makes you sick.

What happens if you breathe too much of it? What happens if you spill it on you? And yes, what happens if you drink it? I swear, an employee of a former customer in Bryan, Texas did that. Maybe that is why OSHA says you should not be drinking cokes in the preparation room. I mean that to some, that cavity fluid bottle can resemble a coke bottle. Really? Really.

Fortunately, OSHA and the CDC have the answers I am seeking. This means I don't have to personally perform any exposure tests. First, we should all note that

formaldehyde is a sensitizer. This means that 0.1 ppm exposure may impact some people. At the same time, some people can tolerate much higher exposures without any adverse effects. Because the results vary so much, there isn't a lot written that one can really hang their hat on.

That 0.1 ppm is lower than the rate most embalmers experience on a regular basis. Is this exposure affecting you? Do you have upper airway irritations? Do you have a dry or sore throat? Does your nose itch or burn? Do you have nasal congestion when you are around formaldehyde for an hour or two? It is very possible that many embalmers have at least some of the symptoms. In some respects, these are job associated hazards. If your employer is operating within OSHA thresholds, you may have to accept the hazards. You may also be able to effectively cut your formaldehyde exposure.

One symptom most embalmers have experienced at one time or another is itchy or scratch eyes. Others have experienced nose bleeds. In general, someone that is more sensitive to formaldehyde and who is exposed to it over time is more likely to have symptoms. Someone who is exposed to higher amounts but over a short period of time is less likely to have symptoms.

There are reasons why you should not continue to work in a situation where you constantly incur symptoms of over-exposure. Mainly, cancer is a carcinogen. Over-exposure may cause cancer. The primary areas of concern are the nose and throat. Scientific research has not established an actual safe level where everyone is safe. What they have established is that the higher the exposure and the longer the exposure, the

higher the threat. In some cases, formaldehyde might increase the chance of getting cancer even at levels too low to cause symptoms.

Respirators would eliminate most of these risks. Most employers would prefer not to use them when making an injection. Goggles would help, but they also fog up and essentially blind you to the task you are doing. Most employers would prefer not to provide respirators because of the red tape. The requirements of the respirator standard are difficult. Most funeral homes screw it up. N-95 particle masks really don't offer much protection for formaldehyde either. Maybe that is why I haven't written about this much. You see, I don't have the answers. Be alert if you are showing symptoms. Inform your employer. They should consult a safety professional.

Editor's Note: Gary Finch and the OSHA Compliance column will be on vacation next month. The column will return in the October issue. See archived columns from all of our contributors, as well as full issues of the *Funeral Home & Cemetery News* at www.nomispublications.com.

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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Which of the 3 funeral business building blocks can you do without?

“NONE...

You can't build your business without ALL of the pieces, I know, I've tried. As a funeral home owner I understand firsthand the value of what Johnson Consulting Group can bring to a funeral home. Without their accounting, management services and customer satisfaction surveys our organization wouldn't be nearly as successful. Their extensive industry knowledge & experience helped me maximize profitability and achieve higher levels of customer service satisfaction.

While JCG is legendary for their merger and acquisition expertise, they are equally experienced in the core building blocks every funeral home needs. I'm using each one of their key services and each one has helped increase my profits. I wouldn't risk eliminating any of them.”

I was tired of waiting months for year-end statements and other financial data. They got it to me in weeks rather than months which helped me improve my cash flow. And their interpretation of the information is unmatched.



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Introducing the First "Before I Die" Albuquerque Festival

ALBUQUERQUE, NM— Even though humans have a 100% mortality rate, less than 30% of us make any end-of-life plans. What will get adults to discuss and plan for their eventual demise? Put some "fun" in funeral planning to get people to discuss this serious topic.

Announcing the inaugural "Before I Die" Albuquerque Festival, to be held Friday, October 20 to Tuesday, October 24, 2017 at various locations around Albuquerque, NM. The five-day festival offers multiple activities for people to openly think about, talk about and do something about our mortality.

The evolving schedule of events, many of which are free or low-cost to attend, include:

- "Prelude to Eternity" festival kick-off party with Death Over Dinner discussions
- A panel of local funeral directors discussing "What You Need to Know Before You Go"
- Daily Death Cafe discussions at various settings around town
- A tour of historic **Fairview Cemetery** (established 1881)
- Panel discussion "Making Plans to Live Well Until We Die" on medical care and end-of-life issues
- Yoga class "From Child Pose to Corpse Pose: Life, Death, Yoga and Spirituality"
- Movie matinees at the Guild Theater, featuring *The Seventh Seal* and *Harold and Maude*

- "Earth, Air, Fire & Water: A Celebration of Cremation and Art" with local artists selling their works in ceramics, paper and other media
- Day of the Dead educational events at the National Hispanic Cultural Center

"By providing space and opportunities to openly discuss end-of-life issues, we can improve the percentage of those who plan ahead and take actions to address our mortality," said festival coordinator **Gail Rubin**, CT, a pioneering death educator, award-winning author and TED speaker. "Right now, more than 70% of our loved ones will scramble to pull together information and make expensive decisions under duress of grief, and it doesn't have to be that way."

"Before I Die" festivals are part of a growing social movement to foster reflection about how we as individuals and as a society manage death and dying. "Before I Die" festivals have drawn thousands to events in Cardiff, Wales (UK), Indianapolis, IN and Louisville, KY. This will be the first such festival west of the Mississippi.

The "Before I Die" Albuquerque festival is being held in partnership with the nonprofit organizations Oasis Albuquerque and the Osher Lifelong Learning Institute (OLLI) at the University of New Mexico. Sponsorship opportunities are still available to businesses and organizations that wish to connect with hundreds of Albuquerque baby boomers, seniors and younger generations through these festival activities.

Event coordinator Gail Rubin works with companies and organizations to connect with baby boomers concerned about end-of-life issues. A featured speaker at TEDxABQ in 2015, she's the author of three books on end-of-life issues, including *A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die* and *KICKING THE BUCKET LIST: 100 Downsizing and Organizing Things to Do Before You Die*. In a previous lifetime, she was a public relations professional and an event planner.

Part of the proceeds from "Before I Die" Albuquerque will be donated to charitable partner Albuquerque Oasis. Oasis is a 501c(3) nonprofit organization that promotes healthy aging through lifelong learning, active lifestyles and volunteer engagement. A portion of sponsorship fees may be tax-deductible as charitable donations.

Find more information at <http://agoodgoodbye.com/upcoming-events/before-i-die-abq/> or call 505-265-7215.



Gail Rubin

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Mark My Words

By Mark Pennington

A Growth Strategy to Consider

Things are always changing – no one can stay stagnant - if you're not moving ahead you're falling behind and in our business that leaves you open to competitors. In the last 3-4 years the acquisition pace has picked up, more firms are changing hands, and not always for the owner's benefit. Why? Several reasons, looser money, there's just more around, hard lessons that were learned the hard way, children who don't want to share your business, realistic selling/purchase prices, the rise of cremation and the narrowing of margins. All of these factors have played a part in the active exchange of business and properties.

Perhaps you've been in the business a while, small town, loyal families but the town's not growing and you're getting older, possibly feeling like it's "open season" on your community's families. Imagine a new arrangement—clustering funeral homes. Combining operations with other funeral directors in the towns around you, in effect combining staffs, pooling resources and equipment to maximize coverage, buying power and most of all staving off interest in your busi-

ness as one too difficult to compete against. What operator would want to move into a small town and compete against a firm doing just 50 calls a year? By the time he'd bought the property and built a facility there wouldn't be enough revenue potential to justify the expenditure. Suddenly with three to five other funeral homes in your cluster, you all have clout! And that's important for so many reasons.

Sound too hard, or complicated because you're looking at your 50's and not 30's? I can feel you all cringing at the idea of making this a reality. How am I going to get along with all these other people, how can we get things done? Who's in charge? For starters, some people are going to be able to do this on their own, but others could benefit from having a professional guiding them. Look at your key people, do you have a go-getter on board who'd relish the opportunity of creating a career path that could lead to succession. Anyone who's got a piece of the action is going to perform better, that's just human nature.

There's real magic in joining forces when you utilize each other's strengths I've seen it happen when 2 or three come together, it's a form of synergy where 1 + 1 + 1 = 5. There's likely to be other like-minded funeral directors who have been puzzling their future as well. Think about the small towns around you, undoubtedly there's someone in the same boat. Building a team is very empowering, who's great at pre-need, who's the best at need, who's great at basic operations, a pro at marketing. As you begin to imagine putting the best people in their "right" place you can see the benefits developing.

Here's an excellent example. I know a firm that has 20 funeral homes over a limited area of under 100 miles – easily travelled by car and offering a wealth of purchasing opportunities. Most importantly who wants to take on that establishment? It may be time to reconsider your "stand alone" existence. Isn't it a little like a condo development? You each own your own unit, but together you have a formidable presence in the market. Look to your neighboring towns with a new perspective and see if there is a different future for you all – together.

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.

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Of Drones, Autonomous Vehicles, and Cremated Human Remains

By Darrell W. Hill

The recent announcement of Amazon's purchase of Whole Foods should be a wake-up call for the death profession. Over the course of several years, brick-n-mortar businesses have floundered and failed at the hands of business models that employ a customer-centric, internet-based, or technology-enabled platform. To be sure, the reasons for the demise of the brick-n-mortar companies at the hands of their tech-enabled executors vary by industry and circumstance, but the overall trend is undeniable. Consider the following: Digital music versus record stores; Netflix versus Blockbuster; Uber versus taxis; Airbnb versus the hotel industry; Dick's Sporting Goods versus Sports Authority; Amazon versus Borders/Barnes & Noble/traditional brick-n-mortar business models.

Consumer-centric, tech-enabled businesses: 1
Product-centric, brick-n-mortar businesses: 0

As we sit at the dawn of the cremation age, the question I often ask myself is: If I were building a death care business, with a) cremation as the dominant disposition, b) technology at its current state, and c) consumer trends trending in their current direction, what would that business look like? Would the business be built around a tech-



heavy, Amazon-like model, or around a brick-n-mortar, capital equipment model? Would I start with a physical funeral home? Would I start with a fleet of hearses and limos? Or would I start with technology-enabled applications that allow for customer engagement on their terms and from their homes? Surely, the issue is far more complicated than this forum allows, but death professionals must consider and question the capital investment mix in physical assets versus technology assets.



As we consider technology assets, that leads to a discussion of drones and autonomous vehicles. If Amazon can use drones to deliver a 5-pound bag of flour, can our profession use drones to deliver cremated remains to families who

CONTINUED ON PAGE A24

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Protecting Your Families and Business

By Jim Starks, CFuE, CCRé

Licensed Funeral Professional Shortage Creates Training Needs

Throughout the country, a shortage of qualified, licensed professionals exists in the funeral profession. While mortuary schools have increased since 1980, many firms are unable to recruit or retain qualified employees to meet the ever-changing industry.

In fact, many firms are using non-licensed employees to make funeral arrangements in states that allow it. Even though these new employees do not have the same level of training as a licensed professional, they are representing firms and dealing with customers, making their "on the job training" – often completed by sitting in on arrangements with a licensed professional – critical.

Some major areas that employees should know before representing a firm include:

- **FTC.** Do the new employees know what triggers the GPL, CPL and OBCPL? Do they understand what the deceptive acts and practices are that the FTC has listed in the Funeral Rule?
- **Product Knowledge.** Do they understand the differences that affect pricing of caskets, urns, and vaults? When a consumer has a question about a product they may be selecting, can this employee answer their question truthfully and with the correct information?
- **Cremation Process.** Do they understand how the cremation process takes place, and all the policies and procedures that must be followed?

Today's competitive environment requires employees to be at the top of their game all of the time for a firm to stand out above the rest in the area. To support that, employee training must be consistent and uniform. Today's employees must receive the same information as tomorrow's employees. And while training modules are updated over time, the same information must be provided to all employees.

Moreover, training ensures all clients receive the same level of service and, thus, the same information. And if done correctly, this should increase the value the clients receive, which should increase market share and a firm's bottom line.

Some other critical areas for training include:

- Answering the phone
- Making removals
- Working the funeral
- Showing property at the cemetery
- Making arrangements
- Presenting incremental sales items
- Cremation options.

Other training that protects staff members' safety includes:

- Safe driving
- Lifting
- OSHA
- Ergonomics

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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The Signature Group Acquires DeVargas Funeral Home

HOUSTON, TX— The Signature Group has announced that it has acquired DeVargas Funeral Home and Crematory from owner Johnny DeVargas. With an intense focus on family service in the greater Northern New Mexico community, Johnny has grown DeVargas Funeral Home into one of the largest funeral homes in New Mexico serving over 500 families annually.

J. Bradley Green, co-founder of the Signature Group, stated "The acquisition of DeVargas Funeral Home represents a significant expansion in our New Mexico market. We are very pleased that Johnny made the decision to entrust his family business and its impeccable reputation to the Signature Group. Our focus on improving family service at all levels will allow us to continue to build on and protect the impeccable reputation of DeVargas Funeral Home."

"Johnny DeVargas' decision to entrust his family business to the Signature

Group validates our belief that there are some owners whose priority is making sure their business remains operationally strong and under the control of individuals who share their long-term focus on serving families for many years to come. For these owners, the Signature Group is a very attractive succession planning option," added Jay D. Dodds, co-founder of the Signature Group. DeVargas stated, "When evaluating my available options, the decision to partner with the Signature Group was obvious. They are a privately held company with the same focus on serving families as DeVargas Funeral Home. As a group, we are extremely excited about this new chapter in DeVargas' history."

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

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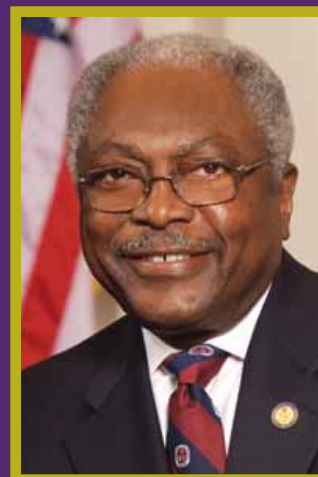


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Cremation Society of Minnesota Joins Foundation Partners Group

Continued from Page A4

could not afford to offer – it is good for our families and good for our employees.”

The Waterson family will remain active in the business on a day-to-day basis and the five locations will continue to be led by Kevin. Operationally, the core values and services will remain the same, but the staff will now have access to Foundation Partners Group’s technology resources, such as the ShareLife® multi-sensory platform, to expand the Cremation Society of Minnesota brand and build on its success.

“While I will be reducing my overall involvement in the business on a day-to-day basis, I’m excited about the many additional resources Foundation Partners Group brings to our

organization that we didn’t have previously,” said Mark Waterston. “Our affiliation with Foundation Partners will help us expand and grow our business statewide.”

“Foundation Partners Group’s acquisition strategy is to partner with independent operators in funeral service who believe in better serving families regardless of their choice for final disposition and who understand how technology like our ShareLife® platform and personal service can be combined to create life celebrations,” stated **Justin Baxley**, senior vice president of business development at FPG. “The Waterston family has been innovators in meeting the ever-changing needs of families who choose cremation and we are excited

to welcome them to the FPG 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 17 states, and is actively seeking to expand its locations throughout the United States. With headquarters in Orlando, FL, FPG 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, visit the Foundation Partners Group website at www.foundationpartners.com.

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Designing Woman

By MaryAnne Scheuble



Wallpaper is Not for Sissies!

