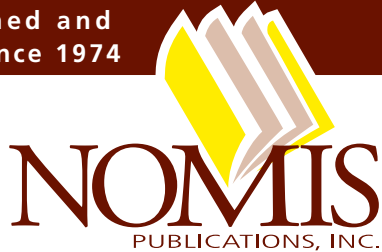


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NEWS

JANUARY
2009

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"The exhibit, "Celebrating the Lives and Deaths of a Pope," commemorates the rituals by which popes have been elected and buried over the last 2,000 years."

See World's First Papal Exhibit Opens at the National Museum of Funeral History on Page A14



"This group was formed to create a network of independent family owned Jewish funeral providers..."

See Kavod moves into the Future as a Recognized Jewish Funeral Organization on Page A36



"...locations include Jerusalem, Bethlehem, Nazareth, and the Garden of Gethsemane on the Mt. of Olives, as well as the Jordan River, the Judean Wilderness, at the Sea of Galilee, and on the Via Dolorosa."

See Judean Delivery offers Cremation Scattering at Locations in Israel on Page A4

Weed-Corley-Fish to build a new Funeral Home in the Austin Suburb of Lakeway



Artist's rendering of the new Weed-Corley-Fish Funeral Home in Lakeland

AUSTIN, TX— Weed-Corley-Fish Funeral Homes & Cremation Services, a family-owned and locally operated business that has served families in the Austin area for four generations, is opening a new location in Lakeway, TX. It will be the first funeral home in this growing Travis County suburb.

Meanwhile, the company is rebranding its two existing locations in Austin under the banner of Weed-Corley-Fish Funeral Homes & Cremation Services. The name of the location at 2620 S. Congress Ave. will switch from **Wilke-**

Clay-Fish to Weed-Corley-Fish; the location at 3125 N. Lamar Blvd. will retain the Weed-Corley-Fish identity. The rebranding includes a new logo and an updated Web site.

The groundbreaking for the third location of Weed-Corley-Fish was held on Friday, December 5. The new 10,000-square-foot funeral home will sit on nearly 2.5 acres at 411 RR 620 South in Lakeway, about half a mile north of Lakeway Boulevard; it is set to open

CONTINUED ON PAGE A2

Connecting at Wilkerson-Hatch-Bailey



Hatch Bailey

WACO, TX— Hatch Bailey, president of family-owned **Wilkerson-Hatch-Bailey Funeral Home** in Waco, has discovered an innovative way to connect with those experiencing the loss of loved ones—a blog, or online journal, titled "Chat with Hatch."

In 2006, Bailey began his first blog through an online community called "CaringBridge" as he was going through a hard time of his own—his wife of many years, Yvonne, was battling terminal cancer. Bailey wrote about the ups and downs, updating family and friends, though he explains, "It turned into a

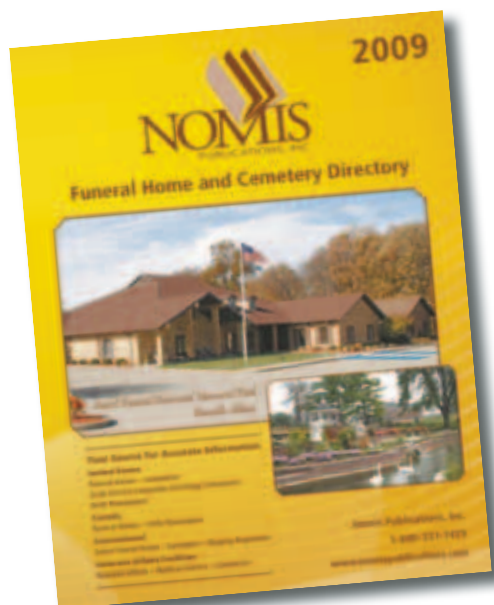
personal account...what it was like for [my sons] and I."

But it wasn't just family and friends who read the blog for updates on Yvonne—Bailey's well-crafted entries even became popular with people unconnected to the Bailey family. According to the site's visitor tracker, the page was visited about 62,000 times over the several months that it was active, a number of these visits coming from out-of-state addresses.

After discontinuing the site several months after his wife's passing, people

CONTINUED ON PAGE A2

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Endangered Runaway
RA'QUILA SCHENCK

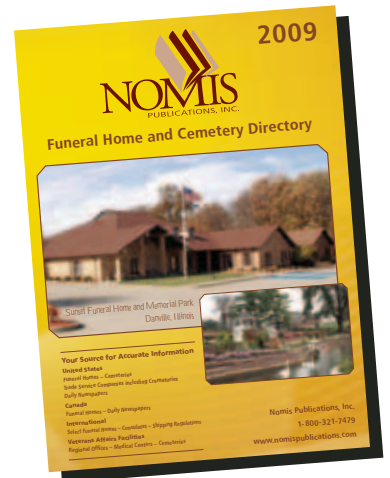


Date of Birth: 7/25/1989
Sex: Female
Race: White/Hisp
Date Missing: 12/18/2006
Height: 4'11"
Weight: 130 lbs
Missing From: Lake Wales, Florida
Hair: Black
Age at Disappearance: 17 Yrs
Eyes: Brown
Age Now: 19 Yrs
Circumstances: Allyson was last seen on December 18, 2006. She may be traveling with a male companion. They may still be in the local area, or they may have traveled to Mexico. Allyson has a scar on her chin.

Date of Birth: 11/17/1992
Sex: Female
Race: Black
Date Missing: 9/28/2008
Height: 5'3"
Weight: 156 lbs
Missing From: Philadelphia, Pennsylvania
Hair: Brown
Age at Disappearance: 15 Yrs
Eyes: Brown
Age Now: 16 Yrs
Circumstances: Ra'quila has a scar on her upper right lip. She has a scar on her right arm. Ra'quila's ears are pierced. She may go by the nickname Rocky.

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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-B20. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

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Weed-Corley-Fish to build a new Funeral Home

Continued from Front Page

in the summer of 2009. Weed-Corley-Fish Funeral Homes & Cremation Services bought the land last year.

The Lakeway location of Weed-Corley-Fish Funeral Homes & Cremation Services will employ as many as eight full-time and part-time workers, **Laurens Fish III**, the company's managing general partner, said. Longtime funeral director **Mike Foskey**, who currently works at the North Lamar location, has been promoted to manager of the Lakeway location, Fish said. Foskey lives in Lago Vista.

Fish said Weed-Corley-Fish Funeral Homes & Cremation Services decided to build Lakeway's first funeral home because the area is underserved. According to the U.S. Census Bureau, Lakeway's population grew from 8,454 in 2002 to 10,627 in 2007, a 26 percent increase.

San Gabriel Builders Ltd. of Lakeway is the general contractor for the Lakeway project, and **Gary Devin** of Solutions Studio in Austin is the ar-

Connecting at Wilkerson-Hatch-Bailey *Continued from Front Page*



The Chapel



The Showroom

in the Waco community began to approach Bailey, urging him to begin another blog. "People seemed to love the way I write and the analogies that I used," he says.

So, Bailey began "Chat with Hatch," touching on everything from current issues to more in-depth entries about the road from grief to healing. He says that he imagines the blog becoming a community-wide dia-

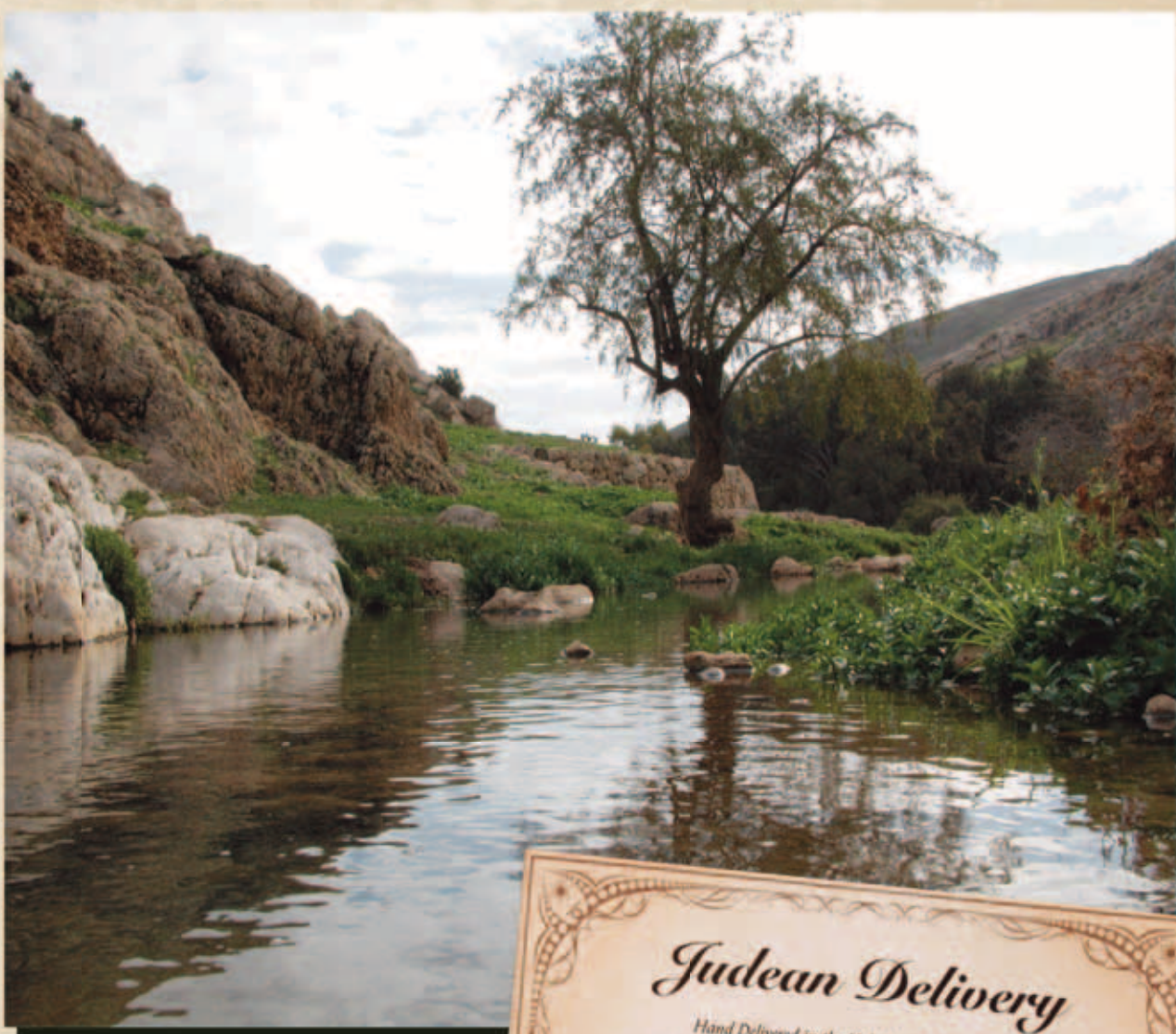
CONTINUED ON PAGE A22

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Cremation Scattering in the Holy Land.

Judean Delivery scatters the cremated remains of your families' loved one at the holiest places in Christianity - in the Holy Land.



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Location in Bethlehem



The Sea of Galilee

Judean Delivery's scattering service allows the funeral professional to offer choices to the families they serve for a very reasonable cost.

The cremation scattering service includes a personalized certificate of confirmation created in Jerusalem with the decedent's name, the name of the person or family who made the request, location, date and GPS coordinates. This package also comes with a small keepsake of earth from the holy site laminated in clear plastic.

Shortly after placing the order online and mailing the cremated remains to the Salem office, an e-mail will be sent to the funeral professional from the Jerusalem office confirming the scattering has been fulfilled and the certificates have been mailed to the family.

CONTINUED ON PAGE A12



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The Gift of Aftercare

By Sherry L. Williams

WOW...here we go again, another year clicked off the old calendar. And what a year it has been. The stock market has been a roller coaster that is out of control. People are worried about the economy and what big business will be asking for a bailout next? All this, while as a small business owner, you are all striving to hold onto your market share, pay your bills, pay your employees and just keep your heads above water.

With the election of the first ever non-Caucasian president, which is historical in itself, a whole new congress and a very tumultuous campaign, we are all waiting to see what change this new president and his congress can effectively bring about.

Many of you have doubts, many of you just want something different, and many of you are just scared. The future feels rather shaky and uncertain.

Knowing all this, everyone needs to focus on ways to satisfy and keep customers, effectively grow business, and stay alive, while the world reshaping itself. How can you do this when things feel so uncertain? Perhaps the following thoughts might help!

The natural instinct is to keep doing the things that have always worked. But this is a changing world and I am always reminded of Albert Einstein's remark, "the definition of insanity is to continue to do what you've always done and expect different results." Today's market will require different strategies in order

to get results. The consumer today is scared about the economy and when consumers are scared, they become more conservative.

According to John Callahan, the Marketing Advisor and Founder of Funeral Success.com and Publisher of Cremation Market.com, when people are more cautious, they do not respond to mass marketing, they turn to people they trust and people with whom they have developed trusting relationships. That is one reason spending money on mass marketing doesn't work for small business in this market. The climate for seeking out services is based on trust and developing what John calls, loyal customer advocates. These people are not just satisfied customers, these are people who proactively talk about your services and how good you have been to them and their family. This is called nurture marketing. You develop relationships, educate your consumers and are ready for them when they need you. This requires long term strategies but it will gain you positive results. This type of marketing is just exactly what good follow-up grief services are. They are a way to get your name out into the community in positive ways, to build relationships with those you serve and those who know them.

When you look at other types of mass marketing, it just doesn't work. Not in today's world. The newspapers, church bulletins, television, radio, bill boards and direct mail are just not working because people's lives are filled with too much clutter. In addition to the clutter, the "big" advertisers, (Toyota, Rebock, Ford, Apple, etc) just have more money to spend and the amount of money you have to spend cannot get you good placement in all the clutter to guarantee that your ads will even be noticed. There is no way to be certain that people even know your name. This kind of "spray and pray"

marketing is ineffective and it encourages people to price shop. There is such a Paradox of Choice which happens to be the title of a very good book on this type of marketing by Barry Schwartz.

Today's consumer needs to be educated, they want long term relationships. They want to do business with people they trust. They want a relationship, not just a transaction. So, the whole concept of nurture marketing and being available when people need you works.

As you move into 2009, don't throw money away on TV advertising, billboards, newspaper ads, radio and the like, do something that will pay off in the long run. Build relationships with the professionals in your community, the hospitals, the clergy, the support group leaders, the hospice workers, by providing outreach services and education. Build relationships and let people know the value of your services and the value of working with someone who is invested in the community.

Sherry L. Williams, RN, BA, GMS, GRS, is the president and founder of New Leaf Resources a division of Sherry Williams Enterprises, Inc. She was the co-founder of Accord Inc. and has been involved in grief and bereavement training and services for the past twenty-two years. She has an Associate Degree in Nursing from the University of Kentucky Extension Program and a Bachelor of Arts degree in Psychology from Bellarmine College in Louisville, KY. Sherry is a nationally certified Grief Management Specialist and has advanced certification as a Bereavement Facilitator from the American Academy of Bereavement and is certified by the Grief Recovery Institute as a Grief Recovery Specialist.

She has been a featured speaker for numerous organizations including the National Funeral Directors Association and the Association for Death Education.

She can be reached by email at sherry@newleaf-resources.com. Visit New Leaf Resources and Sherry Williams Enterprises, Inc. at www.newleaf-resources.com

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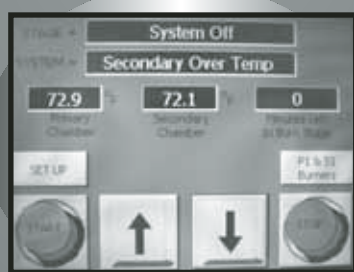
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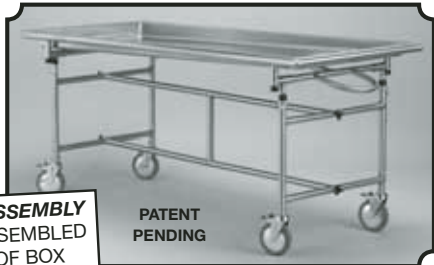
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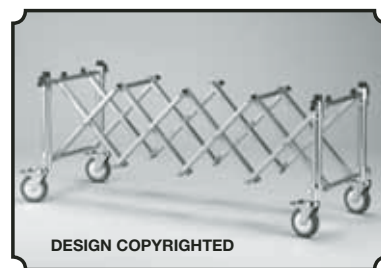


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Schoedinger is finalist for high-profile International Business Award

COLUMBUS, OH— Schoedinger Funeral & Cremation Service was recently named a finalist for one of the most prestigious business awards in the world.

The central Ohio funeral provider placed in the top 16 for the *Better Business Bureau's* 2009 International Torch Award for Marketplace Excellence. This award is presented to a business in recognition of its superior commitment to exceptional standards that benefit its consumers, employees, suppliers, shareholders and surrounding communities.

Michael Schoedinger, the company's president, said being considered among a handful of the most reputable businesses in the world is a significant honor.

"Being mentioned in the same context as such excellent companies throughout the entire world is an honor that can't be put into words," Schoedinger said. "Our performance reflects the hard work, dedication and commitment of all our employees."

Past winners of this award include CarMax Inc., IBM North America, eBay, Sony Electronics, Marathon Ashland Petroleum and many others.

For 153 years, Schoedinger has strived for superior ethics, commitment to service and concern for the customer. The company's principals/owners today represent fourth, fifth and sixth generations of the Schoedinger family, and all are direct descendants of the founder.

Schoedinger Funeral & Cremation Service was founded in 1855 by German cabinet-maker Philip Schoedinger. Today the business, in its sixth generation of family ownership, has grown to include 11 chapels, four crematories, a cemetery, prearrangement services, bereavement support, uniquely personalized services that can include photos, mementos and videos of the life being celebrated.

Schoedinger holds the coveted designation of a member of Selected Independent Funeral Homes, a membership by invitation to only one funeral service in each community. Schoedinger has been recognized as one of the top three family-owned businesses in the country. As a tribute to its work and contributions to the community, Schoedinger was the inaugural recipient of the Family Business of the Year Award given by the Family Business Center of Central Ohio in 1999. The company also won the 2000 Better Business Bureau of Central Ohio's Integrity Award.



A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Write Yourself a "Purpose Statement" for 2009

January 2009 is here and with it the beginning of a brand new year. 2009 can be the year that your pre-need program achieves the level of success you desire for it. You must start now to take the steps to make it so. January is named for Janus, the Roman god who is symbolized with two faces—one looking back and the other gazing forward. January is traditionally the time most of us look back on the prior year and set goals and objectives for the year ahead. But what kind of goals should be set? Sell more? See more prospects? Offer consumers more choices and options?

Many of us begin the New Year with a laundry list of resolutions. You know what resolutions are: guilt producing goals of "I'll do betterisms" that we diligently work on until, say, the first week of February and then quickly forget.

I have a suggestion for all those reading this article. Rather than creating another list of noble, but unfulfilled promises, we would all be better served to create a "purpose statement" that can guide our daily activities in the coming months ahead.

Without a purpose statement, we're likely to suffer from PDS: Purpose Deficiency Syndrome. William Nix, in his book *Character Works*, talks about PDS. This is a book worth reading and I highly recommend

that you buy and read it in the New Year. According to Nix, organizations and businesses suffer from PDS because both the group/business and the individual members of the group/business fail to see the big picture and how they fit into it. Both organizations/businesses and individuals need a purpose statement to keep them on track and give them meaning. Many organizations/businesses have a business plan or goals and objectives they wish to meet, but how many individuals have their own unique and individual purpose statement? Not many!

A purpose statement is a short paragraph about the kind of life we want to live and how we plan to get there. It sets forth our overarching goal and announces our personal principles that will guide us on the journey. A purpose statement goes beyond mere strategy—it contains the underpinning values that guide our decisions. Here are some ideas to get you started in writing your purpose statement.

- Begin by writing down the names of three people who have had a positive impact on your life. What character traits did they possess? A character trait is a "quality," not a talent or ability: Integrity, Compassion, Trustworthiness, Commitment, Honesty, Accountability, Enthusiasm. Write down the characteristics that you admired in these individuals, and then select four or five you would like your life to reflect. These will be your guiding values.

This next suggestion ought to be pretty easy for those of us in the funeral pre-need profession.

- Fast forward to the end of your life and write your own epitaph. Picture someone delivering your eulogy at your funeral. What will be said about you? "Those of us who knew Chris when he was alive remember him as a man who..." You fill in the blank.
- Draw principles and wisdom from objectives sources such as scripture or professional ethical guidelines. Identify and adopt virtues that have stood the test of time and which resonate with you personally.
- Take these elements—the characteristics you want your life to reflect, the things you want said about you at your funeral and wisdom from the ages—and combine them into a written statement that will guide every area of your life in the months and years ahead.

- Your individual purpose statement should be clear, concise, and compelling. Write a statement that is brief enough to remember and understandable enough to make sense a year from now. Make 100% sure it is fired with your passion. No real passion—no belief!
- This process will take some time. Don't rush it. Write a draft and let it gestate for a few days. Come back to it and look at it anew. Writing a useful and long term purpose statement that will hold up over time is a process, like breaking in a new pair of shoes.

William Nix says a purpose statement provides three results: It will guide us as we make decisions, it will provide accountability along the way (most important!), and it will help us track our growth. Imagine your life guided by a purpose statement: focused, passionate, engaged, and alive! Imagine your organization/business enlivened by purposeful people; dedicated, directed—not dreading and dragging themselves along each day.

Take the time right now to look back—like Janus—and then look ahead by writing your own individual purpose statement that will lend deeper meaning and guidance to your life and career.

Christopher Kuhnen is Vice President of Marketing for The Outlook Group, Inc., Franklin, Ohio. Mr. Kuhnen has considerable experience in the field of funeral prearrangement planning sales, training and marketing. He provides comprehensive consultation and support to funeral directors nationwide to help them coordinate and develop their funeral prearrangement advertising, marketing, image, sales and public relations strategies.

He is a Kentucky Licensed Funeral Director, Life Insurance Agent and member in good standing Funeral Directors Association of Kentucky. Additionally, Chris is a recognized Certified Preplanning Consultant (CPC) as bestowed by the Funeral Service Foundation and a recognized Certified Marketing Specialist as bestowed by the National Marketing Academy.

He has presented numerous continuing education, advertising, marketing and pre-need seminars to a variety of national, state and regional funeral associations. Chris can be reached at (800)331-6270 or ckuhnen@theoutlookgroup.com.