Last week, in anticipation of this column, I conducted an unofficial survey about people’s thoughts on wallpaper. One comment came from a Gen X’er suggesting I should change the dated picture on my computer screen. Other responses were more emotional – “It reminds me of my grandma’s house.” “So 1970’s!” “It’s boring!” And then I heard “Wallpaper is for sissies – all those flowers!” (Big laugh followed.) Stand aside “Sissy” Name-callers! You need to know that wallpaper is making a huge comeback. Before learning more, check your knowledge base!

- True or False**
- ___ 1. Historically, wallpaper was hung from walls or framed like artwork.
 - ___ 2. Wallpaper has been around since the early 1500’s.
 - ___ 3. It’s a great idea to cover up mold or water issues with wallpaper.
 - ___ 4. Class A Commercial grade wallpaper doesn’t burn as quickly as residential products.
 - ___ 5. Textured wallpaper is the best choice for uneven or flawed walls.
 - ___ 6. Wallpaper colors fade easily over time and make it a poor value.
 - ___ 7. Wallpaper is designed for use on walls only.
 - ___ 8. Dry-erase wallpaper can be used in commercial spaces.
 - ___ 9. Wallpaper is a look that’s outdated and out of style.
 - ___ 10. Wallpaper is an inexpensive way to change room design.



Decorative Wallpaper Panel

Application: Use wallpaper to cover “trouble spots” such as discolored, cracked or uneven walls. Correct damage first then apply wallpaper liners – even onto cement blocks – to prepare surface.

Textured wallpaper and thicker vinyls provide attractive wall camouflage. Vinyl does not breathe so follow application directions to avoid mold and mildew at seams. Commercial grade wallpaper is: fire-resistant, scrubbable, fade-resistant, Green Guard certified, and PVC free. It is not only scratch-resistant but can withstand bumps and dents without tearing.

Improved technology is responsible for better performance in adhering and removing wallpaper.



Embossed Look

Design: Wallpaper is not just for walls. Apply to ceilings, back wall of bookcase, drawer facades, door panels or stair risers for creative designs or in lieu of artwork.

Specialty wallpapers: Usage in low-traffic restrooms vs. high-traffic hallways dictates selection.

- *Anaglypta* – Embossed wallpaper mimics pressed tin ceilings. Choose to apply to walls or paint.
- *Grasscloth* – Real woven grass glued to heavy paper is elegant but fragile. Less expensive, scrubbable vinyl imitations are perfect for high-traffic areas.

History: Fragments of wallpaper dating from the early 1500’s have been found in England and France with printed treatises on the reverse. Historical recycling at its best! It was considered a low-cost alternative to expensive, woven tapestries. Wallpaper was made in panels and hung from the walls or pieces were framed like artwork.



Dry Erase Wallpaper

- *Metallics* – Use on an accent wall or for full room coverage for added drama and shine.
- *Textures* – Flocked, Glass-Bead, Heat-Embossed, Wood Grain, Stone textures are available.
- *Murals / Custom Designs* – Historical panels, custom wall mural of your city’s skyline, or logo designs personalize your decor.
- *Dry Erase or Chalkboard Paper* – Apply a panel or full wall. Use for temporary memorialization or memo wall.

Carol Miller, Brand Manager from *York Wallcoverings* in York, Pennsylvania enthusiastically affirms that “wallpaper offers exciting updated colors, textures and patterns unlike the ‘grandma vibe’ of years gone by.” She notes that “One, wallpaper helps to fill a room when there’s not much furniture, and two, wallpaper can coordinate with current furnishings to update the space.”

Wallpaper is for those of us who want easy-to-clean, durable surfaces plus beautiful wall design options that complement furnishings. Whether a complete decorating re-do is in the budget or inexpensive changes are needed, think “wallpaper.” Now you know - wallpaper is not for “sissies!”

NOTES:
 True or False Answers: 3, 6, 7, and 9 are FALSE.
 Visit www.Yorkwall.com to see more beautiful wallpaper selections.
 Visit www.MyWhiteBoards.com to learn about Dry Erase wallpaper.



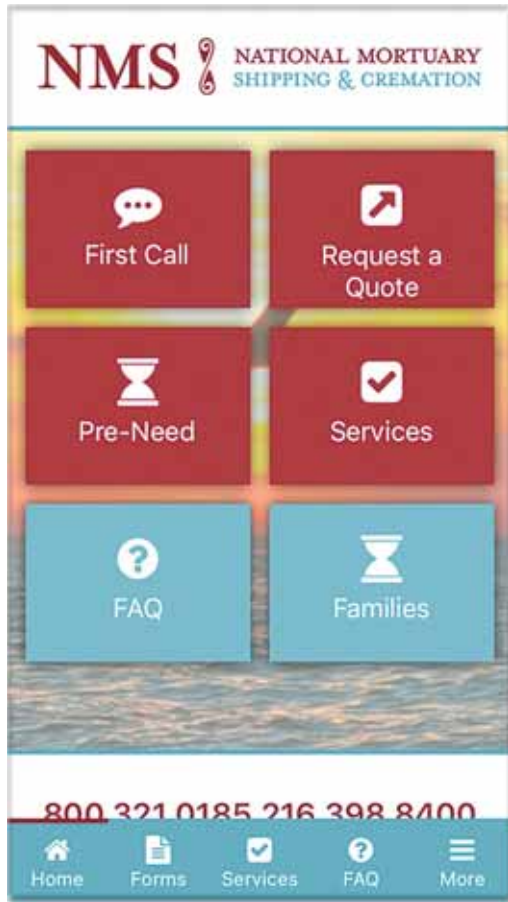
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MaryAnne Scheuble, graduate of Wheeling Jesuit University, is the Hekman furniture specialist to the memorial industry. Her design experience began in the fabric industry which served as a great basis for the transition to Interior Decorator with Ethan 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.

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National Mortuary Shipping and Cremation releases NMS Mobile App



CLEVELAND, OH— National Mortuary Shipping and Cremation, the nation's most trusted source to handle out-of-town deaths for funeral directors, announced the launch of its new *NMS Mobile* app. The app allows funeral directors around the globe to give new death calls, receive price quotes and setup pre-arranged shipping and cremation calls more easily than ever. The app is available for Apple and Android devices in both English and Spanish.

Diane Smith, CEO of NMS states "We've always put such a focus on communication. Our goal has been to be there whenever needed; a reliable and trusted resource to funeral directors around the world. We want to use the latest technology to continue to improve that. This free app gives the busy funeral director a new way to discreetly give a new call or receive information straight from their smartphone."

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Phaneuf Funeral Homes & Crematorium Wins BBB Torch Award for Marketplace Ethics

MANCHESTER, NH— In a ceremony at the Bedford Village Inn, the *Better Business Bureau* awarded **Phaneuf Funeral Homes and Crematorium** with the 2017 Torch Award for Marketplace Ethics, the award they bestow on the most ethical businesses in New Hampshire.

According to *Howard Brodsky*, Chairman of the BBB and CEO of CCA Global Partners, out of the many outstanding applications submitted, Phaneuf Funeral Homes best embodied the spirit of the award. Phaneuf won in the Medium-Sized Business category.

"We are honored and humbled to be one of this year's winners, and to be in the company of the many great businesses who have won this award," said **Buddy Phaneuf**, President of Phaneuf Funeral Homes. "In an industry that serves people at their most vulnerable, ethics is a critical component of success."

Six years ago, Phaneuf Funeral Homes embarked on an ambitious journey: to apply for the Granite State Quality Council Award, which is based upon the Malcolm Baldrige National Quality Program. The application process took 18 months. "Going through that process, we realized there were significant opportunities for improvement in our organization for creating procedures, and developing metrics, as it related to ethical standards," Phaneuf said. "We emerged a more ethically-focused company for our stakeholders and in the end were awarded the Achievement of Excellence by the Counsel." Phaneuf Funeral Homes is the only NH Company ever to achieve this level. "The process taught me how corporate and social ethical responsibility play such important roles in becoming a best-in-class organization," Phaneuf said.

Phaneuf Funeral Homes and Crematorium has been serving the public since 1906 and is one of the oldest continually-owned family funeral homes in New Hampshire. Phaneuf is the largest provider of funeral services in the state, and operates three full service funeral homes, two crematories, two non-denominational chapels and a cremation society. Visit www.phaneuf.net for additional information.

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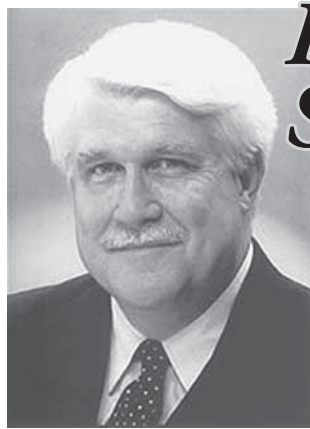
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Keys to Service

By Todd Van Beck

Silence

Every day we hear many people talking. In fact it seems a safe observation to assert that talking people, nonstop talking people are literally everywhere.

Because of this cultural state of our addiction to talking, bringing up the value of silence might strike many as odd and strange. What can a human being possibly find valuable in silence, and how in the world does this apply to our profession?

There are many kinds of silences. Given our current penchant to engage in constant talking, silences usually make people uncomfortable and hence their discomfort is corrected by talking, whether they have something to say or not.

My experience has been that most beginning funeral/cemetery interviewers find silence difficult to bear. They innocently seem to think that if it occurs, they are at fault and the lapse should be remedied at once. They ought to be saying something, and something profound!

They regard silence as a breach of professional etiquette that must be corrected on the spot. I know this happened to me in my early years. In time most funeral interviewers learn to differentiate between silences, to appreciate and react to them differently, but this is an acquired skill, and unfortunately some don't ever get it.

There are as mentioned before different kinds of silence. For example, there is the silence of a client family member that may require additional silence from us to help them and we also sort out thoughts and feelings. Respect, understanding and tolerance for this silence is more beneficial than any words from the funeral/cemetery professional.

Occasionally a silence arises, the cause of which is quite clear to the funeral professional. The client family may have related something so heartwarming, so tragic, so shocking, or so frightening, that both partners feel the need to absorb it to the

depths in mutual silence – and this is indeed the appropriate thing to do. If after such a silence the client family still finds it difficult to continue, a comment such as, "It must have been a heartwarming experience for you" or "I don't know what to say, I am so terribly sorry" will often help them pick up the threads again.

Another cause of silence is confusion. You, as the funeral/cemetery professional, will have to act to alleviate the tension in a manner appropriate to the situation and to your own appraisal of it.

For instance: "What I said just now seems to have caused confusion." Most likely this will elicit a response. The sure approach is that confused silence on the part of the client family requires immediate action on the part of the funeral professional.

The silence of client resistance is something else again. Some client families may see in you and I an authority figure to be opposed or avoided. The funeral professional may well find this type of silence the hardest to deal with because he or she may tend to feel rejected, opposed, and thwarted.

For several years in my career I was employed by a funeral director named John B. Turner from Cedar Rapids, Iowa. We served approximately 800 families a year. Because of the number of services we handled arrangements the "Turner way." This meant taking vital statistics, setting up service times, and selling merchandise. One day I went into the office to start making arrangements with a family. I sat down, did my standard preliminaries and started on the vital statistics. "What was your mother's full name?" I asked. Dead silence. I silently thought, "Well here we go once again." I told them that this might have been a difficult question, and we would come back to it later. I then asked "When was your mother born?" Again they said nothing absolute silence. My next thought was "You are in a pickle, Todd!" I had no clue what to do except to just wing it, and make it up as I went – this was not covered in Mortuary College.

Making it up as I went I said, "I can see that there is a problem. If you wish I can leave the room and you can talk it out in private, or you can come back later, or you can share your issue with me, or I can ask another funeral director to come in and serve you."

In my wildest dreams I never thought they would take me up on my last option about getting another funeral director, but that is just what they did. For some reason they did not like Todd Van Beck.

Their rejection of me almost made me throw up. I was sick about it for days. The other funeral director who ended up serving them used to walk by me and whisper "They liked me better than you" which was absolutely true!

The critical point of this reflection is that their silence was indeed a clear message directed at me and I missed it by being too concerned with getting done what I wanted done. I learned some tremendous lessons from this type of silence and some of the lessons were: I had better use open-ended questions and focus on trust and rapport before I do anything else; another lesson: I cannot be all things to all people.

Inevitably both the client family and the funeral professional will sometimes speak at the same moment and both then retreat with apologies and encouragements to the other to continue. This can be awkward, and a bit of humor (be very careful with this) may assist us. We can interject a short remark: "I'm sorry, go ahead." Frequently just a smile with an encouraging nod will be sufficient.

With all this however there still exists the world of the cemetery, the world of the mortuary. Our world confronts life, but also honestly confronts death, its reality, and its consequences. Silence certainly does have a valuable position as being one of the Keys of Service in our vocation.

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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Antionietta Cuoco honored by Boy Scouts of America

BRIDGEWATER, NJ— **Antionietta Cuoco**, Funeral Director at **Bongiovi Funeral Home** and **Somerville Funeral Home**, was honored with the “2017 Tribute to Women Award” by the *Boy Scouts of America*, on May 12, 2017 in Gladstone, NJ.

Cuoco attended Georgian Court College, Lakewood, NJ, and received Certification in International Economics. A 2001 graduate of *American Academy McAlister Institute of Funeral Service*, Cuoco first joined the staff at Bongiovi Funeral Home of Raritan in 1990, and together with **Anna Louise Bongiovi**, opened Somerville Funeral Home 10 years ago.

Cuoco is the Vice-president, and former Secretary, of the *Middlesex and Somerset County Funeral Directors Association*, past Vice President of Immaculate Conception School Board Advisory (2006-2012), a member of the *National Funeral Directors Association*, Somerset County Federation of Republican Women (SCFRW) and the Somerville Elks.

Bongiovi, who is a past recipient of this award, introduced Cuoco with a speech about her friend and colleague. “Many years ago, she came to work alongside my father, who considered her like a granddaughter. The three of us created a wonderful working environment in a place where sadness prevails on a daily basis. Her special dedication is the arrangements for infants and children, donating her time and services. She was blessed to be so caring and able to help families. She’s the daughter I never had.” Cuoco is supported by a loving family, including her husband and daughter. Congratulations to Ms. Cuoco on her achievement.



Antionietta Cuoco

Of Drones, Autonomous Vehicles, and Cremated Human Remains

Continued from Page A18

choose that option? If Uber will use autonomous vehicles in place of taxis, can our profession use autonomous vehicles in place of our hearse, limousine, or body transport fleets?

Consumer trends point to greater acceptance of drone usage – it’s up to us to adapt that usage to our profession. Autonomous vehicles are still in their infancy, however it’s not too early to begin thinking about how to apply that technology to our supply processes and service delivery models.

More than anything, the Amazon-Whole Foods acquisition positions tech companies as the dog that wags the tail in our 21st century marketplace. Our profession is not ex-

empt from this fact. Cremation trends, consumer preference trends, (and environmental concerns) empower innovative and visionary colleagues to adopt and adapt technology assets that streamline our processes, allow for greater consumer engagement on their terms, and position our businesses for long-term relevance and environmental sustainability.

Darrell W. Hill is the founder and CEO of **Eternity Gardens**. *Eternity Gardens* is building the largest, most comprehensive on-line listing of cremation, memorial, and scattering gardens for cremated human remains. Email Darrell at darrell@eternitygardens.com.

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Embalming Tips & Tools

By Matt Black

The Importance of Hands (Part 8)

As we continue to discuss pre-embalming treatment we will focus this installment on treating skin slip and edematous conditions of the hand.

When planning and executing a pre-embalming treatment, the embalmer’s primary objective must always be preservation. Without a solid foundation of good preservation, family satisfaction at the viewing is simply not a guarantee. Unless you have taken the required steps and laid a good foundation for preservation, what happens to the body when it leaves the prep room is a gamble at best. Additionally, cosmetic treatment and restoration are very difficult if you are not starting out with good preservation base. Simply stated: preservation before coloration. Case analysis is the key to success as there are many factors to consider regarding the hands. As always, we are not merely treating the symptoms. We must eliminate the underlying cause of the condition.