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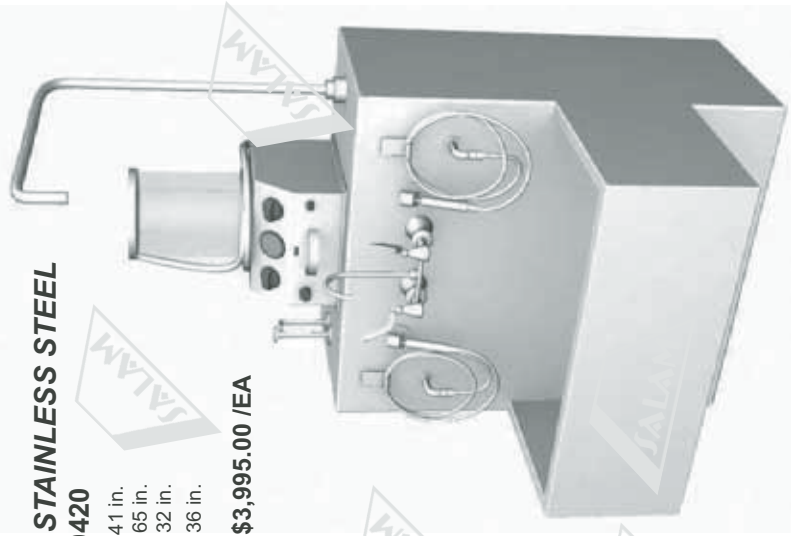
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Citrin Cooperman Survey: Funeral Homes Experiencing Flat to Modest Growth

NEW YORK, NY— Funeral home owners, who continue to experience flat or modest growth, may be jeopardizing future profitability by the way they handle pre-need funding. They are also missing a golden opportunity through their reticence to develop a method of formalizing, delivering, and charging clients for valuable knowledge-based services, according to a survey by accounting and business consulting firm **Citrin Cooperman & Company, LLP**.

Citrin Cooperman annually surveys funeral home owners and directors primarily in the Northeast, and this year polled more than 180 respondents primarily from New York, New Jersey, Pennsylvania and Connecticut. Similarly to last year's results, funeral directors and owners report that their three most important issues are changing attitudes about funeral customs; profitability and cashflow; and a continued increase in cremations.

While the survey reports a positive trend in increased pre-need planning, a majority of funeral homes (51 percent, up from 45 percent) now guarantee or lock in pricing as a standard practice—no matter that the prospective decedent may be alive for many more years. Additionally, the percentage of annual revenue found in pre-need trust accounts has grown significantly. On average, it now represents 75 percent of annual revenue, up from 57 percent just two years ago. According to the survey, funeral directors said relatively few families make changes in pre-need arrangements when the need comes around—and that, of those who do, more families on average will spend more than the plan calls for, rather than less.

"Many funeral home directors are now recognizing the larger trends within the industry, but as a whole, the profession reacts cautiously to change," said **Edward Horton**, partner-in-charge of the Funeral Industry Services practice at Citrin Cooperman. "With pre-need trusts, it's understandable that funeral home owners want to capture the client now, but costs are bound to increase between the initial transaction and the time of the burial, potentially creating a money-losing situation for the funeral home."

The survey reports that the number of funeral homes requiring a percentage advance payment on pre-need arrangements has increased to 38 percent from 35 percent. Amazingly, more than 20 percent of homes require no advance payment of any kind.

The concept of offering and charging for knowledge-based funeral services has gained greater acceptance over the last several

years as 61 percent of survey participants recognize the benefits to the industry vs. 55 percent a year ago. Still the vast majority (83 percent) say they don't charge for these services or don't offer them, although this number is down from 89 percent two years ago. Opinion is split, though, on whether such services should be included in the General Price List, according to the survey. Few funeral directors have determined how to charge for these valuable services. Many give them away, while others charge for them indirectly or don't offer such services at all.

"Knowledge-based services typically include counseling about Social Security or Veteran Administration benefits, but could be expanded much more," says Horton. "Most funeral home owners would like to offer more, such as end-of-life planning, advice on long-term care for the aged, and even some direction concerning life insurance and estate planning—but they haven't yet moved on these. This all needs to be done in a formalized process. Funeral directors are in a unique position because they possess specialized knowledge that is of great value to the families they serve. They are also in a position to identify services that may be provided by other professionals."

Of particular interest this year is the opinions of funeral directors concerning the use of insurance-based products as a vehicle to fund funeral costs. Despite a recent pre-need funding scandal involving an insolvent insurance company that adversely affected funeral homes, cemeteries, and consumers in the Midwest, funeral directors remain sharply divided on how best to handle pre-need funds received from families. The use of insurance products to fund pre-arrangements was clearly split along state lines. The overwhelming majority of funeral directors who said they purchased insurance products were from Pennsylvania. By contrast, virtually the universal response of New Jersey respondents was that they used the state pre-need trust for pre-arrangement funds, with few choosing insurance products. In New York and Connecticut, the majority of funeral directors said they used the state trust, a specially designated bank account, or other private trust to deposit such funds.

According to the survey, the good news is that there is an increased willingness to look at issues involving knowledge-based services, and that there are means of increasing business and profitability. While funeral homes haven't made significant strides with knowledge-based services, many continue to generate business from their web sites, which are being used by 73 percent of the funeral homes surveyed. Among these funeral homes, another 60 percent reported that they have generated calls from families who have viewed their site. Online obituaries and links to send condolence messages remain the most popular web site features.

Among the survey's other key findings:

- Among respondents, 66 percent would consider having formalized knowledge-based services offered by a professional partner, such as an accounting or other professional services firm.
- While 66 percent of survey respondents say they know the present value of their business (up from less than 50 percent last year), less than half have an exit strategy or a formal plan to transfer ownership.
- Familiarity with "green" cemeteries has increased significantly over the last year as 86 percent of funeral directors have some level of familiarity, an increase from 63 percent last year. Only three percent have never heard of the term, down from 19 percent last year.
- Four percent still don't have a computer within their facility, and another 27 percent have just one computer for the entire business.
- Discount or "Costco" caskets remain a minimal issue. The average funeral home reported that less than two families per year provided casket they had purchased elsewhere.
- Increased sales of personalized caskets, memorial DVDs and other personalized items continue to offer new revenue streams.

"There's no doubt that funeral home owners and directors are sensitive to the needs of families during difficult times, but that shouldn't hinder them from charging for value-added services they are offering," said Horton. "In a business as steeped in tradition as the funeral home industry, change often comes slowly. We are seeing these businesses begin to make the changes necessary in many cases to ensure their future profitability and survival."

For a full copy of the 68-page survey report or to interview Ed Horton or one of the funeral directors who participated in the survey, please contact Anca Munteanu at 212-697-1000, or amunteanu@citricooperman.com.

Citrin Cooperman (www.citricooperman.com), a Top 35 full-service accounting firm provides tax, accounting and consulting advice to a variety of clients in New York, New Jersey and Pennsylvania, with a special emphasis on professional services firms, restaurants, real estate, entertainment, staffing and executive search, litigation support and Sarbanes-Oxley. The firm, founded in 1979, has offices in midtown Manhattan, White Plains, NY, Springfield, NJ, and Philadelphia.

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For Keep Sakes

By Adrienne Kalmes

Portrait Keepsakes: Photographic Images in Metal

Last month *For Keep Sakes* looked at cameos and hand painted portrait miniatures both as art forms and as keepsakes. We considered how such pieces capture wonderful moments in a person's life—moments that become the wellspring of good and happy memories. In closing the column, I suggested that alternatives exist today to these expensive keepsakes. The alternatives that we will take up in the next two issues are two- and three-dimensional portrait reproductions. First, the two-dimensional.

With a high quality photograph (one that has a great deal of contrast), keepsakes and memorial pieces can be created using a variety of techniques and materials. They include everything from items that incorporate an actual photograph to pieces that are cast and made into small jewelry pieces or crafted into larger, frame-able art.

Typically the least expensive portrait jewelry takes a photograph that a family scans and emails to one of the many companies offering such services (just Google "photo jewelry" and you will see dozens of such companies). The photographs are sized to fit a selected piece, then positioned, cut and sealed with a waterproof coating process.

From photo keepsakes we move to portrait jewelry that involves the transfer of photographic images to a surface such as wood or fabric. Laser or inkjet printouts of photographs are used with gel mediums, xylene, caulking or heat transfers. These are all terms familiar to many studio artists. Such image transfer allows families to combine with a portrait of their loved one objects or scenes from

a variety of sources—pictures of grandpa's favorite fishing hole and his dog or your teen's sheet music and a picture of the saxophone he played in the high school marching band. Using a technique that creates transparencies, multiple images are layered on a new surface which can be used in making a pendant piece or—for the non-jewelry person—a wall hanging or even a quilt.

Other techniques that work with two-dimensional photographs make use of laser technology. With the advent of laser engraving machines, very precise and clean engravings can be achieved. Using the laser, areas that are fractions of millimeters can be worked on without touching the surrounding surface. The list of surfaces that can be laser-engraved includes: natural materials like wood, stone, granite, slate and marble; manufactured materials such as glass, acrylic plastic and cast resins; and, of course, metals of all types.

While a funeral home may not want to offer some of these options, knowing of them and being able to direct a family to them can be a valuable service you provide. A list of such resources might be given to your families as part of their aftercare program. Next month we'll discuss three-dimensional reproductions and look at ways to create a service list for the families in your community.

Since 1998 Adrienne Kalmes has directed the sales and marketing efforts of Meadow Hill Company, Inc. The ten-year-old, Chicago-suburban company produces Thumbsies® Fingerprint Keepsakes for more than 3,000 funeral homes across the United States and Canada.

Adrienne did her undergraduate work in communications at the University of Toronto and has done graduate work in both business and pastoral ministry at Loyola University in Chicago. Her divergent interests in bereavement and marketing make her the ideal candidate to write compassionately about the role of keepsakes in the grieving process and practically about the business opportunities presented with keepsakes sales.

In this monthly column, *For Keep Sakes*, Adrienne explores the history and use of keepsakes and features specific products from the wide variety of options available in today's market place. Over time she hopes to share interesting stories about keepsakes gathered from funeral directors across the country.

Adrienne can be reached by phone, toll free, at (877)848-6243 or via email at adrienne@thumbsies.com. Her mailing address is PO Box 274, Fox River Grove, IL 60021.

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JOHN MOORE will then share his insight, as one of the masterminds behind the Whole Foods and Starbucks brands, on how to act small even when your business gets big. Read more about John’s branding expertise at www.brandautopsy.com.



DEAN LINDSAY will offer proven ways to make great first impressions, create lasting connections and build long-term relationships. Learn more about Dean’s marketing strategies at www.deanlindsay.com.



SCOTT GINSBERG will discuss how to differentiate yourself from your competition so you can GET noticed, GET remembered, and GET business. Tune in to get advice from “The Nametag Guy” for increasing “mind share” at www.nametagtv.com.



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R D Brown Funeral Home purchases Eagle Echelon



CLINTON, KY— Jones Coach Sales congratulates Bobby and Shelia Brown of R D Brown Funeral Home in Clinton on the delivery of their new 2008 Eagle Cadillac Echelon.

Carriage reports Third Quarter Earnings

HOUSTON, TX— Carriage Services, Inc. (NYSE: CSV) has announced results for the third quarter ended September 30, 2008. Melvin C. Payne, Chairman and Chief Executive Officer, stated, "Net income from continuing operations was \$158,000, or \$0.01 diluted earnings per share, compared to \$703,000, or \$0.04 diluted earnings per share, in the third quarter of 2007. While revenues for our third quarter increased as a result of increases in both volumes and average revenue per contract, we experienced a decline in Consolidated EBITDA, Consolidated EBITDA Margin and Net Income due to higher costs and expenses.

"Consolidated EBITDA Margin was 17.1% compared to 20% in the third quarter last year, largely due to higher self-insurance costs, labor costs and bad debt expense. We are diligently working to lower our costs as well as improve the leadership and sales staff at several of our cemeteries to drive good quality sales and increase margins."

Carriage Services is a leading provider of death care services and products. Carriage operates 136 funeral homes in 25 states and 32 cemeteries in 11 states. Complete third quarter results and fourth quarter outlook are available on the company's website at <http://www.carriageservices.com>.