At times we are challenged with skin slip on the hands. Skin slip is defined as the separation of epidermal skin layer from the deeper layer of the dermis. This condition causes the epidermis and dermis to separate causing peeling and slipping away of the epidermis leaving the underlying dermis exposed.

To review, the skin is composed of two distinct layers. The epidermis is the outer layer that continually renews and the dermis is the underlying layer of the skin. Something unique to remember about that skin is that it is the largest organ of the body. Its purpose is to protect the body against outside sources.

Generally, skin slip on the hands indicates a high formaldehyde demand embalming case. Skin slip is a tell-tale sign that decomposition is present. Other signs that may be present include odor, purge and gases. Specifically, skin slip is the result of accumulation of liquid, gases and putrefaction. A common issue seen with skin slip on the hands is the presence of edema, blisters and color changes resulting from advancing decomposition and the putrefaction of the proteins.

Thorough cleansing and disinfection of the localized skin slip on the hands should be a top priority. This can be per-

formed with a topical embalming spray and germicidal soap.

Puncture any blisters that are present and allow them to drain. Examine the entire body thoroughly as blisters may be present anywhere including backs of legs, arm pits, feet, genitals, etc. It is very important to puncture all of the blisters that are present. This can be accomplished with a transdermal needle injection into the blister in a fan like manner allowing drainage of liquid during pre-embalming treatment and arterial injection. The removal of all loose skin should be performed carefully trying not to damage normal undamaged skin.

Spraying the entire hands with humectant arterial injection accessory chemicals or massage cream is also a must. This will help condition the skin that is not damaged and offer it some protection. Re-spray with topical embalming spray.

Frequently, the initial case analysis needs to be reviewed and a reassessment needs to be made to see if arterial preservation will reach these areas hands damaged by skin slip. A normal presentation of skin slip is difficulty with circulation and high preservation demands. We must remember we need to preserve, firm and dry out tissue for restoration and cosmetic treatment.

When skin slip of the hands is present, a popular treatment has been painting the skin slip areas with a formaldehyde preservative gel. This approach should be done in three steps including pre-embalming, during embalming and after embalming. This technique is effective and this approach has very little bleaching effect on the skin. A disadvantage of this approach is that there is very little cauterizing action from these preservative gels in general.

Another pre-embalming technique to consider is the use of a phenol/ non-phenol cauterant pack wrap or a non-phenol cauterant gel on the skin slip areas. After coating the area with the gel, it is covered well. Treatment with the gel has a dual benefit of bleaching the affected area and cauterization of the tissue.

A popular technique used to treat severe skin slip that can also be used in the “normal” case is painting the damaged areas of the hands with a super gel mixture. Super gel is a phrase popularized by embalming speaker Jack Adams and defines a mixture of formaldehyde preservative gel and a phenol liquid cauterant mixed in stainless bowl. This mixture can be then used as pack or painted over the burned area. After painting it on the area, the area is then covered. This allows for bleaching, preservation and cauterizing of the area.

These pre-embalming treatments for skin slip of the hands

will lead to enhanced preservation and cosmetic application versus a “let’s wait and see” approach to treatment.

A problem seen with increased frequency is gross edema in the hands. Just imagine a hand that is three times its regular size and leaking with very fragile skin. As embalmers, we must foremost be concerned with preservation. Since preservation is difficult, we will use a multi-approach technique employing surface embalming prior to embalming.

Position hands high to allow for gravity to work naturally. Thorough cleaning and disinfection of the hands is important. This can be performed with a topical embalming spray and a germicidal soap. Care must be taken when washing because the skin is very delicate in gross edema cases of the hands.

Frequent reassessment of the initial case analysis is recommended as the embalmer judges if arterial preservation is being achieved. A common complication with gross edema is difficulty with circulation and high preservation demands. Again, we must remember that a preserved, firm and dry tissue is needed for restoration and cosmetic treatment.

This treatment involves painting the entire hand area with a formaldehyde preservative gel and should be planned as a multi-step approach done prior to, during and after embalming. This is an effective option that causes very little bleaching effect. However, very little cauterization of the tissue should be expected if leakage is present.

An effective technique mentioned earlier used for damaged tissue in various cases including hands and elsewhere is painting the entire hand with a super gel mixture.

Employing these pre-embalming treatments, the embalmer may anticipate a greater opportunity for preservation allowing for more effective cosmetic application to achieve a natural appearance and family satisfaction.

In our next installment, we will continue the discussion of hands but moving forward to the embalming process.

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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Ballard Family Mortuary Group serves Hawaii

Continued from Page A8



Norman's Mortuary – Wailuku, Maui



Ballard Family Mortuary Hilo, Hawaii Island



Ballard Hilo Chapel set up for Buddhist Service



Valley Isle Memorial Park & Cemetery – Haiku, Maui



Ballard Family Mortuary Moanalua Chapel



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Norman's Mortuary – Wailuku, Maui

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After the expansion of Ballard Family Mortuaries on Maui, Mark and Jenny opened two more locations in 2015: **Ballard Family Mortuary – Kona**, Kailua Kona on Hawaii Island, and **Ballard Family Moanalua Mortuary** in Honolulu, Oahu.

Today, **The Ballard Family Mortuary Group** represents a full spectrum of funeral services for a multi-cultural population consisting of American, European, Asian, and Pacific Islanders, and offers traditional funeral, cremation and burial rites for all faiths. The staff is passionate about exceeding expectations and having a strong commitment to their respective communities.

The Ballard Family Mortuary group strives to uphold the highest ethical and professional standards at the lowest possible cost. Family owned and operated, Ballard Facilities include crematories and cemeteries located on the islands of Honolulu, Oahu, Kahului and Wailuku, Maui, Hilo and Kona on the island of Hawaii. They also provide a full service printing department to customize memorial products and memorial keepsakes, as well as photo and video presentations for families at all locations.

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tion, as well as professional guidance during the planning process.

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Association NEWS

Pennsylvania Funeral Directors Association elects Officers at Annual Convention

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



Deron K. Youse



Stephanie Doriguzzi



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Membership That Matters.

HARRISBURG, PA— The **Pennsylvania Funeral Directors Association** held their 2017 convention in Pocono Manor, PA. Organized in 1881, PFDA is one of the largest state funeral director associations in the nation.

Deron K. Youse was installed as the 136th President of PFDA. He is a graduate of *Northampton Community College*, Bethlehem, PA, where he received an Associate Degree in Funeral Service Education. Prior to entering funeral service, Deron served as a former paramedic and police officer, he has had a lifetime of service to others. He is a member of the *National Funeral Directors Association*, *Pennsylvania Funeral Directors Association*, where he formerly served on the Board of Directors as District 6 Governor, *Berks County Funeral Directors Association*, where he currently serves as Treasurer, and *Eastern Pennsylvania Funeral Directors Association*. Deron is the Supervisor of the **Ludwick Funeral Homes, Inc.**, facility in Kutztown, PA, and has been a part of the Ludwick Funeral Home staff since 1989.

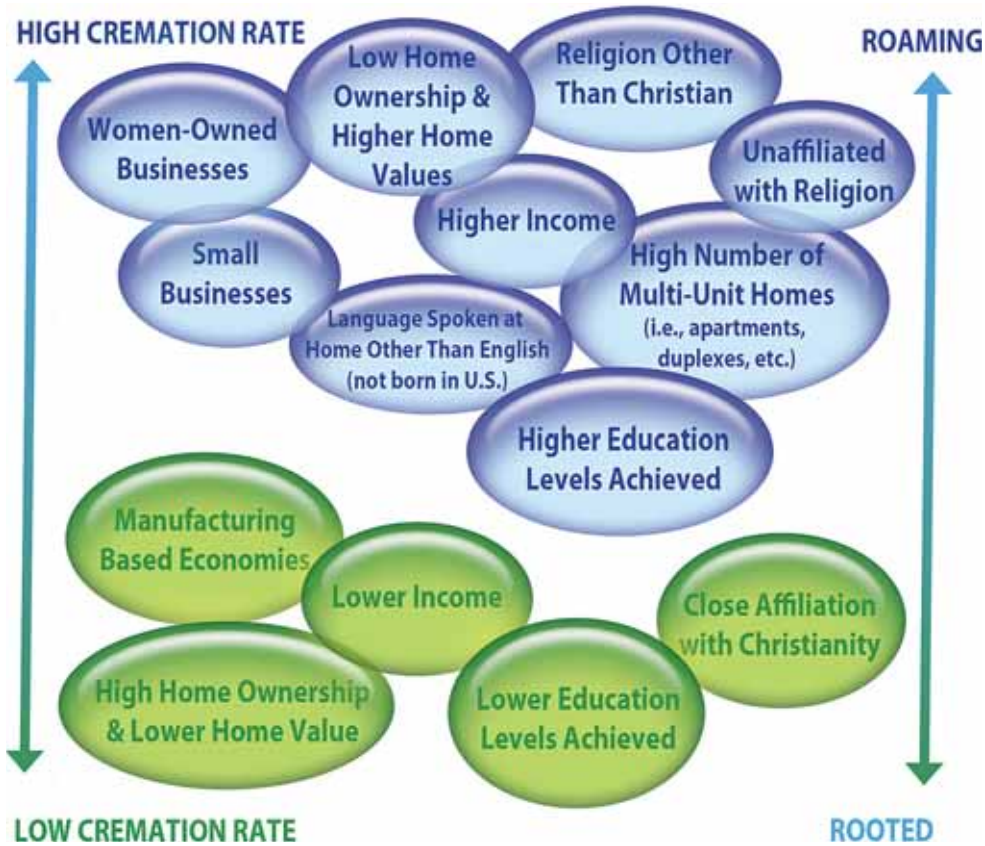
Stephanie Doriguzzi was installed as PFDA President-Elect. Doriguzzi is a 2006 graduate of the *Pittsburgh Institute of Mortuary Science*, where she received the William J. Musmanno award for excellence in embalming and the Mu Sigma Alpha Award in outstanding academic efficiency. She is also a 2007 graduate of Point Park University where she received her bachelors' degree in Funeral Management. She became a licensed funeral director in 2008, and is currently the supervisor at the **Turtle Creek Funeral Home**. She has been a Certified Celebrant since 2006 and has been a PA Li-

CONTINUED ON PAGE A29

Association NEWS CONTINUED

The U.S. Cremation Rate Exceeds 50%. Now What?

CANA publishes Annual Statistics Report



WHEELING, IL— CANA's member-exclusive Annual Statistics Report Preview, published in May, shows that 2016 was the year the U.S. cremation rate exceeded 50%. The profession has been anticipating this milestone for some time—so what's next? What do these numbers mean for crematory owners, funeral homes, industry suppliers, and the consumer?

CANA's projections show that, at 50.1% nationally, the cremation growth rate is reaching its peak velocity and will begin to slow, but cremation rates will continue to grow across most of the country. Some regions are just now entering a period of rapid growth, while others may have already reached saturation. In order to better understand what factors affect the disparate growth rate of cremation in North America, CANA did some additional in-depth geographic and demographic research.

Our first step was to describe in more detail the reasons for the disparity in cremation growths in various regions. We found that states generally demonstrate a geographic clustering effect, suggesting that what started as individual preference became the norm in the community and heralded a cultural shift to a new tradition: cremation. Cremation will continue to be popular because it is "what we do now."

CANA's second step was to look at the speed at which cremation rates grow. When the cremation growth rate over time is measured, an interesting pattern develops. It can take decades for the cremation rate to hit 5%—in the U.S. it took nearly 100 years—but when it reaches 5%, the growth rate is more predictable and steady. There is no evidence that this trend will change or reverse, barring the introduction of a new form of disposition. We are currently in a period of rapid growth that will peak around 60% and then begin to slow until it reaches an eventual plateau. While Canadian rates followed a slightly different trajectory, it is interesting to note that Canada experienced a similar trend.

The last question we tackled was "Why are people choosing cremation in the first place?" There are numerous consumer feedback and business surveys to illustrate consumers' stated preferences and buying patterns. Many business owners have de-

veloped their own theories as to why people choose cremation based on their experiences with the families they serve. But this CANA research is different—it models demographic traits that correlate strongly with cremation rates. The model may be directly applied at the business level.

Whether compelled by circumstance or eagerly searching for new opportunity, more and more of the U.S. population has chosen to roam across the country and around the world. Many have loosened their connections to their geographic origins and increased their exposure to new traditions. Conversely, there are significant portions of the population who are rooted to their hometowns and remain deeply connected to the traditions they grew up with.

The graphic above tells an interesting story of demographic factors indicating a break from tradition in opposition to a more rooted environment, each side correlating with higher or lower cremation rates, respectively.

The characteristics of high cremation areas indicate that consumers' interest is in new traditions that meet the needs of a roaming, non-religious population. Cremation businesses must define their role in supporting and creating these new traditions. Cremation rates will continue to grow in rooted communities and the need to support memorialization and cremation will only increase.

Many of the findings in this research are likely not surprising but reinforce or help explain trends. It's more important than ever for business owners to understand their community demographics and the segments of the community they currently reach.

The Cremation Association of North America (CANA) has been tracking national cremation statistics in the U.S. and Canada since our founding in 1913. Based on this data, CANA creates annual statistics reports to document consumer preferences and measure the steady growth of cremation rates across North America. CANA Research is often used by the media to shape their articles and by CANA's members to guide their future business plans. Read the full report in the most recent edition of *The Cremationist* or log in to <http://www.cremationassociation.org>.

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Association NEWS CONTINUED

NFDA Consumer Survey: Funeral Planning Not a Priority for Americans

The 2017 Consumer Awareness and Preferences Study Reveals Inconsistency in Funeral Planning Practices

BROOKFIELD, WI— For the fifth consecutive year, the **National Funeral Directors Association's** (NFDA) annual Consumer Awareness and Preferences Study indicates that consumers acknowledge the importance of preplanning their own funeral, but fail to do so in practice. This year's findings reveal that 62.5 percent of consumers felt it was very important to communicate their funeral plans and wishes to family members prior to their own death, yet only 21.4 percent had done so.

Even though nearly two-thirds of Americans acknowledge the importance of prearrangements, respondents cited several factors as preventing them from planning, namely that preplanning is not a priority, that they have not thought about it, or that prepaying is too costly.

Consumers are Not Shopping for their Funeral Homes

Key findings from the NFDA 2017 Consumer Awareness and Preferences Study indicate that end-of-life services are becoming increasingly personal, with families wanting new, unique ways to honor and celebrate the lives of loved ones.

Despite this, most are not inquiring at multiple funeral homes to compare costs and services offered. The percentage of respondents who contacted more than one funeral home

was only 18.9 percent, and of those who visited/called more than one funeral home, 52.3 percent did so to compare prices.

Every funeral home offers unique services and pricing structure. To help families plan a meaningful tribute to their loved one, NFDA recommends calling – or better yet, visiting – several funeral homes to find one with licensed funeral directors who understand their emotional needs and will be sensitive to their budget.

According to NFDA's survey, the way families choose to honor and celebrate loved ones continues to evolve.

- **End-of-Life Services Outside of the Funeral Home** – Indicating a shift away from the popularity of the funeral home setting, almost half of respondents have attended a funeral at a non-traditional location, such as a cemetery, an outdoor setting, a home, or a similar meaningful location that represents the life and interests of the deceased.