Legal Speak

By Atty. Harvey I. Lapin

Court deals with Funeral Director Duties in Cremation Authorization Dispute Case

The Supreme Court of Iowa recently issued its opinion in the case of *Overturff v. Raddatz Funeral Services, Inc.* ("Raddatz"), 2008 WL 4766936 (2008) dealing with the right of a funeral director to rely on authorizations and representations from family members for a cremation and its fiduciary obligations under the professional licensing laws, if any, to contact other possible family members. The factual situation that caused the dispute seems to be a common one in today's world.

Jack Overturff died on December 21, 2003. On the date of his death he was still married to the Plaintiff ("widow"), but they clearly were estranged. When Jack was diagnosed with cancer, he was released from the hospital and went to stay with a friend instead of returning home. Concurrently, he signed a Durable Health Power of Attorney giving a son from a prior marriage the powers. On September 10, 2003, Jack filed a petition to dissolve the marriage and indicated his intent was to be able to dispose of his estate without giving any consideration to his wife. He also filed a motion to waive the 90-day waiting period, but the court did not grant this motion.

By December 20, Jack had been transferred to a Hospice and his daughter-in-law contacted Raddatz, spoke to a licensed funeral director employee and represented that Jack was divorced. The next day two of Jack's sons and another female relative made arrangements with Raddatz for Jack's service

and cremation. At the time, the son with the power of attorney signed a cremation authorization with the standard representation that he was authorized to make the arrangements and no other person had a superior right. He also provided a similar representation when he signed the Statement of Funeral Goods and Services Selected. Raddatz's records indicated Jack was divorced, but a Hospital form that the widow alleged Raddatz had received indicated he was married.

The widow did not attend the funeral because she did not want to create an incident with the family. She apparently became aware of the cremation after the services. It was also indicated that Jack and the widow owned two adjoining cemetery spaces at the time of his death. Apparently Raddatz did not learn about Jack being married until the son picked up the cremated remains.

The widow filed a lawsuit in the local District Court against Raddatz and other defendants alleging that they had a duty to determine her identity and to provide her with an opportunity to make decisions regarding disposition of Jack's remains. She stated two causes of action against Raddatz: negligent infliction of emotional harm and negligent interference with a contractual relationship. Raddatz filed a motion for summary judgment that the District Court granted and the Widow appealed.

The Supreme Court reviewed the record and stated that the Iowa law that where there was no physical injury, claims of emotional distress for negligence would normally be denied. The exception to this rule under Iowa law was if the defendant had a special relationship with a plaintiff that created a duty to exercise ordinary care to avoid emotional harm. According to the court, the two possible bases in this case for the widow to establish a duty were a contract relationship or one that was based on a statutory duty under the laws and regulations of Iowa.

The Court determined that there was no contract between the widow and Raddatz so that exception did not apply. It also reviewed the applicable statutes and regulations governing the licensing of funeral directors and concluded that Raddatz had no duty to the widow in this situation because the parties Raddatz was dealing with were authorized under Iowa law to make the arrangements. Accordingly, the Court affirmed the District Court decision.

While this case deals with Iowa law, the Iowa law in this area is similar to the law in most of the states. The

case also illustrates the importance of having documentation that confirms the representations by family members and indicates that those representations are being relied upon.

Since the laws of the states can differ, every reader should check the professional laws and any regulations issued in their own state to determine if any special fiduciary obligation is created. It also is important to confirm that the laws in their own state on the subject of emotional distress claims where there is no physical injury are the same or similar to Iowa's.

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 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. If you have any questions about the topics covered in this column or in obtaining professional assistance, please contact the author c/o Harvey I. Lapin, P.C., PO Box 1327, Northbrook, IL 60065-1327. Phone (847)509-0501 or fax to (847)509-1027.

The author also prepares material for CB Legal Publishing Corporation CB Legal Publishing Corporation's Release Form Kit, which was prepared by the author, contains Release and Hold Harmless forms for Funeral Homes to use in situations where it has resolved a complaint with a customer, such as a problem occurring in a ship in, and wants to be sure that there will be no further action by the customer or their relatives. Other situations that are covered are obtaining Releases and Hold Harmless Agreements in advance from family members who insist on viewing an unembalmed or disfigured body or who may be identifying the body. The Funeral Home Kit contains 9 Special Releases for specific funeral home situations and a General Release form to be used for other situations not specifically covered. There are Release Kits for Crematories, Cemeteries and Combination Funeral Home/Cemetery Operations. The forms can be purchased on a custom basis with your business name and address preprinted at the top of each form. Call Cheryl Lapin at the number below for information.

The author also writes more extensive articles on subjects of interest to the industry in a newsletter, the Cemetery and Funeral Service Business and Legal Guide. Subscriptions to the Guide cost \$110 per year for ten issues on different topics. New subscribers are usually eligible for introductory rates. Anyone interested in subscribing can contact Cheryl Lapin, CB Legal Publishing, P.O. Box 1327, Northbrook, IL 60065-1327, fax to (847)509-1027 or call (847)509-0501.



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Continued from Page A4



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Observations

By Steven Palmer



A Matter of Presentation

Double, double toil and trouble;
Fire burn, and caldron bubble.

—William Shakespeare, from *Macbeth*

To be accurate the discussion should be classified as "Fire, burn OR caldron bubble."

The discussion is cremation versus alkaline hydrolysis.

We know cremation, but alkaline hydrolysis is in the news, on the horizon and needs to be known by all in final care.

Resomation Ltd, a Glasgow, Scotland firm tells us, "Resomation® is an environmentally responsible, flameless, water based 'biocremation' process which sympathetically returns the body to its constitutional elements. It's based on the natural process of alkaline hydrolysis which breaks down the body quickly, leaving behind a pure white bone ash which can be returned to loved ones like ashes."

The process takes place in a Resomator®. The individual body contained in a silk coffin is placed into a horizontal stainless steel pressure vessel and the door is closed.

"The integral load cells weigh the body, the appropriate amount of water and alkali is added automatically to the vessel and the process started. With the aid of steam the vessel is quickly heated up to 170 degrees Celsius and the body will be resolved into its component elements."

On the website www.cremate-me.net, Anna discusses her new interest in alkaline hydrolysis over cremation. She wanted to be cremated but is concerned over the environmental impact of cremation. She has studied the Resoma-

tor and is inclined to use it if she can find a supplier.

Anyone in any final care service would know this process might be a tough sell. But should it be?

New Hampshire, of all places, has become the battleground on this issue. The "Live Free or Die" state, known for its independent thinking in political primary choices has not fully decided it's thinking on this process.

Resomation became legal in the Granite State in 2006. Two different final care providers looked at the process. **Arthur "Buddy" Phaneuf** of Manchester who has been a leader in cremation offerings for decades takes a guarded and safe approach to the topic. He posts on his firm's website blog: "My major problem with this entire issue is the fact that resomation was initially going to be regulated by the State just like cremation. And the resomation process was already being marketed as a form of cremation that was better for the environment. However, the resomation process has very few similarities to the cremation process. I am also not convinced that resomation has any more or less impact on the environment than cremation. While the resomation process has no airborne emissions, there is a significant electrical demand to heat the water. In NH, a good percentage of our electricity is generated by coal burning plants. So, one need to take a look at the entire resomation process from beginning to end to determine its true environmental impact."

Chad Corbin of **Goodwin Funeral Home**, also of Manchester, is a proponent of Resomation. His revelation was explained on New Hampshire's National Public Radio Station, "...But he says that from the moment he learned of resomation—a trademarked neologism from the Greek that means rebirth of the body—he was smitten."

"I worked at a facility that was near the Mayo Clinic and I knew the funeral directors that ran the anatomical donation facility there and really liked the technology and thought that if they can use it there, why not in a funeral home?" Corbin related.

In May 2008, New Hampshire lawmakers banned alkaline hydrolysis.

"Very few have a stomach for the process because it is a

little ghoulish," said Sen. Betsi DeVries of Manchester.

I assume Senator Devries has never seen the cremation process.

The disposal of human remains, those loved ones placed in our care, is never pretty. Those of us, who have stood in cemeteries exhuming caskets and those who occupy them, find this process "unpleasant." Any cremationist can tell you the mental adjustment he or she must make as they "adjust the position" of the person in the retort. They also must deal with the obese person who has occasionally caused a public safety threat due to the flammable adipose tissue that becomes ignited. EPA and any state department of environmental quality have concerns over cremation, especially when occasionally our stacks belch black noxious exhaust.

Those who denigrate alkaline hydrolysis remind me of those who denigrated cremation for decades until the public overwhelmed them with their requests for the procedure.

"A detestable abuse" cremation was called by some. Then firms realized the tide was against them and began to add Cremation to their logos and signs.

Resomation is an alternative type of disposition that must be examined as a cremation substitute. Science has spoken, technology has been refined. The way it is described to the public is up to final care providers.

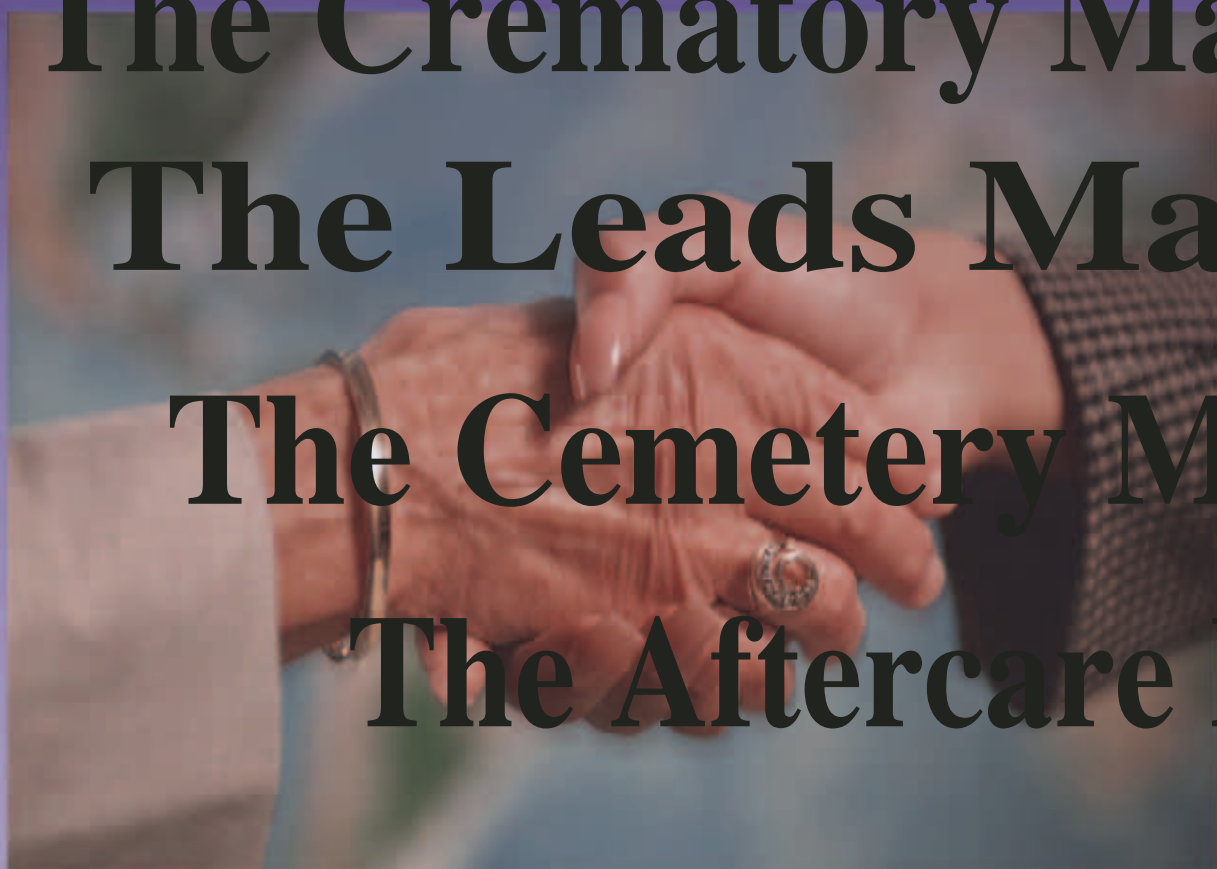
Cremation or resomation, how palatable it is to the public becomes a matter of presentation.

"The purpose of public relations in its best sense is to inform and keep minds open; the purpose of propaganda in the bad sense is to misinform and to keep minds closed."

—John W. Hill

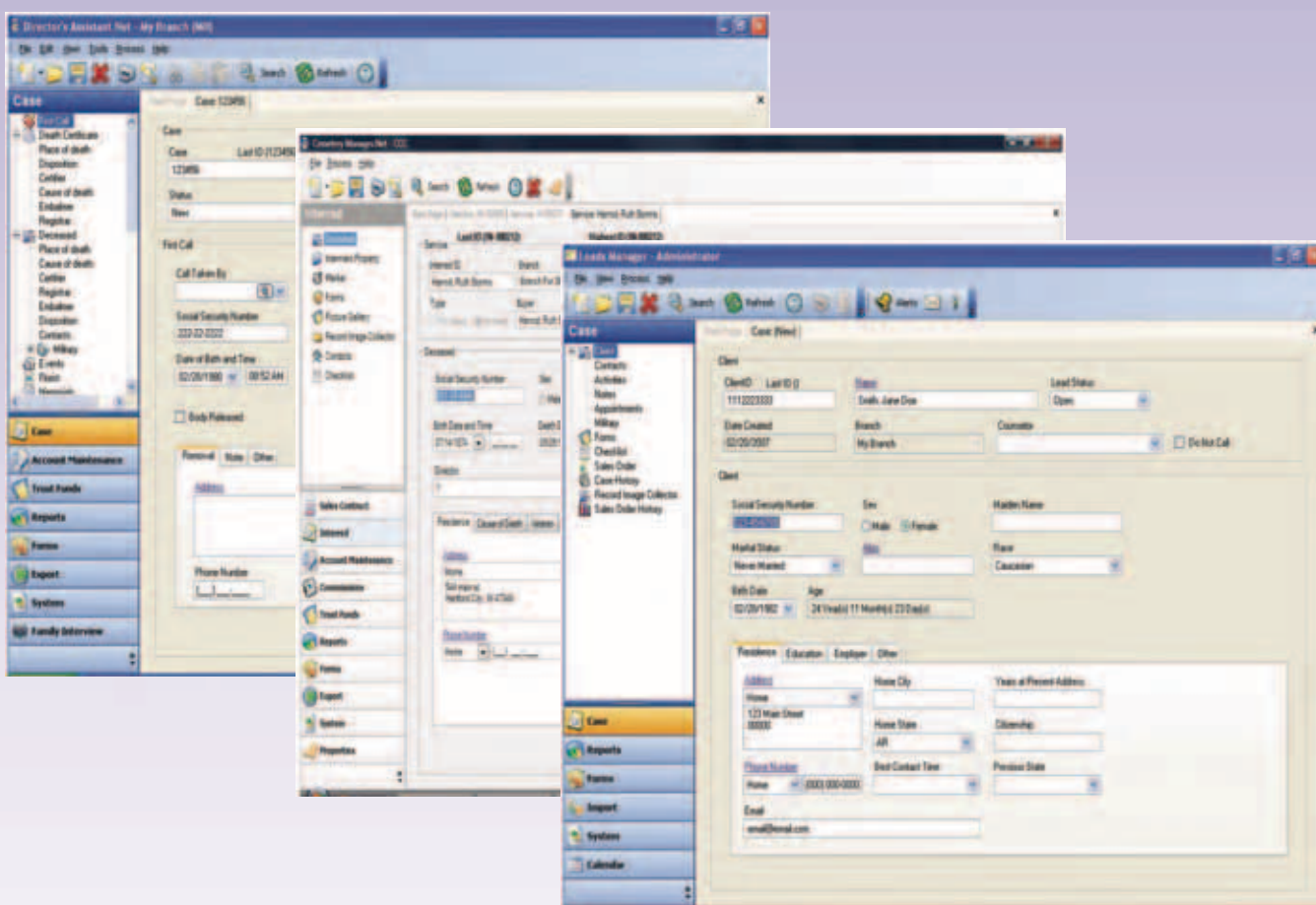
Steven Palmer entered funeral service in 1971. He is an honors graduate of the New England Institute of Applied Arts & Sciences. Licensed on both coasts, he owns the Westcott Funeral Homes of Cottonwood and Camp Verde, AZ. Steve offers his observations on current funeral service issues. He may be reached 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 westcott@commspeed.net or through his website at www.westcottfuneralhome.com.

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John Hudson - Marketing Director

World's First Papal Exhibit Opens at the National Museum of Funeral History



Mastercraft Casket Company built an exact full-scale replica of the coffin used in papal funerals. The exhibit depicts this scene of the coffin on display during the funeral mass outside St. Peter's Basilica.

HOUSTON, TX— The world's first papal exhibit outside of the Vatican opened to the public on Tuesday, November 25 at the **National Museum of Funeral History** in Houston. A private Ceremony of Blessing offered by *Cardinal Daniel N. DiNardo* of the Galveston-Houston Archdiocese was held on November 23 at 6:30 p.m. *Roberto Consorsì*, one of the Pope's personal tailors, attended the grand opening ceremony in addition to leaders of all faiths and city officials.

Cardinal Daniel DiNardo to Bless Exhibit "Celebrating the Lives and Deaths of the Popes"

The 5,000 square foot exhibit, "Celebrating the Lives and Deaths of a Pope," commemorates the rituals by which popes have been elected and buried over the last 2,000 years. A product of three years of intense collaboration between the Vatican and the National Museum of Funeral History, the exhibit features three-dimensional scenes, premium sound and lighting, audio and visual multi-media presentations as well as written details in both English and Spanish.

Bob Boetticher, president and vice chairman of the National Museum of Funeral History, cites many examples of the close cooperation between Rome and the museum. Exact replicas of papal vestments were reproduced by V. Gammarelli Tailor Shop, the firm that has made all

vestments for the last seven popes. **Mastercraft Casket Company** built an exact full-scale replica of the coffin used in papal funerals. The Swiss Guard, responsible for the pope's personal security and protection of the Vatican, donated two authentic uniforms to enhance the exhibit. The exhibit also includes an authentic, full-scale replica of Pope John Paul II's crypt, actual vestments worn by the pontiff and the Pope-mobile used during his visit to the United Kingdom.



Exact replicas of papal vestments were reproduced by V. Gammarelli Tailor Shop for the exhibit.

"We are honored by the trust the Vatican has placed in us by allowing us to be the first in the world to create this historic exhibit. The displays within the exhibit will allow people from all walks of life to experience a perspective previously reserved to photos and expert recounts," Boetticher said.

Two members of the museum's Board of Regents were involved in the project. *Reverend Monsignor Kevin C. McCoy*, former Rector of the Pontifical North American College in Rome and immediate past executive director of its capital campaign and *Gregory C. Jewell*, Lay Chairman Emeritus, of the fund raising effort for the Pontifical North American College in Rome. Jewell explained that "none of this would be possible without the support of Cardinal DiNardo."

Cardinal DiNardo said that he is "convinced that this exhibit alone can foster a better understanding of Catholic funeral rituals, not only within the greater metropolitan Houston area, but also to a much broader audience throughout the world."

Founded in 1992, The National Museum of Funeral History is a 501(c) (3) not-for-profit organization. Internationally recognized as the largest collector of funeral memorabilia, its mission is to educate the public and preserve the rich history and heritage of funeral service worldwide. The museum accepts monetary donations.



OSHA Compliance

By Gary Finch

One Hairy Issue Funeral Homes Don't Need

A Nazarene Christian, a Jew, and six Muslim firemen are fighting orders by the Washington D.C. Fire Department to shave their beards or face dismissal. The fire department contends that the beards are a safety risk because they prohibit respirators from properly sealing. The employees contend they should be exempt from the requirement due to religious beliefs.

While the fire department is a government agency and as such, is not directly under OSHA, they are citing longstanding interpretations against beards by OSHA and the Centers for Disease Control. The ruling will bear on eventual OSHA policy.

In round one, a district court ruled in favor of the firemen. The judge said that other types of respirators were available that would meet both the safety concerns of the fire department and allow the employees to honor their religion by wearing beards. The fire department has appealed this decision. A second decision from a higher court was due out later in 2008, and whatever the outcome, it will probably be appealed.

What is missing here? Simply put, the solution of changing to a hood, body suit, and self-contained-breathing-apparatus (SCBA) is about money. The normal respirator used by the fire department costs less than \$200. The type of respirator the district judge said the department could use will cost between \$1,500 and \$2,500.

If you are a funeral home owner or manager that furnishes respirators to your exposed employees, this

should get your attention. Once this ruling trickles down, if your exposed employee decides to grow a beard, and he claims it is to honor his religion, you will need to replace his cartridge respirator with one of the hooded SCBA types.

Is there an out? Yes, if you are under the permissible exposure limit, OSHA does not require you to provide respirators. Here you need to check your written programs. While OSHA does not require respirators when your exposure is within the permissible exposure limits, your old written program just might. In that case, you need to update your written programs in order to gain the respirator exemption. You will also need to provide all of your exposed employees with a copy of Appendix D of the Respirator Standard. (Just Google the term "Appendix D" and it will find this one page document.) When you give it to your employees, have them sign an acknowledgement that proves they received it.

What about all those old respirators? Throw them away, give them or sell them to employees. They can own the respirator and it does not subject you to the standard. Make sure that they are stored in a manner that identifies the respirator as "employee owned".

The respirator standard applies to all employers who provide cartridge respirators to their exposed employees. It entails annual fit testing, initial medical clearance from a healthcare professional, a written respirator program, plus initial and annual renewal training. If you are confused about how to gain your exemption, give me a call.

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.

Hart's Mortuary and Crematory opens Second Facility in Macon



Preparation Room, Hart's Mortuary at the Cupola

MACON, GA— Hart's Mortuary and Crematory attracted a sizable audience for their Grand Opening reception August 17, in celebration of their second funeral home, Hart's Mortuary at the Cupola, in Macon. Hart's has been locally owned since its founding in 1899.

The new facility had previously been the site of the Homebuilders' Association of Central Georgia and was a community source for conferences, weddings, parties and like events. The exterior of the building was left intact and the interior remodeled into the new surroundings.

Mike Odom, Hart's manager, called on Duncan Stuart Todd, Ltd. to design and equip a state-of-the-art preparation room using the company's Premier Source design approach that includes interior architecture planning, ventilating systems, cabinetry, embalming equipment and safety equipment. Mr. Odom comments, "The single station room, while small, meets our needs well."

As a professional engineer, Mr. Odom especially appreciates the prep room safety and specialty equipment features provided for staff. He calls specific attention to the DST designed volume pressure system that maintains constant water pressure thereby resulting in strong suction during aspiration. He notes that with this equipment in place, the process is not subject to the pressure vagaries of a municipal water supply.

Another major source of satisfaction is the isolated PrepAir ventilating system which conforms to OSHA mandated standards. Being a system separate from the funeral home public rooms, there are no concerns that fumes will be disseminated throughout the rest of the facility. The areas outside the preparation room are odor free.