- **Importance of Religious Components at All-Time Low** – The percent of respondents who feel it is very important to have religion incorporated into a funeral service has decreased from 49.5 percent in 2012 to 39.5 percent in 2017, an all-time low. This mirrors a broader trend of Americans not identifying with a religion. As a result, families are turning to non-clergy celebrants, a specially trained officiant of

an end-of-life service, to conduct ceremonies.

- **Green Funerals Gaining Popularity** – Just over half of respondents (53.8 percent) said they would be interested in exploring green memorialization options to reduce the environmental impact of end-of-life rituals. Green services can include use of biodegradable caskets, a formaldehyde-free embalming process, recycled paper products and more.

- **Therapy Dogs Guide Funerals from Start to Finish** – To bring comfort to families, both while planning a funeral and during the service itself, funeral homes are offering certified therapy dogs; 34.5 percent of respondents said they would be extremely interested or very interested in having a therapy dog present during a memorial or funeral service.

- **Families Planning Memorial Services When Choosing Cremation** – With the rate of cremation surpassing that of burial, more consumers want to have a memorial service when they choose cremation (40.4 percent in 2017 vs. 35.1 percent in 2015). Consumers are increasingly aware that they can view a prepared but not embalmed body as part of a service before cremation (47.8 percent in 2017 vs. 39.7 percent in 2015).

The Consumer Awareness and Preferences Study is conducted annually to measure consumer perceptions of funeral services. Invitations are emailed to a consumer panel consisting of Americans age 40 and older, with 1,013 individuals completing the study in 2017. For more information, please contact 800-228-6332 or visit www.nfda.org.

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Association NEWS CONTINUED

Pennsylvania FDA Convention

Continued from Page A26



censed Insurance professional since 2010. In 2011 Stephanie was elected to sit on the Allegheny County Board of Trustees, and served as their President in 2014. In 2011 Stephanie was selected to serve on the Pursuit of Excellence Committee for the NFDA which was a three-year term. Also, Stephanie was one of two funeral directors in Pennsylvania selected to attend the NFDA Meet the Mentors program at Harvard University in August of 2011. In June of 2012, Stephanie, was sworn in as the District II Governor, serving Allegheny County, on the Pennsylvania Funeral Directors Board of Governors.

David V. Peake, Jr., was installed as Secretary-Treasurer of the PFDA. Peake is a 1998 graduate of Pittsburgh Institute of Mortuary Science. He served his apprenticeship with the Givnish

CONTINUED ON PAGE A30

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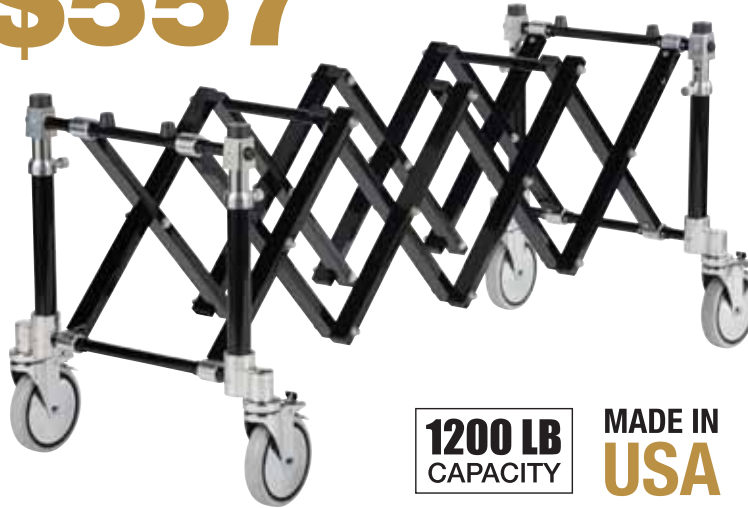
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Association NEWS CONTINUED

Pennsylvania FDA Annual Convention

Continued from Page A29



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Family Funeral Homes, after which he went to work at **Robert L. Mannal Funeral Home**, in the Mayfair section of Philadelphia, where he continues to work. In 2012 Mannal acquired **Craft Funeral Home** of Erdenheim, and David is the current Supervisor for that

funeral home. He has served the *Philadelphia Local Funeral Directors Association* as a Board Member, Vice President, and President. Over the last three years David represented the Philadelphia's Funeral Directors Association as their District Governor for District 8.

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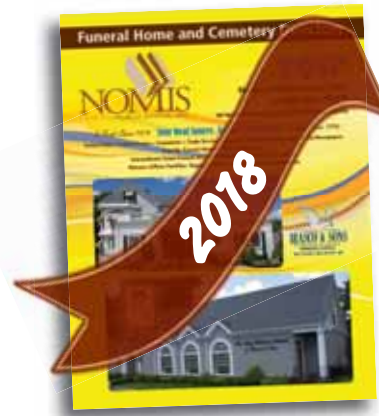
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Association NEWS CONTINUED

Cremation Association of North America's 99th Annual Cremation Innovation Convention, New York, August 16-18

CANA CONVENTION SCHEDULE AT A GLANCE

WEDNESDAY, AUGUST 16	
8:00am-4:00pm	CANA COCP™ (pre-convention seminar)
12:00pm-5:00pm	Exhibitor Set-Up/Registration Open
4:00pm-5:00pm	Spouse/Family Reception
5:00pm-7:00pm	Opening Cocktail Reception
THURSDAY, AUGUST 17	
7:00am-7:00pm	Convention Registration and Exhibit Hall Open
7:00am-7:45am	Convention Breakfast/Exhibits
7:45am-8:00am	Convention Welcome—Opening Ceremonies
8:00am-9:00am	Session 1 • Keynote • Larry Stuart, Jr. • <i>Back to Business: Redefining Cremation in the Consumer's Mind</i>
9:00am-10:00am	Session 2 • David Nixon, Steve Eгна • <i>Transition Planning: The Good, the Bad, and the Ugly</i>
9:00am-11:00am	Family Bingo (breakfast with convention attendees)
10:00am-10:30am	Coffee Break/Exhibits
10:30am-11:30am	Session 3 • William Bonacorda • <i>Pre-Need Sales Tactics</i>
11:30am-1:00pm	Lunch/Exhibits
12:00pm-12:30pm	Membership Meeting/In Memoriam
12:30pm-1:00pm	2017/2018 Board Meeting
1:00pm-2:00pm	Session 4 • Nick Timpe • <i>Survey of the Website and Software Tools that Increase Relevance</i>
2:00pm-3:00pm	Session 5 • Tanya Marsh • <i>The Development and Structure of American Cremation Law</i>
3:00pm-3:30pm	Coffee Break/Exhibits
3:30pm-5:00pm	Session 6 • International Cremation Federation panel
5:00pm-7:00pm	Cocktail Reception
FRIDAY, AUGUST 18	
7:00am-12:00pm	Convention Registration/Exhibit Hall Open
7:00am-7:30am	Supplier Meeting
7:30am-8:30am	Convention Breakfast/Exhibits
8:30am-9:30am	Session 7 • Bob Boetticher, Jr. • <i>Using Cremation Statistics to Enhance Business Success for Cemeteries and Funeral Homes</i>
9:30am-10:00am	Coffee Break / Exhibits
9:30am-11:00am	ICF General Council Meeting (Morosco, ICF members only)
10:00am-11:30am	Session 8 • <i>Cremation Fundamentals</i> • J.P. Di Troia: <i>Building Success Through Community Outreach</i> , Dennis Werner: <i>Religious Cremation Ceremonies</i> , Paul Harris: <i>Preparing for OSHA's Respirable Silica Standard</i> , Lara Price: <i>Legal 101</i>
11:30am-12:00pm	Transition to Woodlawn Cemetery tour
11:30am-5:00pm	Exhibitor Teardown
12:00pm-4:00pm	Session 9 • <i>The Woodlawn Cemetery Tour and Program*</i>
4:00pm	Return to hotel
7:10pm	Baseball game—Mets vs. Marlins*

* Purchase of ticket required.



WHEELING, IL— Location may not be everything, but it will be a major draw as industry professionals gather in New York City for the **Cremation Association of North America's** (CANA's) 99th Annual Cremation Innovation Convention. The CANA Convention will be held August 16-18 at the Grand Hyatt New York. With a wide range of valuable networking and educational opportunities, the event will feature business-building sessions as well as practical information on best practices in cremation. Attendees will have the opportunity to catch a Mets vs. Marlins baseball game at Citi Field and enjoy the history and architecture on display as they tour The Woodlawn Cemetery. CANA will also offer a pre-convention Crematory Operations Certification Program™ (COCP™) on August 16.

Exhibits and Sessions Together in One Room

CANA's convention includes a diverse range of suppliers—from vault, casket,

cremator, urn and keepsake manufacturers to vendors who provide banking, architectural, technology, and office services—making this a unique opportunity for all involved. The exhibits are in the same room as the general sessions so that displays and demonstrations of products and services are shared with all event participants.

Program schedule and registration information regarding CANA's 99th Annual Cremation Innovation Convention is available by visiting <http://www.cremationassociation.org> or calling 312-245-1077. A video preview of the convention is available here: <https://youtu.be/z0KVJ11ga24>.

Founded in 1913, the Cremation Association of North America (CANA) is an international organization of over 3,300 members, composed of funeral homes, cemeteries, crematories, industry suppliers, and consultants. CANA members believe that cremation is preparation for memorialization.

CANA CONVENTION INFORMATION IS CONTINUED ON NEXT PAGE

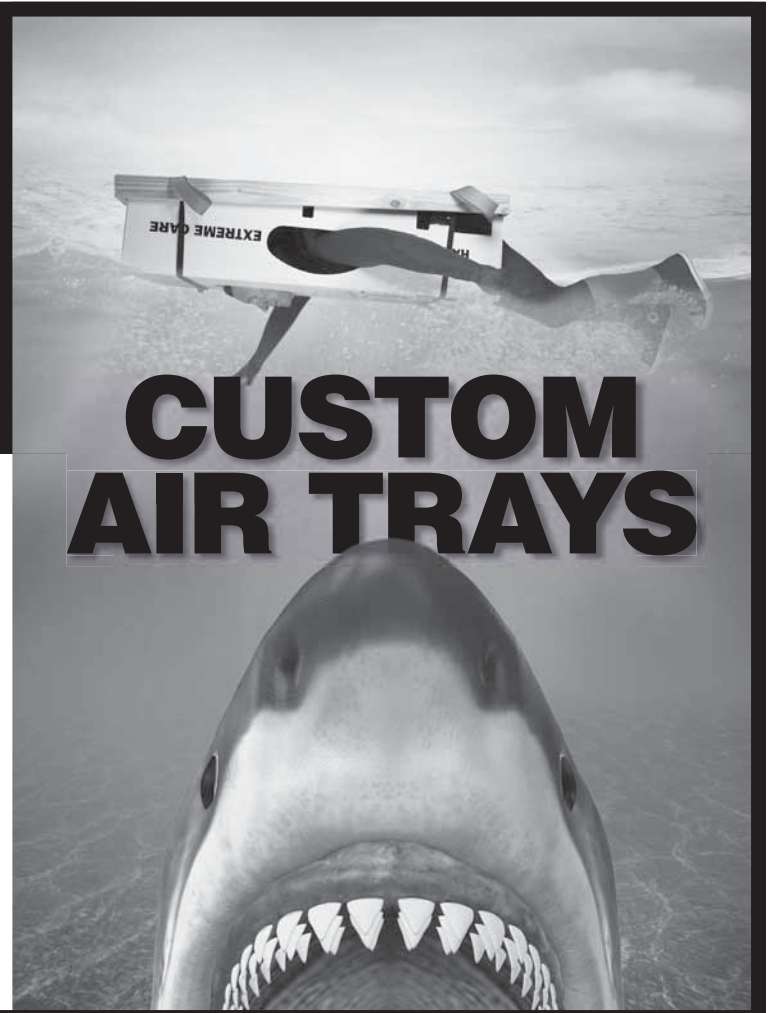
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Association NEWS CONTINUED

CANA brings Informative, Inventive Workshops

Larry Stuart, Jr. • Keynote: Back to Business: Redefining Cremation in the Consumer's Mind

A serious but high-spirited and interactive discussion focusing on the idea that funeral service is not only necessary in modern times but it is crucial to the advancement of our civilization. Now that cremation has surpassed the 50% rate nationwide, correct information about cremation and an accurate depiction of everything that goes along with it MUST be a part of this dialogue. We need to learn how to express this reality effectively and talk to the public and the media about cremation, and exactly how cremation fits into the funeral rite without the limitations of our "traditional" past (translate - focusing on cost). This presentation will include a discussion and evaluation concerning actual statements disseminated by well-intended but unmindful funeral professionals, either in the media or in conversations, and how they could have been far more accurately and effectively delivered. The presentation will also outline the things we have forgotten as a professional service provider, in the attempt to stay relevant and profitable in an ever-changing death-care space.

Larry Stuart, Jr., in his experience as President of **Crematory Manufacturing & Service, Inc.**, has seen first-hand the negative impact that poor crematory operations can bring about, both in the front and back of the house. Larry has written articles, developed cremation curriculum, spoken at numerous professional events, and trained and certified thousands of cremation professionals across North America. His mission is to advance the safety and efficiency of cremation facilities and their employees and to foster a more positive impact on our community and our environment. As the founder of **Cremation Strategies & Consulting**, Larry continues to educate our industry peers, our cus-



Larry Stuart, Jr.



David Nixon



Steve Egna

tomers, and the public about cremation, its history, its cultural significance as a significant part of the funeral rite, its impact on the environment, and operational best practices. Larry holds a B.A. from Kent University.

David Nixon and Steve Egna • Transition Planning: The Good, the Bad, and the Ugly

In funeral service, building to sell is as important as building to serve. The transition from owner to seller deserves the same amount of attention as any aspect of running your business. Understanding the importance of having flexible/realistic goals ensures successful outcomes for funeral home owners looking to exit their business. Through the use of case studies and an open forum, participants will gain an understanding of various opportunities and how to avoid some common pitfalls associated with developing a transition plan. Learn to identify the primary components of a transition plan and the common pitfalls many owners face.

David Nixon began working with funeral home owners in 1979. He is noted for his Listening to Cremation annual cremation study, first published in 1995. In addition to his work on funeral home financial analysis, David also concentrates on strategic planning, FTC Funeral Rule Compliance, funeral home budgeting and pricing, funeral business valuations, and exit planning and the transition of funeral home owners with all the

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complexities involved in selling or buying a funeral home. **Steve Egna** is a Certified Business Appraiser™ (CBA™), accredited by the Institute of Business Appraisers™ and a Certified Merger and Acquisition Advisor (CM&AA®), accredited by the Alliance of Merger & Acquisition Advisors®. Steve has over 30 years of financial leadership and management experience, specializing in transition planning and valuation analysis. Since 2005 he has worked with David Nixon on funeral home valuations and transition planning, as well as mergers and acquisitions.

CONTINUED ON PAGE A34

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Association NEWS CONTINUED

CANA brings Informative, Inventive Workshops

Continued from Page A33



William Bonacorda



Nick Timpe



Tanya Marsh



Bob Boettcher, Jr.



Dennis Werner

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William Bonacorda • Pre-Need Sales Tactics

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William Bonacorda has been a Licensed Funeral director for 22 years, is a CPC, and has been President of **Trust 100** since 2012 and with the company since 2000. He was **SCI** Sales Manager of the year in 1998, has received top awards for sales through all major insurance companies, and has trained hundreds of top sale people throughout his career.

Nick Timpe • Survey of Website and Software Tools that Increase Relevance

Are you looking for new ways to engage your families in our transient society? Nick will review a survey of some of our industry's top funeral home and cemetery operators to see what technology they are using on their websites, via social media, and in face-to-face family interactions to engage families on a deeper level and generate new revenue opportunities.

Nick Timpe is Director of Sales and Marketing at **webCemeteries.com**. Nick is a member of the **ICCEA** Sales and Marketing Committee, the Catholic Cemetery Technology Committee and a cemetery technology instructor at Notre Dame University.

Tanya Marsh • The Development and Structure of American Cremation Law

This presentation will examine the historical development of the law of cremation in the United States to help attendees better understand the structure and organization of the modern law. At the end of this presentation, you should be able to understand and ex-

plain the legal framework of cremation law in the United States and appreciate how your own state statutes fit.

Tanya Marsh is Professor of Law for Wake Forest University. A graduate of Indiana University and Harvard Law School, Tanya is a licensed attorney in Indiana and a licensed funeral director in California. She developed and teaches the first (and only) law school course on funeral and cemetery law.

Bob Boettcher, Jr. • Using Cremation Statistics to Enhance Business Success for Cemeteries and Funeral Homes

A review of the CANA cremation statistics looking at current trends and market fluctuations. This interactive session will identify strategies to remain profitable in today's market.

Robert M. Boettcher, Jr., is a Past President of CANA and a second-generation funeral director. A Market Director at **SCI**, Bob has over 30 years of industry experience.

Dennis Werner • Religious Cremation Ceremonies

From cremation chapel services to cremation memorialization options, religion plays a large role cemetery operations. **Dennis**

Werner, General Manager of **St. Michael's Cemetery/Crematory**, is the current Past-President for the **Metropolitan Cemetery Association** and served on the CANA Board of Directors from 2006-2012.

Paul Harris • Preparing for OSHA's Respirable Silica Standard 1910.1053

Prepare to meet the requirements for the new respirable silica standards. Topics covered will include an overview of the standard and when implementation begins, as well as the air testing, work practices, and training and recordkeeping that will be required.

Paul Harris is President and Compliance Director of **Regulatory Support Services, Inc.**, specializing in regulatory compliance consultation to the death care profession. Paul holds a

North Carolina Funeral Service license, and served as Executive Director of the North Carolina Board of Funeral Service from 2004 until early 2012. Additionally, he served as the OSHA compliance officer for a large North Carolina-based funeral home and has 25 years of first-hand knowledge and experience with regulatory compliance.

J.P. DiTroia • Building Success through Community Involvement and Outreach

J.P. DiTroia will discuss how to present community service events and fund raising events at the columbarium, strategies to cultivate community recognition, getting your name out in the media, building relationships in the community and clubs, and maintaining constant contact with the community.

J.P. DiTroia is President of the **U.S. Columbarium Co.** at **Fresh Pond Crematory** in Middle Village, NY, where he has worked since 1967. He served on the Board of the **Metropolitan Cemetery Association** for nine years and is now co-chair of the Cremation Committee. He presently serves on the Board of the **New York State Cemetery Association** and has been a committee member of the **Metropolitan Funeral Directors Association** since 1979.

Lara M. Price • Legal 101

Expert attorney Lara Price will share tips to help you prevent litigation, prepare for litigation should it be threatened, and know what to do if you are sued. You will also learn how to prepare a firm and its files to handle claims that may arise against the company, and how to best prepare to defend a claim against the firm.

Lara M. Price is a shareholder at Sheehy, Ware & Pappas, PC, in Houston. She regularly represents corporations, other business entities, and individuals in complex litigation against claims for personal injuries, wrongful death, and economic loss in state courts throughout Texas and in federal courts in Texas and elsewhere. Ms. Price is General Counsel for the **Texas Funeral Directors Association** and General Counsel for **CANA**.

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Association NEWS CONTINUED

Funeral Directors Association of Kentucky elects 2017-2018 Officers at Annual Convention

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



2017-2018 FDKA Officers. (L to R) Front Row: Central District Director: Greg Lakes from Berea; Chairman of the Board: Robbie Brantley from Brownsville; Southern District Director: John Hill from Owensboro; Southcentral District Director: Brandy Harwood from Tompkinsville; President: John Jones from Harlan; Immediate Past President: David West from Nicholasville; Vice President: Rusty Preston from Paintsville; Eastern District Director: George Sparks from Grayson. (L to R) Back Row: President-Elect: Rob Riley from Carrollton; Southeastern District Director: Wesley Rominger from Manchester; Sergeant-At-Arms: Grant Bolt from Georgetown; Secretary/Treasurer: Gerald M. "Marty" Jones II from Morganfield; and Western District Director: Chad Townsend from Dixon. Absent from photo are NFDA Policy Board Member: Shannon Combs from Richmond; and Northern District Director: Bill Mullins from Covington.

FRANKFORT, KY— The Funeral Directors Association of Kentucky celebrated their 135th Anniversary during the Annual Convention at the Crowne Plaza Hotel and the Kentucky Exposition Center in Louisville on June 6-8, 2017. During this three-day meeting, 50, 125 and 150 year-old firms were honored; 50 and 60 year Kentucky licensed funeral directors were honored; and funeral directors received continuing education awards. There were 79

exhibitors displaying their different businesses in the Exhibit Hall. Several educational seminars/presentations were given.

The 2017-2018 leadership was elected as follows: President – **John Jones**, Harlan; President-Elect – **Rob Riley**, Carrollton; Vice President – **Rusty Preston**, Paintsville; Secretary/Treasurer – **Marty Jones**, Morgantown; Sergeant-at-Arms – **Grant Bolt**, Georgetown; Chairman of the Board – **Rob-**

CONTINUED ON PAGE A36

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Association NEWS CONTINUED

Funeral Directors Association of Kentucky elects Officers at Annual Convention

Continued from Page A35




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John Jones (right) was presented his gavel as the new President of FDKA by Immediate Past President David West.



John Jones (left) was sworn in as the new President of the FDKA by FDKA Past President, John Muster of Muster Coach, Calhoun, KY.



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bie Brantley, Brownsville; and Immediate Past President – **David West**, Nicholasville.

District Directors are: Central – **Greg Lakes**, Berea; Eastern – **George Sparks**, Grayson; North-

ern – **Bill Mullins**, Covington; Southern – **John Hill**, Owensboro; Southcentral – **Brandy Harwood**, Tompkinsville; Southeastern – **Wesley Rominger**, Manchester; and Western – **Chad Townsend**, Dixon.

Association NEWS CONTINUED

Louisiana and Mississippi Funeral Directors Associations hold Joint Convention



BATON ROUGE, LA— The Louisiana Funeral Directors Association and Mississippi Funeral Directors Association held a joint convention June 10-13, 2017 at the Windsor Court Hotel, New Orleans, LA.

The 2017-2018 Louisiana FDA Executive Committee includes: President – **Timothy I. Dulany, Osborn Funeral Home**, Shreveport; Vice-President – **Isabel Espinosa,**

Greenoaks Funeral Home, Baton Rouge; Past President – **William Wimberly, Ardoin Funeral Home**, Eunice; Treasurer – **Gary Tranchina, Honaker Funeral Home**, Slidell; Secretary – **W. Bryan Price, Southern Funeral Home**, Winnfield; Southwest District Governor – **Retanna Mire, Lafond-Ardoin Funeral Home**, Opelousas; **CONTINUED ON PAGE A39**

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Association NEWS CONTINUED

NFDA Partners Exclusively with LendingUSA to Offer At-need Financing

BROOKFIELD,WI— For some families, a funeral can be an unexpected and significant financial burden. The **National Funeral Directors Association (NFDA)** is pleased to exclusively endorse **LendingUSA**, an at-need financing solution for families that may have difficulty paying for their loved one's funeral.

"Following an extensive search and thorough vetting process, we are excited to add LendingUSA to our roster of NFDA endorsed providers," said NFDA President **Ashley Cozine**. "LendingUSA is a solid, reputable company that will provide excellent customer service to our members and the families they serve."

LendingUSA lets families focus on working with a funeral director to plan a meaningful funeral or memorial service for their loved one. Depending on the applicant's credit score, there are three tiers of financing; approximately 70 percent of applicants fall into tiers one and two. Families may qualify for a

0% interest rate if their loan is fully paid off within six months; there are no pre-payment penalties or rate jumps.

Funeral homes assume no risk or recourse when a family chooses to use LendingUSA to finance a funeral. The funeral home receives payment via direct deposit, typically within three business days. Families work directly with LendingUSA to pay off their loan.

Best of all, for approved loans that fall into tier one or two, the funeral home pays no fee. Approved loans that fall into tier three are considered subprime; because of the risk of these applicants, LendingUSA will charge the funeral home a small fee – but only on those higher risk loans.

NFDA members can learn more about LendingUSA and how they can begin offering this at-need financing option to families by visiting www.nfda.org/endorsedproviders (member login required) or by calling their member services representative at 800-228-6332.

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Association NEWS CONTINUED

Louisiana and Mississippi Funeral Directors Associations hold Joint Convention

Continued from Page A37



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South District Governor – **Boyd Mothe, Jr., Mothe Funeral Homes**, New Orleans; Southeast District Governor – **Kevin Piper, Seale Funeral Service, Inc.**, Denham Springs; North District Governor – **Troy Dennard, Young’s Funeral Home**, Jonesville; and Sergeant-at-Arms – **Anthony J. “Tiger” Istre, Geesey-Ferguson Funeral Home**, Crowley.

The 2017-2018 Mississippi FDA Board of Directors includes: President – **Ladd**

Pulliam, Jones and Son Funeral Home, Richton; President-Elect – **Sammy Reed, Lee Memorial Funeral Home**, Verona; Vice President – **Brett Brewster, CFSP, Cutshall Funeral Home**, Iuka; Secretary-Treasurer – **John Wise, Boone Funeral Home**, Greenville, MS; Past President – **Sandra Chancellor, Chancellor Funeral Home**, Byram; Northern District Governor – **Whitney Pegues, W.E. Pegues Fu-**
CONTINUED ON PAGE A40

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Association NEWS CONTINUED

Louisiana and Mississippi Funeral Directors Associations hold Joint Convention

Continued from Page A39

neral Home, Saltillo; Northern District Governor – **Troy Smith, Brantley Funeral Home**, Olive Branch; Central District Governor – **James Waggoner, Oliver Funeral Home**, Winona; Central District Governor – **Rusty Walton, Milling Funeral Home**, Union; Southern District Governor – **Brett Moore, Moore Funeral Home**, Hattiesburg; Southern District Governor – **Bruce Lynd, Heritage Funeral Home**, Moss Point.

LFDA Announces 2017 Scholarship Recipients

LFDA scholarship recipients were honored during the convention. The Gerald M. Robbins, Sr. Scholarship is awarded to Louisiana residents attending accredited colleges of Mortuary Science who show high academic achievement as well as community involvement. The



2017 recipients are: **Kevin Piper** of Baton Rouge, LA, who is studying Mortuary Science at *Commonwealth Institute of Funeral Service* and is currently employed at **Seale Funeral Home** in Denham Springs, LA, and will complete his degree in December 2017. **Tylor Quebedeaux**, Church Point, LA, is studying Mortuary Science at *Commonwealth Institute of Funeral Service* and is currently employed at **Melancon Funeral Home** in Carencro, LA, and will complete his degree in June 2017.

The 2018 LFDA and MFDA Joint Convention will be held June 2-5, 2018, at the Golden Nugget, Biloxi, MS.

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SHRIMP AND BLACK BEAN SALAD

- 1 pound cooked, shelled shrimp
- 1 15-ounce can black beans, drained
- ½ cup thinly sliced celery
- 1 small green pepper, cut in strips
- 2/3 cup mild picante sauce
- 1/3 cup thinly sliced red onion
- 2 Tbsp chopped cilantro
- 2 Tbsp oil
- 2 Tbsp honey
- 1 tsp lime peel, 2 tsp juice
- Lettuce leaves
- Cherry tomato halves

Combine shrimp, beans, green pepper, celery and onion in large bowl. Combine remaining ingredients except tomatoes and lettuce; mix well. Pour over shrimp mixture; toss lightly to coat. Cover and chill 2-24 hours, tossing now and then. Spoon onto lettuce lined plates, garnish with tomatoes. Serve with additional picante sauce.

Good Eating!

TEXAS STYLE GERMAN CHOCOLATE CAKE

Eat Dessert First...this is the best chocolate cake ever!

- ½ cup buttermilk
- 1 tsp baking soda
- 2 cups flour
- 2 cups granulated sugar
- 1 package German sweet chocolate
- 3 Tbsp cocoa
- 3 cubes butter
- 1 cup water
- 2 eggs

Pre-heat oven to 400 degrees. Mix buttermilk and baking soda and set aside. Sift together flour and sugar.

In a saucepan, melt together and bring to a boil chocolate, cocoa, butter and water. Add 2 eggs, and then the flour sugar mixture and lastly the buttermilk and soda mixture. Let batter stand for 5 minutes while you grease and flour an oblong cake pan. Bake for 20 mins at 400 degrees.

While cake is baking: in the same saucepan, melt together:

- 1 cube butter
- 3 Tbsp milk
- ½ package of German sweet chocolate
- 2 tsp cocoa

Bring to a boil and remove from heat; add 1 package of powdered sugar and beat until creamy. Pour over the hot cake and enjoy!

Educational NEWS

PIMS Students attend WPFDA Convention



(L to R) Logan Badeau, Emily Nelson and Norman Wimer

PITTSBURGH, PA— Fifty Pittsburgh Institute of Mortuary Science (PIMS) students were invited to attend the *Western Pennsylvania Funeral Directors Association (WPFDA) 109th Annual Convention and Expo* in Erie, PA by president **Stephen Sherman** and continuing education chairperson **Norman Wimer**. In addition to networking, the students were able to sit-in

on two programs and walk the exhibit hall. Breakfast and lunch was also provided. At the conclusion of one of the programs, **Logan Badeau** of Kersey, PA and **Emily Nelson** of Monaca, PA were presented with a \$500.00 scholarship from Wimer. A certificate also accompanied the scholarship check. PIMS is grateful to the WPFDA for their contribution to funeral service education.

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Robin Heppell



Brian Young



John McQueen



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profitable cremations – from “low cost,” “value” and “life celebration” shopper-segments.

“Basically, the challenge facing the funeral industry is a marketing challenge,” says **Robin Heppell**, funeral director and president of **Funeral Results Marketing (FRM)**, which is hosting the conference. “Consumers are segmenting and changing, so more skilled positioning, marketing and communication is needed to stay relevant to them,” he says. **Brian Young**, FRM’s director of business development and conference speaker, cites two family-owned firms he has worked with as proof of Heppell’s point. “Because of how they modernized their marketing approach, they were selling over \$1 million per year in cremation revenue just through their websites, in modest sized markets,” he said.

Guest speaker, **John McQueen**, president of **Anderson McQueen Funeral Home** in St. Petersburg, FL has also achieved what Heppell is referring to. As their cremation rate soared from 21% in 1987 to over 72% in

CONTINUED ON PAGE A44

Museum Corner

The National Museum of Funeral History
Houston, Texas



Charity Golf Classic and Sponsor Appreciation Night Photos Now Available to View Online



line

Thank you to all the players and sponsors who supported the event, and stay tuned for more information on next year’s Charity Golf Classic. Online registration opens January 1, 2018.

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*.

To view photos from the National Museum of Funeral History’s 23rd Annual Charity Golf Classic and Sponsor Appreciation Night, and spot people you know, go to <http://nmfh.org/donate/charity-golf-classic>

Commemorating Adam West

Adam West, star of TV’s *Batman*, died in Los Angeles June 9. He was 88. He is memorialized in the Museum’s *Thanks for the Memories* exhibit *A Tribute to George Barris* next to the replica of the



1966 Batmobile. Museum visitors have come by to sign a Memorial Book in his honor.

Looking for a unique gift?