Safety measures in the embalming room include a ceiling shower, drench hose and eyewash. Although code compliance has been met, it is to be hoped that no emergency will arise to put them into action. The drench hose is easy to get to and doesn't spew water into the central work area. The eyewash is completely accessible from two directions.

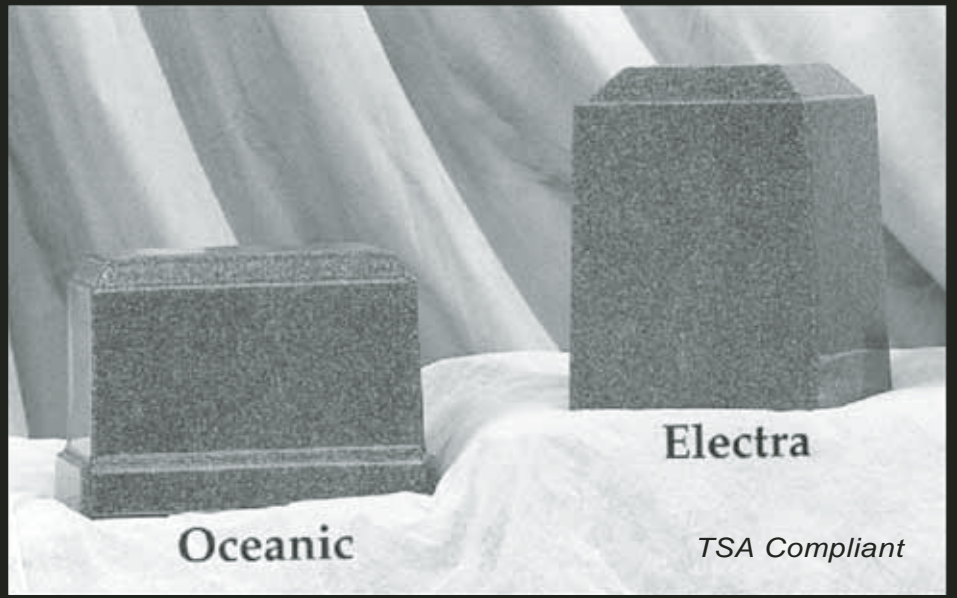
Summing up the Hart's Cupola project, Mr. Odom says that they are very pleased with what he terms "the efficient, effective and common sense" layout.

An interesting side light at the Grand Opening was a reproduction of the cof-

fin used to bury Abraham Lincoln. The coffin was made available by Batesville Casket Company who owns four full size reproductions that they lend out for special occasions. The term "coffin" refers to the six-sided box used many years ago, whereas today's models are termed "casket" and have four sides.

The history of Hart's dates back to 1899 when Jesse B. Hart founded the company. In time, the business was owned by J. Freeman Hart and his son, J. Freeman Hart, Jr. In 1982, the company was purchased by Macon resident J. Milton Heard, III, continuing the family owned and operated tradition. Since 1931, Hart's has been at its current location, 765 Cherry Street, doing business as Hart's on Cherry Street.

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Roberts Family Funeral Home ships 70 Stuffed Christmas Stockings to Troops Overseas



Kelly Roberts with postal employees preparing the boxes containing the Christmas Stockings for shipment to troops overseas.

ing Initiative.” Mr. Roberts gave over 70 free Christmas Stockings to folks in his community who then took them home, decorated them and filled them with Christmas Cheer. They returned the stuffed and decorated stockings to the funeral home and Mr. Roberts, at his expense sent them to troops overseas in time for Christmas.”

Kelly Family Funeral Home is one of many Exclusive Veterans & Family Memorial Care Providers throughout the US that participated in this program designed to give the troops abroad a little taste of home for the holidays. “This is the season for giving” said Mark Davis, “and I am so proud and honored to be associated with funeral professionals all across the country like Kelly Roberts who are reaching out to our veterans and their families.”

FOREST LAKE, MN— Kelly Roberts, owner of **Roberts Family Funeral Home** is the exclusive Certified Veterans & Family Memorial Care Provider in Forest Lake, MN. “Kelly is one of our newer Providers” said

Mark E. Davis, president & CEO of Veterans & Family Memorial Care. “Kelly really hit the ground running by reaching out to his community and participating in the First Annual VFMC Christmas Stock-

“Italy’s Mystery Mummies” on National Geography Television to examine Embalming Procedures



Rosalia Lombardo

FOREST PARK, IL— The National Geography Television Channel will air a program entitled *Italy’s Mystery Mummies* during its “Explorer” program on February 3, 2009.



(L to R) Melissa Johnson Williams, Dr. Dario Piombino-Mascali, and Dr. Arthur Aufderheide.

This program will discuss the many tombs found near Palermo, Italy and will focus on an embalmer named **Alfredo Salafia**. Paleopathologist, **Dr. Dario Piombino-Mascali** investigates Mr. Salafia’s embalming of little *Rosalia Lombardo* in 1920. Today her body is in perfect condition in

the catacombs of the Capuchin Monastery.

The story will also include a short segment on modern day embalming as presented by **Melissa Johnson Williams**, Executive Director of the *American Society of Embalmers*.

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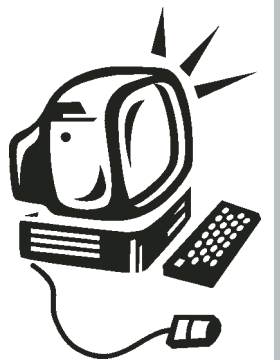
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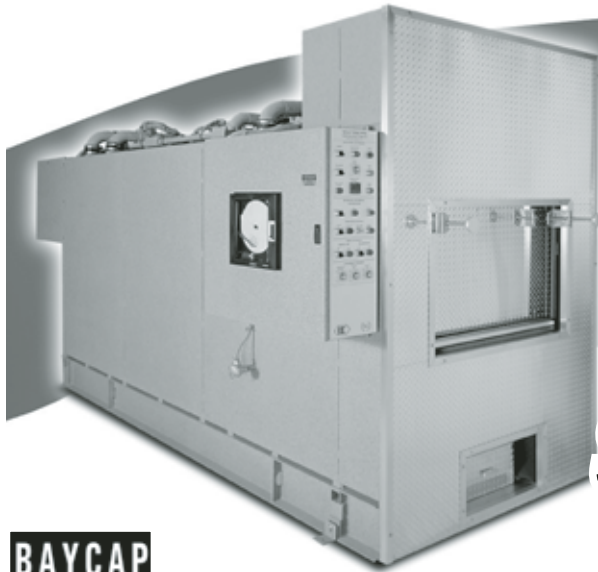
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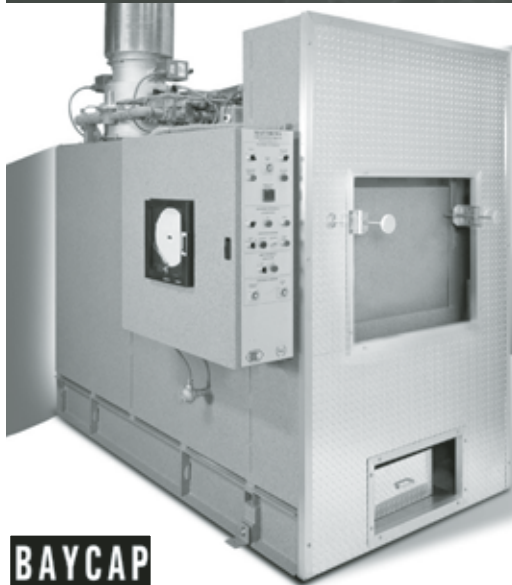
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Over 300 Veterans & Family Memorial Care Providers become official drop off sites for Cell Phones for Soldiers

SANIBEL, FL— Mark E. Davis, president and CEO of **ValMark Memorial Group, Inc.** the parent company of **Veterans & Family Memorial Care** announced that over 300 of its exclusive Certified VFMC funeral home locations in 29 states and Guam have become official drop off sites for the non-profit organization *Cell Phones For Soldiers*.

Cell Phones for Soldiers hopes to turn old cell phones into more than 12 million minutes of prepaid calling cards for U.S. Troops overseas by the end of 2008. To do so Cell Phones for Soldiers expects to collect 50,000 cell phones each month through a network of over 3,000 collection sites across the

country. The phones are sent to ReCellular, which pays Cell Phones for Soldiers for each donated phone—enough to provide an hour of talk time to soldiers abroad.

"Americans will replace an estimated 130 million cell phones this year," says Mike Newman, vice president of ReCellular, "with the majority of phones either discarded or stuffed in a drawer. Most people don't realize that the small sacrifice of donating their unwanted phones can have a tremendous benefit for a worthy cause like Cell Phones for Soldiers."

Cell Phones for Soldiers was founded by teenagers **Robbie and Brittany Bergquist** from Norwell, MA, with \$21 of their money. Since then, the registered 501c3 non-profit organization has raised almost \$2 million in donations and distributed more than 500,000 prepaid calling cards to soldiers serving overseas.

"Cell Phones for Soldiers started out as a small way to show our family's appreciation for the men and women who have sacrificed the day-to-day contact with their own families to serve in the U.S. armed services," says the teens' father **Bob Bergquist**. "Over the past few years we have been overwhelmed by the generosity of others, but, we have also seen the need to support our troops and continue to grow as more troops are sent overseas for longer assignments."

Through increased fundraising efforts, the Bergquist family hopes to raise more than \$9 mil-

lion in the next five years to fund new programs, such as providing video phones with prepaid service to allow soldiers abroad to see their families on a regular basis.

"We are so proud to support such a worthwhile organization" said Mark Davis. "Our network of family owned funeral home owners reach out to veterans and their families every day. They have distinguished themselves to be The Veterans Choice and have earned the trust and respect of their communities. I am so privileged and honored to be associated with such a fine group of funeral professionals."

The Veterans & Family Memorial Care Brand has become a symbol of trust and respect underscored by the VFMC Provider pledge to demonstrate service and care beyond their client's expectations. Whether a firm cares for eighty families per year or eight hundred, whether they have one competitor or twenty, being an "Exclusive" Certified VFMC Provider is a mark of distinction, honor and goodwill.

Becoming an exclusive, Certified VFMC Provider is an inexpensive, cost-effective way to increase market share, stimulate community awareness, and gain a competitive edge. Funeral home owners that would like more information on branding their firm "The Veterans Choice" in their community should visit the Veterans & Family Memorial Care website at: www.VeteransFuneralHomes.com or call Toll Free (866) 770-6791.

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An Open Letter to Funeral Service Professionals from the Board of Directors of Homesteaders Life Company

These are turbulent times, both with the economy and within our industry. So much seems to be changing that it is hard to know whom to trust. Reminding you of Homesteaders' 102-year heritage isn't enough to earn your confidence anymore.

Homesteaders must earn your trust every day by our actions, not just by our words. So, what makes Homesteaders different?

Company governance

Our board is made up of members without a personal financial interest in the company. The Chairman, Graham Cook, is a 40-year veteran of the company and he expects the board to manage to the company's mission: Protecting the interests of the policy owners, employees and funeral home customers we serve. Our policy owners (your families) have voting rights and proxy privileges in the election of board members.

Financial management philosophy

Homesteaders' business philosophy is to provide long-term security to our policy owners, funeral home customers, and employees. This is the perspective from which we make decisions on crediting interest on policies at issue and while they remain in force.

When you choose our products for your families, we make two promises: 1) We will provide crediting rates that grow policy value to help offset funeral price increases over time; and, 2) We will provide crediting rates that are consistent with maintaining the financial security of our company far into the future. We intend to keep our promises.