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

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

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

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

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The CANA COCP is designed to ensure that you and your employees have the most current crematory operations training available in the market today. Participation in CANA's COCP assures the public that you are committed to safe cremation practices and that the utmost respect and care for their loved ones is a priority.

Attendees will gain extensive knowledge—technical, scientific, and legal—all of which is proactive prevention for future business problems. The class addresses major topic areas such as an overview of the cremation process, equipment and operations, the cremation process in detail, chain of custody, reducing legal risk, and environmental issues related to cremation. The final exam will be administered online. A detailed manual is also provided for use during class and serves as an important reference tool.

Taught by industry experts, this program provides death care professionals of all backgrounds and levels of experience a thorough knowledge of the practices and procedures that will help reduce the risk of litigation. The program is approved for up to 8 CE hours by the Academy of Funeral Service Practice and numerous states and provinces.



The in-person course consists of 6 hours of classroom instruction, 2 hours of online instruction, and a final exam.

The online course consists of 8 hours of online instruction and a final exam.

Please check the CANA website to see which states accept either the classroom or online version for certification and/or continuing education credit.

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Visit www.CremationAssociation.org for the most current COCP schedule.

Educational NEWS CONTINUED

The Academy Heats up with New Summer CFSPs

BUCHANAN, GA— As the temperature continues to go up here in the summer, some of our hard working members are reaching great heights also with their new CFSP designation awarded by the **Academy of Professional Funeral Service Practice**. Over the years the Academy has recognized hundreds of funeral directors who have completed the requirements for the CFSP (Certified Funeral Service Practitioner) designation, the highest industry-recognized mark of dedication to life-long learning.

The Academy has awarded 17 of its members the prestigious CFSP designation. APFSP wants to congratulate the following funeral professionals who have recently completed this milestone: **Gary Borg**, Royal Oak, MI; **William Butcher**, Versailles, KY; **Daniel Cotnoir**, Dracut, MA; **Chad Getz**, Las Cruces, NM; **B. Kendall Glover**, Dothan, AL; **Richard Hartnett**, Wyandotte, MI; **Joshua Hendrix**, Tifton, GA; **Joy Herndon**, Lucedale, MS; **Ryan Hughes**, Dallas, TX; **Cedrick Lawson**, Temple, TX; **Chris Lea**, Brownsville, TN; **Calvin Lewis**, New Albany, IN; **Eric McDonough**, Point Pleasant, NJ; **Scott Nimmo**, Allendale, NJ; **Dexter Ritter**, Canton, MS; **Kathy Shepard-Lee**, Atlanta, GA; and **Abby Stafford**, Topeka, KS.

These Academy members join the over 1700 current CFSP designees who have

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

The Academy has also added 18 new active members this June who are looking to grow professionally. The new CFSPs who are *NFDMA* members will be recognized at a reception held in their honor immediately following the seminar which will be sponsored by **North Carolina Mutual**. Please join The Academy in congratulating these members for reaching the highest voluntary designation awarded in funeral service. For more information about the Academy of Professional Funeral Service Practice or the CFSP designation, visit www.apfsp.org or contact **Patty S. Hutcherson**, CFSP, executive director, toll free at 866-431-CFSP. (2377).

CremationConference.com hosts a \$1,000,000 Opportunity

Continued from Page A42

2010, their marketing, positioning and communication innovations drove call volume from 450 to 2200 calls, while strongly increasing average revenue per call. McQueen will discuss what worked and what didn't during this turbulent time, including the launch of both his low-cost and high-cost cremation businesses.

The two day conference will address diverse topics including how to

- launch a cremation brand inexpensively,
- avoid funeral home cannibalizing,

- master the most effective advertising spaces,
- leverage third party technology tools that are easy, powerful and cheap, and
- improve your website's advertising support and lead generation.

Hosted happy hours and a tour of **Anderson McQueen's Cremation Tribute Center** are also included. Full details can be found on www.Cremation-Conference.com. The conference starts Sunday evening, September 19, and continues the next two days

at the Gatsby era Don Cesar Hotel on St. Pete Beach in St. Petersburg, Florida.

Funeral Results Marketing (FRM) is the first digital marketing agency dedicated solely to the funeral industry. FRM helps death-care businesses better position themselves for the new internet era with ROI-anchored marketing. Specialties include web-based marketing, internet advertising, cremation arrangement websites, funeral home websites, search engine optimization, and Public Relations strategies.



Free Marketing Support for Today's Funeral Professionals

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

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

Have questions? Email us at: HaveTheTalkofaLifetime@gmail.com

Have the Talk of a Lifetime®



Death Notices



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



SAMUEL R. LOCKLEAR SR of Pembroke, NC died June 19, 2017 at the age of 88. He was the first American Indian to be licensed as a funeral director in Robeson County. In 1952, he began working at **Locklear Funeral Home**, which was established by his parents, **Luther H. and Pattie Hunt Locklear** in 1948. He acquired ownership of the **Locklear & Son Funeral Home** after his father retired in 1965. He graduated from the *Dallas Institute of Mortuary Science* in 1954.

PHILIP KIRKWOOD HAMILTON II of Mt. Clemens and Benton Harbor, MI died June 14, 2017 at the age of 53. He served families in the metro Detroit area as a fifth generation funeral director and owner of the **Wm. R. Hamilton Co. Funeral Home**. He received his Bachelor of Science degree from *Wayne State School of Mortuary Science*.



RICHARD "DICK" WALKER of Commerce, TX died June 22, 2017 at the age of 72. He was a licensed funeral director at the **Rhoton Funeral Home** in Carrollton before owning and operating the **Jones-Walker & Son Funeral Home** in Commerce. He enrolled in the mortuary science program at the *University of Minnesota* and attended the *Dallas Institute of Funeral Service*.



RICHARD LLOYD SANDBERG of Janesville, MN died June 19, 2017 at the age of 83. He was a third generation funeral director, owner and operator of the **Sandberg and Arnoldt Funeral Homes** in Waseca and Janesville, MN. In 1956 he received a degree in mortuary science from the *University of Minnesota*.



JOHN J. "JACK" HARLAND of Port Henry, NY died June 12, 2017 at the age of 85. He worked at **Harland Funeral Home** for over 65 years as a licensed funeral director and served as Essex county coroner for 12 years. He graduated from the *Simmons Institute of Funeral Service*.



HAROLD LEE MASSEY of Roanoke Rapids, NC died June 23, 2017 at the age of 62. He was a licensed funeral director, owner and operator of **Massey Funeral Homes** in Jackson, Aulander and Roanoke Rapids. He received a degree in mortuary science from the *John Tyler Community College* in Chester, VA.

BARBARA L. DIERKES RUSH of Powhatan Point, OH, formerly of Dunkirk, NY, Moundsville, WV and Clarington, OH died June 26, 2017 at the age of 69. A retired funeral director, she and her late husband, **Vernon "Butch" Rush** owned and operated **Rush Funeral Homes, Inc** in Clarington and Sardis, OH for many years. She received her state of Ohio funeral directors license and graduated from the *West Virginia Northern Community College* in 1991, she was a member of the *Ohio Funeral Directors Association*.



ROBERT "BOB" KENNETH GORDON of Secane, PA died June 11, 2017 at the age of 32. He was a training supervisor for **Answering Service for Directors of Media, PA**.



RONALD E. PECHACEK of Chester, IL died June 12, 2017 at the age of 63. He was a licensed funeral director for over 40 years. He started work at **Dashner Funeral Home** in Red Bud, IL in 1976. In 1984, he went to work for the **Welge Funeral Home** in Chester, IL and purchased the business in 1990. He owned and operated the **Welge-Pechacek Funeral Home** in Red Bud and Evansville and **Pechacek-McClure Funeral Home** in Chester for the past 27 years.

DEATH NOTICES ARE CONTINUED ON NEXT PAGE

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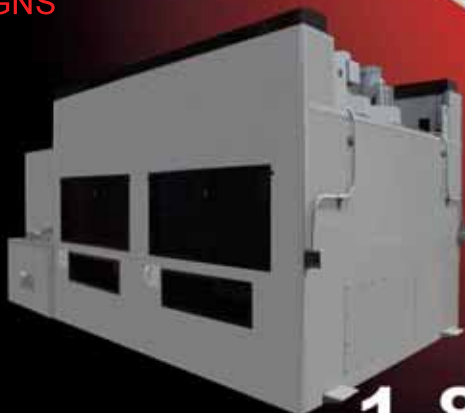
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Death Notices



CONTINUED FROM PREVIOUS PAGE



CLARENCE M. WOOD JR of Philadelphia, PA died June 6, 2017 at the age of 90. He and his wife, **Geraldine Bowser Wood** founded **Wood Funeral Home Inc** in 1959 from inspiration of two family members who were already funeral directors, **Elmer "Bus" Bullock** in Harve de Grace, MD and **Newton S. Bowser** in Topeka, KS. In

1991, the business was transformed from a sole proprietorship to a partnership under the direction of his daughters, **Cynthia** and **Wanda Wood**. He graduated from mortuary school in Philadelphia.



CHARLES M. SCOTT "SCOTTIE" SR of South Toledo, OH died June 29, 2017 at the age of 80. He served Toledo and the surrounding communities for sixty years. He began working as a licensed funeral director at the former **Bennett Funeral Home**. He became manager of the **Boyer-Van Wormer Funeral Home** in 1971 and later purchased the business from

the Van Wormer family. In 1985, he acquired the **Berstick Funeral Home**. A graduate of the *Pittsburgh Institute of Mortuary Science*, he was a member of the *Ohio Funeral Directors Association*.



JON UNDERWOOD, founder of the Death Cafe movement, died June 25, 2017 at the age of 44. Influenced by the ideas of Swiss sociologist Bernard Crettaz, Jon held his first Death Cafe in the basement of his home in London in September 2011. Today there are Death Cafes in over 51 countries worldwide.



DWIGHT E. DENNEY of Milton, IN died June 10, 2017 at the age of 60. A licensed funeral director, he graduated from the *Mid-America College of Funeral Service*.



WILLIAM L. "BILL" SHORTS SR of Ft. Myers, FL died June 9, 2017 at the age of 92. He worked as a licensed funeral director in Warren, OH before moving to Ravenna, OH in 1954 to establish the **Shorts Funeral Home and Ambulance Service**. In 1975, he opened his second funeral home in Streetsboro. He continued to own and operate the firms until selling

them to his son, **Bill Jr.**, in 1990. A 1950 graduate of the *Cleveland College of Mortuary Science*, he was a member of the *Ohio Funeral Directors Association*, *Ohio Embalmers Association* and the *National Funeral Directors Association*.



GEORGE "SONNY" W. MEADOWS II of Buffalo, NY died June 19, 2017 at the age of 76. He was a licensed funeral director at the former **Meadows Brothers Funeral Home**, which was established by his father, **Huby Sr** in 1936. He co-owned and co-managed the firm alongside his brother, **Huby Jr** from 1975 until 1992 when

the business closed. He graduated from the *Simmons School of Mortuary Science* in 1964.



LARRY G. HUGHES of Marion, IL died June 24, 2017 at the age of 77. He was a licensed funeral director for over 51 years. He worked alongside **Leonard Mitchell** at **Mitchell Funeral Home** before partnering in 1970 and in 1982 he purchased the business. He later acquired **Johnson-Hughes Funeral Home** in Herrin. He

received a degree in mortuary science from the *Southern Illinois University School of Technical Careers* in 1966, was a member of the *National Funeral Directors Association* and the *Illinois Funeral Directors Association*, where he served in several positions on the board and was a 51-year member and past president.



THOMAS "TOMMY JO" JOSEPH CUNNINGHAM of Kilgore, TX died June 7, 2017 at the age of 64. He was a licensed funeral director, owner and operator of **Cunningham Funeral Home** for 32 years. A graduate of the *Dallas Institute of Funeral Services*, he was past president of the *Independent Funeral Directors Association*, associate member of the *National Funeral Directors and Morticians Association* and a member of the *National Funeral Directors Association*.

of the *National Funeral Directors Association*.



PETER M. CONNELL of Huntington, NY died April 20, 2017 at the age of 83. He was a licensed funeral director and embalmer at the **M.A. Connell Funeral Home**, which his father, **Michael A. Connell** established in 1923. After his father died in 1955, he and his younger brother inherited the business, which prompted his enrollment in mortician school. He lived in an apartment above the business with his family until he wed in 1977.

PHILIP M. KAPLAN of Boynton Beach, FL died June 8, 2017 at the age of 76. He began his funeral career in 1962 in Rochester, NY, where he had owned the **Parsky Funeral Home**.

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

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FuneralScreen Innovation and New Products – Happy Customers Agree



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ROMEOVILLE, IL— Funeral homes praise **FuneralScreen** following two successful years of sales, innovation and new product releases. As the company continues to expand, FuneralScreen is pleased to see growing interest as funeral home owners and the industry modernize with new digital platforms.

This year FuneralScreen and **Messenger Stationery** will be presenting an even more diverse line of products. Customized furniture grade freestanding monitors and new digital signage products, including pedestal displays and the latest 42" touch screen kiosk, are giving an edge to funeral homes. Customers are pleased with new digital signage in their funeral homes as it becomes a new standard for the funeral and cemetery industry.

In a recent case study, FuneralScreen received glowing reviews across the nation from funeral home owners, like **Harry VanVleit** of **Gilpatric-VanVliet Fu-**

neral Home. Harry says, "I've learned that during calling hours, especially with older people or the parents of younger children that when they walk in and they see their loved-one on the screen like that they cry right away. It's impactful as opposed to seeing faded white letters on a board that are crooked." Harry continues, "It's not just for the big firms... It just sets me apart from the competition – and it's progressive!" And, Messenger Stationery's customers agree, "We are very thankful for FuneralScreen and our digital display cabinet. We have received numerous compliments from families and friends. It is definitely a great

CONTINUED ON PAGE B2



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BAY SHORE, NY— Innovation is not evolution. Yet sometimes innovation has a result much like evolution. Make incision, raise artery, raise vein, insert canula, insert drain tube, pour fluid and raise gravity injector. These were the steps one would take to begin embalming only two hundred years ago, prior to machine pumps. With a few exceptions drain tubes have more or less been engineered away after the development of more sophisticated embalming machines. Take a look at the science for a moment. We have gravity, the weight of the fluid shall have force and therefore push fluid into the arterial system. As fluid collects within the vein it will escape through the path of least resistance and exit via



The Siphonbalm Drain Tube

the drain tube. Then something scientific happens, the drain tube being lower than the fluid source begins siphoning or pulling fluid from the vessel.

"Why is this significant?" asks **Joseph M. Bernaudo** of **FuneralNav** and **Mortuary Magic**. "Many would guess the greatest increase in speed over the years in Nascar had to do with a bigger or better motor. It was in fact with better brakes, this aided in the vehicles ability to stop quicker and therefore continue at higher speeds for longer. With that said, we are proud to announce the latest in prep room innovation, the Siphonbalm Drain Tube."

Seasoned embalmers have learned post embalming swelling is a result of high

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CALENDAR of Events

CONVENTIONS/ CONFERENCES

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

Cremation Association Of North America 99th Annual Convention - Aug 16-19, 2017, 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

Alabama Funeral Directors Association 2018 Mid-Winter Tradeshow & Expo - Jan 15-16, 2018, Hyatt Wynfrey, Birmingham, AL. 334-956-8000. www.alabamafda.org mtill@alabamafda.org

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 lwhtttaker@vfda.net

Alabama Funeral Directors Association 132nd Annual Convention - Jun 17-20, 2018, Marriott's Grand Hotel, Point Clear, AL. Exhibits. 334-956-8000. www.alabamafda.org mtill@alabamafda.org

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 Arranger Training Seminar - Aug 02, 2017, Callaway-Jones Funeral & Cremation, Bryan, TX. 800-228-6332. www.nfda.org nfda@nfda.org

National Funeral Directors Association Cremation Certification Program - Aug 02, 2017, Jefferson State Community College/Jefferson Campus, Birmingham, AL. 800-228-6332. www.nfda.org nfda@nfda.org

National Funeral Directors Association Arranger Training Seminar - Aug 22, 2017, Smith Funeral & Cremation Services Life Event Center, Maryville, TN. 800-228-6332. www.nfda.org nfda@nfda.org

National Funeral Directors Association Cremation Certification Program - Sep 08, 2017, Eastwick College, Hackensack, NJ. 800-228-6332. www.nfda.org nfda@nfda.org

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

National Funeral Directors Association Arranger Training Seminar - Sep 12, 2017, University of Central Oklahoma, Edmond, OK. 800-228-6332. www.nfda.org nfda@nfda.org

The North American Division of the British Institute of Embalmers 2017 AGM & Professional Enrichment Conference - Sep 14-15, 2017 There's Always A Way: New Thoughts & Techniques Equal New Skills, Worsham College of Mortuary Science, Wheeling, IL. 207-841-6330. www.bienorthamerica.com sallybelanger@comcast.net

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

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

National Funeral Directors Association Cremation Certification Program - Sep 19, 2017, Piedmont Technical College, Greenwood, SC. 800-228-6332. www.nfda.org nfda@nfda.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

National Funeral Directors Association Arranger Training Seminar - Oct 12, 2017, Des Moines Area Community College, Ankeny, IA. 800-228-6332. www.nfda.org nfda@nfda.org

National Funeral Directors Association Arranger Training Seminar - Oct 28, 2017, Boston Convention & Exhibition Center, Boston, MA. 800-228-6332. www.nfda.org nfda@nfda.org

National Funeral Directors Association Cremation Certification Program - Oct 28, 2017, Boston Convention & Exhibition Center, Boston, MA. 800-228-6332. www.nfda.org nfda@nfda.org

Funeral Service Foundation 17th Annual Golf Classic - Oct 29, 2017, Stow Acres Golf Club, Stow, MA. 877-402-5900. www.funeralservicefoundation.org/golf info@funeralservicefoundation.org

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

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

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

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.nhpco.org dcherry@nhpco.org

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

Hekman's "Jacob" Model Accommodates High-Use Funeral Home Requirements



Jacob 9000 with firm box cushions and standard Moisture Barrier Decking

MISHAWAKA, IN— Hekman Contract Furniture, manufactured in High Point, NC offers sofas, loveseats and chairs specifically designed for high use businesses. "Jacob," a new frame style, is offered in coordinating chair, love-seat and sofa versions. Extra firm cushions used in all Hekman Contract furniture make the seating more comfortable for people with hip, knee, and back issues. And Hekman's "Lift & Clean" cushion feature ensures that seat cushions won't shift or look messy, regardless of the traffic.

All Hekman furniture frames are built to withstand the rigors of high use. Combined with high density, extra firm cushions and cover fabrics that boast a minimum of 50,000 double rubs Hekman upholstered furniture offers the perfect seating solution for busy funeral homes. "Fabric choices are available in solids, vinyl, and even bright Sunbrella fabrics," assures Cheryl Storz, director of design and merchandising for Hekman/Howard Miller companies. "These extra sturdy fabrics are light-resistant as well as stain- and moisture-resistant."

MaryAnne Scheuble, designer and Hekman sales director for **Cressy Memorial Group** commented, "Hekman Contract furniture is always appropriate in a hospitality setting. And our Jacob 8000 and Jacob II 9000 series are specifically styled to enhance traditional, transitional or contemporary settings. Fabric choices make the difference on these pieces."

Hekman Furniture, a division of Howard Miller (clocks, curio cabinets and memorial products) has been producing fine furnishings since 1922. View their product lines at www.hekmancontract.com or at www.howardmiller.com or contact 866-763-0485 for design or purchasing information.

FuneralScreen Innovation and New Products – Happy Customers Agree

Continued from Page B1



Clary Glenn Funeral Home's free standing digital sign

addition to our services and facilities," said Joel Glenn of **Clary Glenn Funeral Home**.

FuneralScreen is quickly becoming a standard within modern funeral homes. In the past five years FuneralScreen, winner of the *NFDA* Innovation award, has been acknowledged by the industry and funeral homes nationwide. FuneralScreen is owned and operated by **Jeff McCauley, Greene Valley Media Co**, in Romeoville, IL. FuneralScreen and its products may be seen at www.funeralscreen.com.

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Thacker acquires Madison County Casket Company

CLINTON, MD— **Thacker Caskets** is pleased to announce the completion of an acquisition of **Madison County Casket**, also known as **Canton Casket Company**. This is one of Thacker's largest acquisitions and will extend Thacker's distribution network to include funeral homes throughout Mississippi and into Louisiana. The acquisition took place on June 16th, 2017. This is Thacker's sixth overall acquisition in the casket industry, and second within the last six months.

The Madison County Casket Company has served customers in the Mississippi and Louisiana markets for almost 90 years. The company's success is due to the strong relationships it built with its customers, employees, and manufacturers. The business was established in 1930, and for many years manufactured their own caskets. In 2010 the Moore family joined the Sullivan family and renamed the business Madison County Casket Company.

"Preserving the family owned and operated legacy is of utmost importance as my family has owned this company for three generations," remarked **Ralph Sullivan**, co-owner of Madison County Casket Company. He continued, "Thacker's legacy is just about as long as that of Madison, thus making this partnership a natural fit."

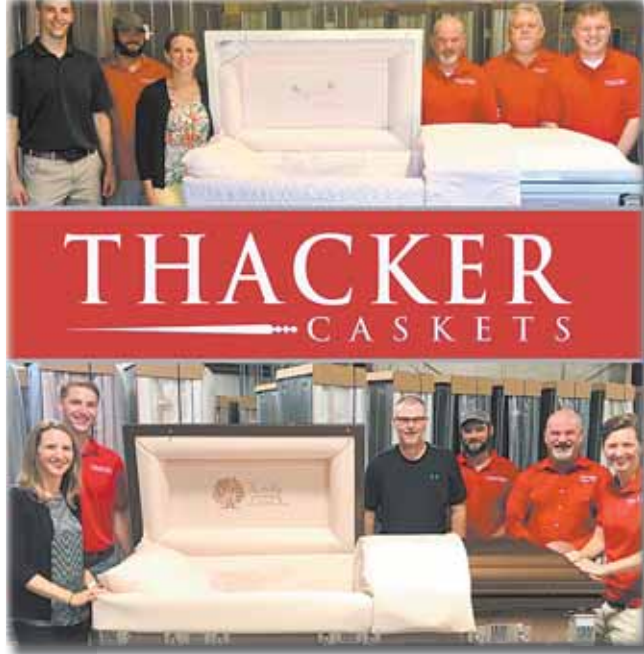
Co-owner, **Ron Moore** added, "Thacker has continued its growth path over recent years for good reasons. Thacker

er couples high quality, American made caskets with several value added services like Remembrance Line™, merchandising support, etc. – it is no wonder they continue to grow." He added, "Because of this, the customers of Madison County Casket will truly benefit from the partnership between the two companies."

"Madison's rich and longstanding legacy along with the proximity to our manufacturing plant in north-west Alabama made this a natural fit for Thacker as well," said **CJ Thacker**. "We are ecstatic to be adding the customers and employees of Madison County to the Thacker family!"

Much of the Madison County Casket product line will be brought into the Thacker line within Madison's distribution area. Thacker is also excited to announce that the Madison County employees will remain on-board and become part of the Thacker family!

Thacker Caskets, Inc directly serves funeral homes in 17 states via its network of 13 distribution centers throughout the east coast, mid-west, and southern regions of the United States. In business since 1939, Thacker remains committed to providing funeral homes high-quality products at an honest price, as well as continuing the family owned legacy of Madison Casket Company. For more information on Thacker Caskets, visit www.thackercaskets.com or call 800-637-8891.



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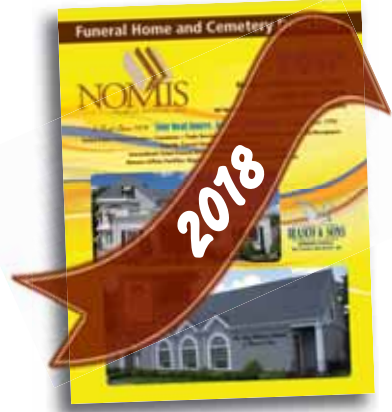


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Wilbert Funeral Services Announces Agreement by Alleghany Capital Corporation to Invest in Company

BROADVIEW,IL—Wilbert Funeral Services, Inc (WFSI) has announced that the company has entered into an agreement with **Alleghany Capital Corporation** (Alleghany Capital), whereby Alleghany Capital will purchase a forty-five percent interest in WFSI. Alleghany Capital sources, executes, and oversees certain investments and acquisitions for its parent company, Alleghany Corporation (NYSE:Y).

Alleghany Capital's investment strategy seeks strong companies with good management and growth potential, all factors that are inherent in WFSI. Under the agreement, Alleghany Capital will have seats on WFSI's board of directors but

will look to WFSI's management team to continue the success of the company.

"As the owners of Wilbert Funeral Services, Inc, we have responsibilities to our employees and their families, our Wilbert licensees, and all of our customers to position WFSI for continued growth well into the future," said **Joseph U. Suhor, III**, chairman of the board of WFSI. "We feel that this is the best course towards that goal and look forward to an excellent relationship with Alleghany Capital."

Alleghany Capital's investments include: (i) Bourn & Koch, Inc., a manufacturer and remanufacturer of precision machine tools as well as a supplier of replacement parts and related services;

(ii) IPS-Integrated Project Services, LLC, a technical service provider focused on the global pharmaceutical and biotechnology industries; (iii) Jazwares, LLC, a global licensed and branded toy and entertainment company; (iv) R.C. Tway Company, LLC (dba Kentucky Trailer), a manufacturer of custom trailers and truck bodies for the moving and storage industry and other markets; (v) Stranded Oil Resources Corporation, an exploration and production company focused on enhanced oil recovery; and (vi) WWSC Holdings, LLC, a fabricator and erector of structural steel for use in commercial, industrial, and public construction projects.

Suhor and WFSI president **Dennis Welzenbach** will continue in their respective roles for the foreseeable future, working with the rest of the WFSI management team to continue the prudent management of the company and guide its growth.

"We are proud of the team we have assembled and feel they are prepared to take WFSI into the future," stated Welzenbach. "We also feel that with Alleghany Capital, WFSI will maintain its integrity, culture and success to benefit all stakeholders."

For additional information about Alleghany Capital Corporation, visit www.alleghanycc.com.

Bass-Mollett introduces New 2017 Product Catalog

GREENVILLE,IL— Bass-Mollett Publishers has announced the release of its 2017 full line catalog. This new, 416-page 3-ring binder illustrates the increasing breadth and depth of the Bass-Mollett product lines and their commitment to outstanding quality, innovation and exceeding the needs of the funeral directors they serve. With a growing industry and market, Bass-Mollett plans to continue its performance of providing industry-leading products and outstanding service.

Each section is categorized based on product and design. The catalog features easy-to-read layouts, detailed descriptions and overall simplicity. Full product lines include; personalized products, register books, service records, acknowledgment cards, bookmarks and laminates, prayer cards, crucifixes and crosses, service items, cremation products, as well as product index, general information, meet the team, and a section dedicated to our new Director's Print Suite designer software.

"When I arrived at Bass-Mollett in August of 2015, **John Flowers**, CEO had already established this project as a 2016 priority. With all the different product categories we manufacture, the breadth of the line

and almost endless personalization opportunities, creating this full line binder was a massive undertaking for our organization," said **Dan Sheehan**, president. Sheehan added, "The focus and determination to want to produce this for our funeral directors to have a comprehensive and up-to-date resource to better serve their families was the motivation and alignment for successful completion. I want to congratulate the team on a job well done!"

Established in 1951, Bass-Mollett Publishers, Inc is celebrating its 66th year of supplying the funeral industry, helping funeral homes through a network of independent sales professionals. Bass-Mollett's mission has always been to provide customized solutions to funeral directors using excellent quality, value, and service so that each family they serve may memorialize their loved one with dignity. Now in its third generation of family ownership, Bass-Mollett will continue to proudly and consistently serve the funeral industry for decades to come. For more information about Bass-Mollett's complete line of funeral products or to receive a free copy of the product catalog call 800-851-4046 or visit Bass-Mollett.com.



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French Funerals and Cremations Serves Albuquerque with Newly Renovated Care Center



Stephanie Dyck, Care Center Supervisor and Glenn Rosenbaum, Vice-President.

ALBUQUERQUE, NM— For more than 110 years, **French Funerals and Cremations** has served the community of central New Mexico, having been founded in 1907 by **Chester T. French**. The trust of the area's residents has enabled the company to grow to its current position as the largest and oldest family-owned and operated funeral service company in Albuquerque with five locations including Rio Rancho.

As could be expected, the ability to serve this community with a high level of competency would eventually require a renovation of the **Central Care Facility** to keep pace with the business. When the project was initiated, **Stephanie Dyck**, Supervisor and Funeral Director, said "Our goal was to protect the health and safety of our staff and to create an efficient working en-

vironment."

Duncan Stuart Todd, Ltd., the Preparation Room Specialists, was brought in to design, specify and equip the new space. Upon completion, **Glenn Rosenbaum**, Vice President who oversaw the project, stated, "From beginning to end, Duncan Stuart Todd was able to take our vision for a state-of-the-art workspace and articulate it into a care center that our entire staff is proud to serve our families out of. Even our contractor, who was unfamiliar with prep room construction, was impressed with how easy it was to follow the drawings and plans that DST provided."

The extensive project consisted of supplying a safe air system and providing for three embalming stations, dressing room and separate storage room.

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PrepAir G2 system that heats, cools and ventilates the general airstream, operating in tandem with the PrepArm system for localized exhaust over the embalming table. A full complement of foot end, plumbing and emergency safety equipment was supplied along with custom accessories and body lifts. Custom cabinetry included upper and lower cabinets with instrument drawers, tall cabinets and decedent lockers and desk in the storage room.

After the room was in operation, Ms. Dyck had praise for the improved ventilation, the ease of workflow and the amount of storage space. "Our Care Team," she said "has been extremely excited about our new facility where we can provide the care that we do each and every day. We are very pleased with how easy it is to use the body lifts and how much time it saves us in doing so."

The local community was invited for an event in late 2016 for a tour of the facility, prompting one guest, a retired embalmer, to say "seeing this almost makes me want to go back to embalming, just to say I have worked in a facility like yours!"

The Albuquerque Journal recognized French Funerals with a "Top Work Places" award in 2017.

Owners of the French

Family of Companies are **Chester French Stewart, D. F. "Duffy" Swan, Tom E. Antram and Robert H. Stewart**. Members of the French Family Companies organization at all five facilities are active in civic, cultural and church activities. The Central Care Facility is in the University location. Other French funeral homes are Lomas, Wyoming and West Side in Albuquerque with a fifth funeral home in Rio Rancho.



Passare Announces Integration with Consolidated Funeral Services

ABILENE, TX— **Passare®**, Inc. is pleased to announce its integration with **Consolidated Funeral Services (CFS)**, a provider of custom websites for funeral homes.