We have a conservative investment strategy. While we are not completely immune to the ups and downs of the market, our investment returns remain stable. Homesteaders has adequate cash flow and has never needed to access capital markets or sell assets to fund operations or pay claims.

Guaranteed funeral price contracts

We believe that the decision to offer price-guaranteed advance funeral plans is your choice. Our job is to offer you the best products possible to support your business decisions.

Homesteaders has gained a reputation as the company that consistently minimizes exposure to shortfalls, and we will do our best to provide the maximum growth possible while remaining true to our operating philosophy.

The board and executive management of Homesteaders vigorously maintain their commitment to crediting growth on in-force policies written by our current and past customers. You can count on us to keep that promise.

In addition to this promise Homesteaders has created strategic alliances with companies who are also dedicated to providing solutions, profit protection for funeral professionals, and long-term security for families. Our casket price protection program remains strong and viable going into its second decade of existence and we recently formed an alliance to offer burial vault price protection (currently available in selected areas). We continually seek ways to augment the Homesteaders value offering so that funeral home owners have access to many options that help their businesses enjoy long-term success.

A Singular commitment...

Homesteaders' sole business is funeral insurance funding and support. We have a singular commitment to your success and to preserving the value of funeral service®. This is so important to us that we have received a trademark from the U.S. Government to protect this as a statement of distinction.

Because funeral insurance funding is our only business, our success is tied directly to your success. Therefore, we create win-win solutions that protect your commitments while ensuring our financial security. Recent developments in the pre-need funeral funding business have proven that if something appears "too good to be true," it probably is. It is not within the Homesteaders culture or ethic to over-promise and under-deliver. Together, we can make good on our long-term promise — a promise that we will keep.

Please log on to homesteaderslife.com to contact the Homesteaders account executive serving your area.

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Value of a Warm Smile

Because we are around the funeral home every day, and because death has become for many of us, a part of our everyday lives, it can be very easy for us to become complacent and callous to the needs of our families. We don't mean to be this way.

Oftentimes it just appears in our actions, thoughts or deeds without even thinking. We live in a society in which family life, politics and religion are all fractured. We separate ourselves by living in condos where we never meet our neighbors, homes with high fences and gates at the ends of our driveways. We always need to be on guard to make sure that following incident does not happen to us.

One Saturday, when I was working for an Illinois funeral home, a gentleman came into the funeral home and said to the receptionist, "My wife just died at St.

Francis Hospital and I would like to speak with a funeral director." The receptionist politely asked the gentleman to wait a moment. She went around the corner to where a funeral director was working at her desk. She told the funeral director about the gentleman's desire to see a funeral director concerning his wife's death. Before the receptionist could get it all out of her mouth, the funeral director cursed aloud and said, "Why can't they call before they come in?"

The gentleman overhearing the funeral director's inappropriate response turned on his heels and walked out.

We get so used to waiting on families, and being in the midst of death that we lose sight of what people are feeling and what they really need.

In funeral service there is no substitute for the individual care that you can give to every family you serve. People are looking for others to personally care for them. People are crying out to feel loved and accepted.

What is it that you do that invites families back to your firm? What gives them a feeling of comfort, security, belonging, and solace when they are in your funeral home? It has to be more than videos, candles, keepsake jewelry and other memorial items. It has to be your service; the warmth of your smile, your gentle embrace, loving patience and genuine, heartfelt concern.

Reprinted from The Outlook Observer, November/December 2008

Catholic Funeral Care launches, accepting New Affiliates

WALLINGFORD, CT— Funeral service professionals who understand the power of branding are certain to be excited about the new opportunities afforded to them with the launch of **Catholic Funeral Care (CFC)**. CFC is the premier network of funeral service providers who are the leaders in service to those of the Catholic faith. Our members have committed themselves to ongoing training and education to ensure that the unique traditions and faith customs of Catholics are appreciated and respected at a time of loss.

"Whether a funeral home is currently dominant in serving the Catholics of their community or if the goal is to gain new market share, affiliation with Catholic Funeral Care sets our member firms apart from the competition," says **Matt Bailey**, the executive director of CFC.

Affiliates will have access to exclusive training sessions led by **Rev. John Fraser**, a Roman Catholic priest and licensed funeral director. Fr. Fraser is also a faculty member at a school of mortuary science. "When you present your staff as Certified Catholic Funeral Professionals who have completed the Catholic Funeral Care training, you provide your local clergy and their parishioners a strong message that you are uniquely qualified to serve them," says Fr. Fraser.

CFC affiliates also have exclusive access to marketing materials and educational resources for local parishes that help to set them apart as the "funeral home of choice" for Catholics in their community.

"As the CFC brand grows, there will be increasing value to having the CFC logo in your church bulletin advertising," says Bailey. Affiliates have exclusive rights to use the logo in protected markets.

All affiliates will be listed on the directory of the CFC website, so family members making arrangements from out of town will be able to easily identify the funeral home that is dedicated to serving Catholics from across the country.

Catholic Funeral Care is open to funeral service professionals of all faiths. CFC does not ask members to be Catholic, only that they will dedicate themselves to learning about the unique faith traditions of those who are.

"CFC provides a great opportunity for funeral homes to increase their business, differentiate themselves, and secure a strong return on investment with membership," says Bailey.

For more information or to submit an affiliation form, please visit www.CatholicFuneralNetwork.com.



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Let's Chat

By Kristan Dean

This is why you create a room that provides a full kitchen and serving area, as well as tables and chairs that can be organized to accommodate various seating preferences. More than this, you leave the decision of meals completely up to the families. They can create a meal together in the kitchen, use the facility to host a potluck style meal, choose to work with a caterer of their choice or one that you recommend, order in, or create a game night. The room is theirs.

Now what if you are like many in our industry who do not have a function room? Can you still answer this need? Absolutely. Have you thought about creating a recipe book complete with shopping list and names of grocers that will deliver food right to their door? Are there restaurants in your area that would welcome your families with open arms? Can you recommend caterers in your area that would love to make your family's favorite comfort food? Is there a great place or two that delivers near you? Would these businesses be willing to give your families a gift certificate or discount to help with the cost? I venture to say yes. They may just need to be asked.

For now please join me in thanking Brock for sharing one of the ways his team reaches out to the families they serve. More than this I hope that you will share some of your ideas. Please give me a ring at 781-331-5308 or, if you prefer, email me at kristan@mooneytunco.com.

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

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

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

Today I would like us to think about where families' heads and hearts are when the viewing has ended, when the service is over, and it is time to leave your funeral homes and cemeteries. Think about how they may need to turn to each other and have a place to be together when this time to say goodbye has come to an end. I want to ask you how you are helping your families and their guests comfort one another when they leave your visitation rooms and cemeteries. Let's Chat about how some in our industry are reaching out to the families they serve the very moment the family may think their work is done, and let's explore possible ways you can answer this need.

If you are like the **Wilks Funeral Home** in Chubbuck, ID, when you see how your families need to organize themselves and their guests so they can continue to be together and maybe grab a meal when they leave your funeral home, you are inspired. You find a way to help your families answer the questions, "What do we do now? Where can we get a bite to eat? Where can we go when we are not ready to go home?"

If you are like **Brock Wilks**, your funeral home is able to provide an on-site reception center—a place where families and friends can gather for a meal, share memories, find a smile and comfort one another. More than this, you understand that families need to make the space their own, that this is their get together and your team is there to help as much or as little as the family would like.

The New

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Hillside Memorial Park and Mortuary announces new "Garden of Solomon" Development



Prestigious L.A. Cemetery Expands Grounds to Meet the Needs of Generations to Come

LOS ANGELES, CA— Hillside Memorial Park and Mortuary, the most prestigious Jewish cemetery and mortuary in Southern California, announces the addition of a new development.

"For more than 60 years, Hillside has been providing families with places of serene beauty for those who are now gone," says Mark A. Friedman, Hillside Memorial Park and Mortuary's CEO. "This new addition will provide even more generations with the opportunity to enjoy a spiritually satisfying connection with their families at Hillside."

The lush landscapes and graceful water designs of Garden of Solomon provide a stunning backdrop to the new development. Jerusalem stone will be used throughout the area and surround the winding brook and pond. The secluded, naturally enclosed grounds of Garden of Solomon represent Hillside's decades-long commitment to providing property options for families with varied needs:

- Pavilions: Two spectacular waterfront view open-air pavilions will each have their own beautiful cascading waterfall which gently flows into the main pond. The family name may be carved in stone as each pavilion is designed to accommodate up to 12 interments. The elegant design makes this a majestic setting and a peaceful resting place.
- Family Estates: As iron gates welcome visitors to these exquisite estate properties, beautiful Jerusalem stone pillars, walls, benches and stunning foliage provide the family with an elegantly landscaped estate. The family name may be carved in stone with four stone pillow blocks where individual family members may have their names engraved. Some estates accommodate up to four interments, while others have an eight-person capacity.
- Double Ground Spaces: Double ground spaces are spread throughout the area. Some are near water while some are

placed adjacent to designed to hold cremated remains.

The new development is expected to be completed by summer 2009.

Founded in 1942, Hillside Memorial Park and Mortuary has served as a place of memories for the Los Angeles Jewish community.

CONTINUED ON PAGE A25



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Communicate effectively with a Millennial Mortician to eliminate % -) or : - /

By Lacy Robinson

If you've ever been around a Millennial, you've probably witnessed the art of text messaging. Texting symbols, known as SMS language, make up the official language of Millennials. Rest assured that funeral arrangements made via text messaging will not replace the arrangement conference and that old fashion face-to-face interaction with a Millennial Mortician is still the best way to communicate.

Understanding how to communicate with us is like understanding what type and how much embalming fluid a deceased requires. Using a set of very specific tools allows communication to "flow" much easier.

At times our lack of work experience will lead to a differing set of expectations. Communicating your expecta-

tations will ensure positive results as you emphasize the learning potential of a particular task. By highlighting the importance of tasks, such the Millennial will understand how attention to detail contributes to the overall success of the funeral home.

To communicate the importance of a specific action highlight what will be taking place, what the course of action will be and how the Millennial and the funeral home will benefit. Define the purpose, process and benefit before any learning opportunity. This includes: prior to an arrangement conference; before a special embalming case; prior to a visitation/service; or kicking off a staff meeting.



Lacy Robinson

Millennials appreciate structure. Having an agenda will result in reduced anxieties and impatience.

Your biggest asset for effective communication can be the use of open-ended questions.

- Ask open ended questions when a decision should be made to help guide, direct and foster decision making skills that every good funeral director should have.
- Allowing the Millennial to explore how they could improve a situation will help them learn from mistakes. An open-ended question like, "If you could do this again what would you do differently?" is less critical and encourages thought about the process.
- Gain input and develop plans with a Millennial Mortician by asking open-ended questions and having a meaningful conversation. This approach is a great alternative to assigning a task or responsibility without clear objectives. Collaboration with an experienced associate can help us overcome our lack of experience.

CONTINUED ON PAGE A29

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Cremation Issues and Answers

By Ronald Salvatore



Causes of Upset Conditions (Part 4)

To understand how the replacement of OEM refractory materials with different refractories and/or re-bricking the chamber in a different configuration can cause upset conditions, you need some basic knowledge of refractory properties.

Manufacturers use different refractory materials to line their cremators. The most popular refractories are hard brick, insulating firebrick (IFB) and various types of castable refractories as the primary or hot face insulation.

A hard brick is much heavy than an IFB due to its density and is more resistive to wear. It is used in the primary chamber where impact and erosion are likely but is also used throughout the secondary chamber as well. It stores heat longer than an IFB, and depending upon the design of the cremator and the volume of the cremations, may result in faster cremation times and less fuel consumption.