"Passare is now able to send information such as the obituary, service dates & times, types of services, and much more directly to CFS websites with just one click," said Passare Vice President and Chief Product Officer **Chris Baber**. "This very simple process helps funeral homes save time, reduce errors, and streamline their process for each family served."

Passare launched its collaboration platform in 2014 to help funeral homes and families connect and collaborate in an interactive, online environment designed to simplify the funeral planning process. The collaborative platform is also a fully functioning funeral administration system built on a web-based platform, which is accessible anytime, anywhere, from any Internet-connected device.

With Passare's integration with CFS, funeral directors can send the data gathered on a case, such as the obituary, vital statistics, and funeral options, straight to the funeral home's CFS website. The integration will allow for a single point of data entry, eliminating the need to reenter data that is already available on Passare.

"We are very impressed with Passare's innovative collaboration and case management system and are pleased to support comprehensive integration between Passare and CFS," said **Felix Tsatskis**, Co-founder of CFS. "This new feature pro-

vides our mutual customers with two great solutions that operate as though one company produced them."

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.

Consolidated Funeral Services is a full-service website design company located in Greater Boston. Since opening in 2008, they have provided quality websites for more than 3,600 funeral homes, with more going live each week. The operation of CFS is fueled completely by commissions from the sale of sympathy products on the funeral home websites, which means that funeral homes don't have to pay CFS anything except a portion of these sales. This unique business philosophy allows them to provide great service to funeral homes across the continent without commitments, contracts, or costs.

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New Memorials Direct introduces Handwriting Jewelry

GIG HARBOR, WA— New Memorials Direct is excited to introduce handwriting jewelry to their line of personalized keepsakes. Families can choose from a signature, line drawing, short note, a saying or any other personalized handwriting. Whether it be a note from grandma or a child's precious stick figure drawing, these timeless keepsakes offer the ultimate personal touch.

A wide variety of jewelry pieces can be customized in this way which provides endless possibilities. Each of these jewelry options can also be ordered in different metals including stainless steel, sterling silver, gold plated, 14K white and yellow gold and platinum. Many items also come in ash-holding



cremation jewelry styles to give families another meaningful way to memorialize their loved ones.

These beautiful artistic pieces are the perfect choice when customers are looking for a truly personalized

way to keep precious memories close. The turn-around time for handwriting jewelry is only 24 hours and satisfaction is always guaranteed. For more information call 877-995-8767 or visit www.newmemorialsdirect.com.

Bogati Urn Company Launches "Bogati Exclusive" Urn Collection



SARASOTA, FL— Back in 2015, research by business advisory firm Deloitte found, "Mass personalization is set to become a reality, with 36 percent of consumers saying they are interested in personalized products or services." Bogati Urn Company has launched an exclusive urn collection to better provide this growing personalization culture with similarly extensive options for after death.

"In daily life, personalization options range from baby products to house wares. We don't think this level of personalized detail should cease once someone passes," said Andrea Bogard LeBlanc, owner of Bogati Urn Company. "In fact, the more personalization the better when it comes to creating a final memory for a loved one. That's why we created the Bogati Exclusive Urn Collection."

The initial lines in the exclusive collection are focused on the spiritual and pet markets. With input from both families and funeral and cremation service customers, Bogati's marketing team has hand-picked images for both themes. The spiritual line features subtle scenes that are universally recognized, including Mary and Baby Jesus, Older Jesus, Our Lady of Guadalupe. For youth urns, images such as angels and Jesus with children are featured. For the pet line, the team has chosen some of the most popular breeds to represent the needs of the pet market.

"One of the benefits of customization is we can create products on demand, so each line can expand as the markets dictate," said Scott Speicher, Marketing Director.

Both wooden and metal urns are available for the current themes. For now, the metal urns are available in adult sizes with a capacity of up to 200 cu-

bic inches while the wooden urns come in both adult and youth sizes with capacities from 45 cubic inches to 200 cubic inches.

"When we looked at the overall selection of urns available today, we felt these specific niches were really underserved when it comes to choice and selection. That's why we started with them," said Bogard LeBlanc. "Our evaluation has proven to be accurate. Initial sales numbers show them to have been very well received, especially in Hispanic markets both inside and outside the United States."

Future Bogati Exclusive Urn Collection themes will to include sports, military, and nature themed urns.

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

Bogati Urns is a proud member of several industry organizations, including the Association of Independent Funeral Directors of Florida; International Cemetery, Cremation and Funeral Association; Florida Cemetery, Cremation & Funeral Association; Cremation Association of North America; Pet Loss Professionals Alliance; and International Association of Pet Cemeteries and Crematories.

For more information on Bogati Urn Company and to see the current collection, please visit www.bogatiurns.com.

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Heritage Memorial Funding introduces New Account Representative

TUPELO, MS— Heritage Memorial Funding is pleased to announce the addition of **Shannon Ivy** as account representative in customer service. A licensed insurance agent, Ivy brings seven years of experience in customer service and sales to her new role. She is skilled in communication and customer service skills and has a strong eye for detail. Ivy is also passionate about meeting and connecting with prospective clients.

"We're honored to have Shannon join our team," said Heritage Memorial Funding team leader **Taylor Main**.



Shannon Ivy

"She brings energy and experience to our team, and she's a great addition for our clients and any other firm looking to partner with Heritage. We look forward to seeing her accomplishments."

Ivy's personal interests include watching her infant daughter grow, cooking, and entertaining. She also plays co-ed softball and enjoys traveling.

As an account representative, Ivy is responsible for identifying market opportunities and building relationships with existing and prospective clients while educating them about Heritage's low-cost, no-risk funding. Heritage Memorial Funding is proud to welcome Ivy to the team.

Heritage Memorial Funding is a family-owned business that specializes in non-recourse insurance assignment funding. For more information on Heritage and its services, visit www.heritagememorialfunding.com or call 877-238-3076.

Siphonbalm is the Latest in Prep Room Innovation

Continued from Page B1

internal pressure remaining constant within the body for too long. Therefore difficulty achieving adequate drainage can lead to additional time and effort spent. The science relates to Bernoulli's Principle. To sum this up, fast moving fluid has low friction and therefore low pressure, additionally slow moving fluid has high friction and therefore high pressure.

By utilizing the Siphonbalm Drain Tube many venturi siphons are created within the vascular system assisting in the removal of fluid, clots and obstructions. If the term venturi siphon is unknown to you it may be easily understood while considering the modern day Hydro-Aspirator. Fluid traveling through the top and bottom ends of the Hydro-Aspirator creates a vacuum effect upon the side opening which attaches to the trocar.

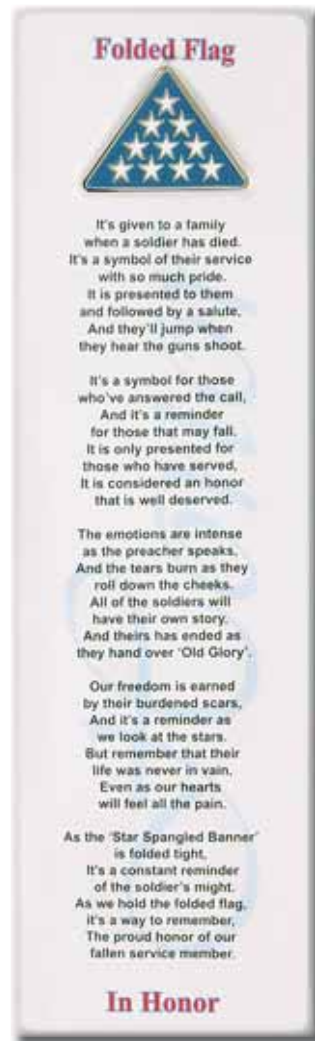
The Siphonbalm Drain Tube, a rigid drain tube, is equipped to handle the suction from a standard aspiration system without collapsing the venous system. Results include faster embalming, reduced formaldehyde exposure and greater distribution. To learn more about this product, special offers or how you can help to provide feedback about this item please visit www.funeralnav.com/mortuarymagicstore or call 631-328-5231.

Valley Casting Introduces their newest pin design for 2017: Folded Flag

MAPLE GROVE, MN— Valley Casting introduced its newest design for the 2017 Memorial Pin Collection: *The Folded Flag*.

This classic military quality lapel pin and bookmark will help funeral professionals convey words of tribute and lasting memories to the families of Veterans. The Folded Flag comes attached to a bookmark card that has a touching poem about the Folded Flag. The pin will serve as a cherished keepsake that can be shared with all to help express loss and tribute the honor and memories of the Veteran.

This newest design is created the same way military emblems are made using time honored techniques and handmade craftsmanship. Located in Minnesota, Valley Casting has provided quality and creativity to thousands of funeral homes for over 60 years. An innovator in the Memorial Pin industry, Valley Casting takes great pride in the commitment to value, quality, delivery, and originality. Valley Casting as secure online ordering at www.pinsmith.com or call 800-695-8260.



Physicians Mutual Introduces New Custom Preneed Product Series

OMAHA, NE—As innovators in the preneed market, **Physicians Mutual** is proud to introduce the newest generation of reliable preneed funding options, the Custom Product Series. These new products are designed with funeral home owners in mind, offering more of what they've requested, while also positioning owners to better meet the demands of their families.

The Custom Product Series includes two new life insurance products, plus an annuity, and has something to offer every funeral home in every market: graded and full death benefits; expanded issue ages; and a more customer-friendly early payoff program.

The new products still include the optional Inflation Guard, the first-ever way to help protect funeral homes against shortfalls. Physicians Mutual also still offers an indexed-growth product which allows funeral home owners to enjoy the potential for more growth while protecting funds from market losses.

"We're excited about the Custom Product Series and the opportunities it can provide to funeral homes to better serve their families and enjoy long-term growth and stability. Our new collaboration with **Precoa** will allow us to bring these new products to even more funeral homes. And as always, we remain committed to transparency, reliability and excellent customer service. This is an exciting time for us and our funeral home partners," said **Phil Kreski**, vice president of preneed at Physicians Mutual.

For more information on the Custom Product Series, how an indexed product can increase the potential for growth or to learn about Inflation Guard, contact Phil at phil.kreski@physiciansmutual.com. To learn more about the company, visit www.PhysiciansMutual.com.

Aftercare.com Introduces Spanish Aftercare Card Program

CLINTON, NC— **Aftercare.com** announced that the popular *Aftercare Card Program* is now available in Spanish. Funeral homes and cemeteries can now enroll a family and choose to send the Spanish version of the cards and survey.

"We've had a lot of interest in this program being available in Spanish and we are pleased to be able to offer that to our funeral homes and cemeteries," said **Ellery Bowker**, the founder of Aftercare.com. "With growing Latino communities having this available makes it easier to stay in touch with all families during that first year following the loss of a loved one."

With the Aftercare Card

Program offered in Spanish, Aftercare.com has demonstrated their long-term commitment to helping funeral homes and cemeteries stay in touch with their families and increase preneed opportunities by nurturing those relationships.

Aftercare.com offers the Aftercare Card Program which is an automated program that sends out four cards plus a survey to families during the first year following their loss. This allows funeral directors or family service counselors to serve at-need families while showing previous families that they are still thinking of them. Please visit www.aftercare.com for more information.

Unity Financial Life Earns a Spot on Book of Lists

CINCINNATI, OH— **Unity Financial Life Insurance Company**, headquartered in Cincinnati, earned a spot on the *Cincinnati Business Courier's Book of Lists 2016-2017* as the 150th largest private company in the greater Cincinnati metropolitan area.

The company reported 2016 revenue of \$56.54 million, bringing it into the last place on the list. Unity Financial Life President **Jay Hardy** said "It was nice to make it, even if we were just under the wire. We have great people working for us and we hope to improve on

our position in the coming years."

Unity Financial Life continues to be one of the fastest growing national preneed insurance companies in America. Assets and net worth have grown every year since 2002. Founded in 1964, Unity Financial Life is an Ohio-based life insurance company, currently licensed in 48 jurisdictions, including the District of Columbia.

The company can be reached on their website Contact Us Page at www.unitylife.com or by calling (877) 523-3231.

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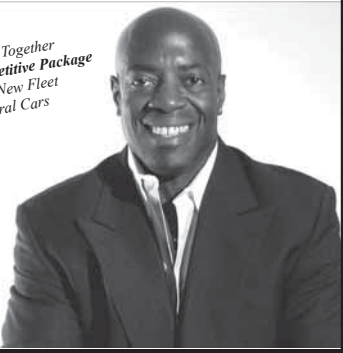
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Funl Busn For Sale Cont'd 5

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Funeral Business For Sale is continued on Page B19



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Funeral Business Wanted 6

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1999 Cadillac Victoria S&S Hearse. 53K miles. Grey interior and exterior. Vehicle is equipped with a cot, reeves carrier and a slider board. Good condition. Recently PA inspected. Asking \$9,000 OBO. Call **570-510-9724**. 8A

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Hearses/Limousines 8

1996 White S&S Cadillac Victoria. 36K miles. Asking \$3,500 OBO. Call (618) 643-2321 for more information. 8ASO

Two 2010 Superior Cadillac Hearses for sale, low mileage and good condition, original owner, black on black, 25K each, neg. **2011 Superior Hearse**, black on black, 30K, neg. **Two 2011 Limos** for sale, **2008 10-passenger Lincoln**, all good condition, neg. Call 631-499-6770 Michael Frank or Maureen. Email Maureen47@aol.com. 8JJA

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2001 Cadillac Superior Crown, gold/gold top, 101k miles.....	\$ 5,850
2000 Cadillac Eagle Ultimate Elite, black/black top, 100,626 miles.....	\$ 5,000
2000 Cadillac S&S Medalist, black/black top, 43,809 miles.....	\$ 5,500
1997 Cadillac Eureka, black/black top, 110k miles.....	\$ 1,875
1994 Cadillac Commercial Glass, silver/blue top, 85k miles.....	\$ 3,500

Limos

2007 Cadillac Eureka, black/black top, 30,433 miles.....	\$15,000
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2006 Cadillac Federal Raised Roof, black/black top, 69k miles.....	\$14,000
2006 Lincoln LCW 120", black/black top, 210k miles.....	\$ 9,000
1999 Cadillac Federal VIP, silver/silver top, 45,184 miles.....	\$ 2,475
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Hearses/Limousines Cont'd 8

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2003 Cadillac Superior Hearse in Good Condition, low miles (42,000). Silver with black vinyl roof, blue interior. New tires. Make an offer. Email familyfuneralhome1@gmail.com. 81JA

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- HEARSE:**
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 - 2016 Cadillac Armbruster Crown Regal - Black - 2,115 Miles
 - 2000 Cadillac Eureka STS - Black - 88,356 Miles
 - 1998 Cadillac Federal Renaissance - Blue - 48,083 Miles
 - 1998 Lincoln Federal - White - 122,341 Miles
 - 1998 Chevrolet Eagle - Black - 96,773 Miles

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 - 2005 Lincoln - Blue 6 Pack, divider, 62k mi. \$3900.
 - 2004 Cadillac - Blue/White top, 39k mi. \$8900.
 - 2003 Cadillac - Dark Blue, 38k mi. \$5900.
 - 2001 Cadillac - Dark Gray, 33k mi. \$6900. each (2 of them)
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Help Wanted 9

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Help Wanted is continued on Page B22

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2006 Superior 6-Door Limo Black/Black, 25k Miles



2006 Federal Hearse. Black/Black, 53k Miles

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Awesome Looking Car - In Fantastic Shape!
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White - With Only 37K Miles - Flag Mounts - Very Clean - Commercial Glass - Chrome Wheels
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2007 Federal Coach 6-Door
All Black - Only 45,000 Miles - VERY CLEAN!
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All Black - Black Leather - 17,000 Miles - Nav - Heated/Cooled Seats - XM - Much More!
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