The trade off of a hard brick is that it takes longer to heat up. Also once heated, it takes longer to dissipate the heat which may require a longer cool down period, again depending upon the design of the cremator and the volume of cremations.

An IFB is light weight and very porous much like

a sponge. This brick absorbs and dissipates heat very quickly, but it is less dense than a hard brick meaning it won't be as durable. It is used in the upper areas of the primary chamber where contact with caskets or fluids won't occur, and throughout the secondary chamber.

Castables are a mixture of heat resistant aggregate and hydraulic cement. Castables are most commonly used for the primary chamber floor and roof arch where the shape of these sections and/or contact with fluids makes it impractical to use brick.

There is no one "best" refractory material; all materials have advantages and disadvantages. Equipment manufacturers understand this and take the properties of the different materials into consideration when designing their equipment. It is why they use different materials in specific combinations to obtain the best possible performance with the least amount of tradeoffs.

With this basic knowledge of refractories, we'll next cover how upset conditions can be linked to improper repairs and replacement of refractories.

If you have cremation related questions you would like addressed in this column, please contact Ron Salvatore at Matthews Cremation Division, PO Box 547248, Orlando, FL 32854, (800)327-2831 or via e-mail at Rsalvatore@matw.com.

Ron has been with the Matthews Cremation Division, consisting of Industrial Equipment & Engineering (IEE) and ALL Crematory (ALL) for 20 years.

He is a certified crematory operator trainer and has trained thousands of crematory personnel through both Matthews' and CANA's Crematory Operator Training and Certification Program. Ron has published numerous cremation related articles and is a frequent speaker at industry trade shows and meetings.

With over 100 years of combined experience and nearly 3000 installations, the Matthews Cremation Division is acknowledged world wide as the foremost experts in the cremation industry setting standards in cremation equipment design, manufacture, service and supplies. This column is dedicated to the further education of cremationists, funeral directors, cemeterians and other industry professionals.

Connecting at Wilkerson-Hatch-Bailey

Continued from Page A2



The Gallery

logue, a place where people can learn from each other on what works and what doesn't in dealing with grief, "because we've all been through tough times."

And, just like his first blog, Chat with Hatch has created a buzz in the Waco community. "People mention it all over town," Bailey says, often approaching him to offer their feedback and ask questions about certain topics. "I have to be willing to be an open book, a real person," he explains. And this is just what Chat with Hatch is all about—connecting with each other as people going through the many seasons of life...together.

Hatch Bailey repre-

sents the fourth generation of his family in the family business, Wilkerson-Hatch-Bailey. He is the Funeral Director in Charge, President of the Board and co-owner with his parents, **Roberta Hatch Bailey** and **Arthur William (Bill) Bailey, Jr.** The other members of the Board of Directors are brothers, **Wesley (Wes) Wilkerson Bailey** and **Roy William Bailey.**

For over 80 years, the Wilkerson, Hatch, and Bailey families have helped families remember lives well lived, providing services that are just right for each family's circumstances.

Chat with Hatch can be found at www.ChatWithHatch.com.

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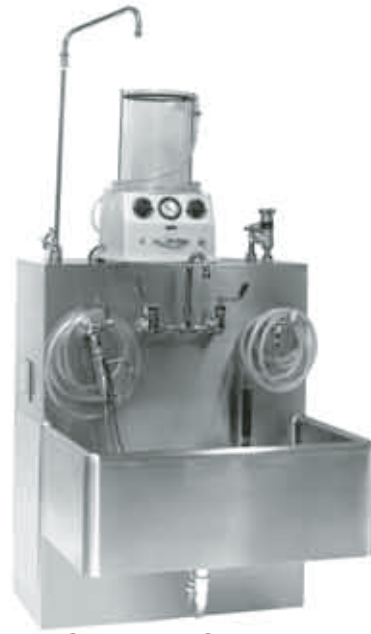
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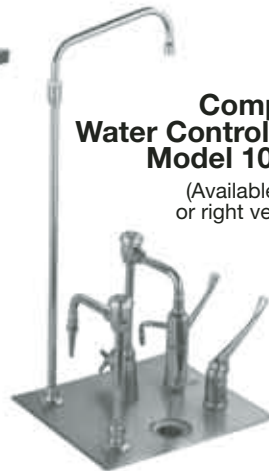


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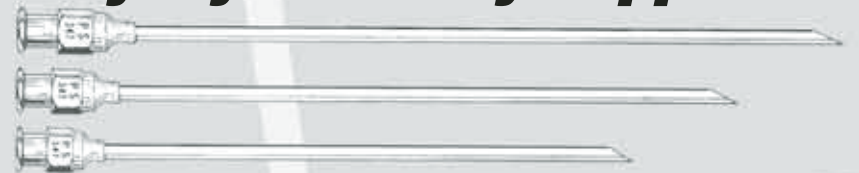
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Weed-Corley-Fish to build a new Funeral Home in the Austin Suburb of Lakeway

Continued from Page A2

chitect. The new building will feature an open floor plan, wireless Internet connections, the latest in audio-visual equipment and a reception area with a catering kitchen, Fish said.

"The Weed-Corley-Fish family is pleased to be expanding into Lakeway. Residents of the Lakeway area

soon will be treated to the same kind of service that people in Austin have appreciated and trusted for many, many years," Fish said.

Through four generations, Weed-Corley-Fish Funeral Homes & Cremation Services has proudly served families in the Austin area. The Weed-Corley-Fish heritage dates back to 1886; the business has been family-owned since then.

Weed-Corley-Fish Funeral Homes & Cremation Services offers the finest, most modern and comfortable facilities in the Austin area. They recognize that their most valuable asset is their reputation and that their success is best measured by the families they have served for generations. Historically, they have maintained a 98 percent satisfaction rating on surveys of families they have served.

Weed-Corley-Fish Funeral Homes & Cremation Services is a member of *Selected Independent Funeral Homes*, an international association of independent funeral directors with high standards of membership. All members follow the Selected Independent Funeral Homes Code of Good Funeral Home Practice.

The Weed-Corley-Fish family currently has about 70 full-time and part-time employees.

For more information, visit www.wcfish.com.

What Do You Do?

By Dan Rohling, CFSP

A body is received at your place of business. Actually a member of your staff removes this body and notes on the removal document that this body is quite odoriferous and informs their superior of that fact. In addition to telling the supervisor of this "out of the ordinary odor" the removal person alerts their superior of their concern that this body may be decomposing at a rapid rate due to both the odor and discoloration noticed during the removal (the removal person is a mortuary college graduate).

As the supervisor intakes this case he/she makes no written notes concerning the odor (although at deposition the odor is recalled) nor of the discoloration mentioned by the removal person. In addition, he/she does not pass on any of the obvious, pressing problems with the case to those who are in contact with family members. Specifically, it is not made known to the individual that is tasked with making funeral arrangements with family members concerning this rapidly decomposing body.

Answers for questions that you may have at this point:

1. *Where did this person die?* In a hospital ICU.
2. *When was this body removed to the funeral home?* Within hours of death.
3. *Cause of death?* Sudden heart attack; no drugs of any kind are in this picture.
4. *How could this body decompose at such a rate?* Please read on...

A thorough review of hospital documents and procedures leading to the care of this body while in the ICU, brings to light:

- a. It was several hours after death before this body was removed from the ICU to the hospital morgue.
- b. A heating blanket was employed, was "on" and in place hours after death up until the body was removed to the hospital morgue.

The story continues...

The surviving spouse has ordered a private autopsy, as, at this point and for whatever reason, the family does not trust the hospital to perform the post. This post is to be performed at the funeral home. The pathologist is scheduled for the following day, which, at this point leaves us with a rapidly decomposing body. FYI, the spouse has chosen embalming. Now we all sit and wait for the body to continue to decompose and for the pathologist to appear. Yet another note of interest in this fascinating albeit true story: the appropriate area of the yet to be completed autopsy report will read "body is at room temperature."

What would you do?

Or perhaps one might ask what you would have done if a body such as this was received at your place of business under these same conditions.

- A. Refrigerate this case and watch it decompose further?
- B. Contact the pathologist, advise him/her of the situation, ask for permission to embalm and proceed to preserve this body as best one can?
- C. Or do as this funeral home did, which, as evidenced by the autopsy report in the words that should be echoing as you read this: "the body is at room temperature," i.e. nothing.

Who created this situation?

1. The hospital?
2. The funeral home?
3. Both?

In this man's opinion, the hospital started the dominos falling by not handing the body as it should have. Then the funeral home kept them (the dominos) going by not even attempting to minimize the decomposition of this case. Funeral home records illustrate quite clearly that this case was never refrigerated while in their care and custody. For your edification and knowledge, this was no small town funeral home but a business that handles several hundred cases a month.

This is an unusual case. Those of us in the game must step up to the plate with the skills necessary to do what is right, or at least to ask the right questions to find the right answers. Something out of the ordinary is just that and must be dealt with in a proactive and positive manner for all concerned. Which brings us to *What Do You Do?* Or perhaps more specifically, what would you have done should such a problem be left on your doorstep?

Dan Rohling, CFSP works nationwide as a consultant and expert witness in the funeral, crematory and cemetery industries. He can be reached at dan@rohling.us.



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Prelude to the Science of Embalming (Part 41)

By John A. Chew

In actuality, cavity treatment begins during the pre-analysis observation. Clinical symptomatic conditions which begin prior to death are due to a number of pre-existing conditions which at first may not be apparent to the embalmer.

During the primary cleaning of the body, we, as embalmers, must use our basic senses of sight, smell and touch to achieve our goals of preservation and to protect the environment. As we make our initial observations, we may notice an overall color change. In the Caucasian and Latin races a bleached out sallow appearance may be apparent. In the black individual a paste gray appearance will be noted. The exceptions would be interracial differences and various discolorations due to pre-death conditions.

In the emaciated individual, little distention may occur with only a limited abdominal distention due to tissue and/or organ content and early decomposition. In the average and obese body, there may be early observable conditions due to various metabolic changes related to the cause of death and/or time lapsing between death and preparation of the body.

Distention caused by peritonitis may be difficult to determine due to the focal point of the micro-organism causative agents. Indications of the condition may only be observed after entry of the blunt trocar into a cavity. The embalmer would see a creamy exudate clinging to the trocar when withdrawn. The tightness of the abdominal cavity due to putrefactive gases may be determined through palpation creating a hollow drum like sound.

If the distention of the abdominal region is due to an accumulation of fluid, a slush-slush sound would be heard during manipulation of the area while cleaning the body. Both gas and fluid should be removed with a blunt trocar to relieve extravascular pressure prior to injections. At this point, we have not disrupted the integrity of the visceral organs but only removed the gases and liquids surrounding the viscera.

It is my opinion that the trocar insertion point should be in the region of the ensiform (ziphoid) process allowing the diaphragm to become a dividing barrier to prevent cross contamination between the thoracic and abdominal cavities. This also provides an avenue for treating the two cavities on an individual basis when necessary during the preservation process.

A small incision should be made adjacent to the ensiform (ziphoid) process for easy insertion of the trocar. In determining the length of a trocar, I place the point of the trocar on a ear lobe and the hub at the point of the initial insertion of the trocar. This insertion site gives the embalmer a great deal of latitude in reaching and treating the total length of the trunk of the body. At the completion of the vascular injection, everything that has been recorded on the embalming report and done during the actual process must be re-evaluated prior to the final cavity treatment. The cavity treatment, in most cases, does not require additional incisions. It is important to remember that there are exceptions to every situation.

We have now re-defined the purpose of cavity treatment which is to evacuate liquids, gases and solids from the viscera contained in the trunk of the body and inject special preservatives.

Prelude Forty-Two will discuss alternate and special applications/treatments.

John A. Chew is a Funeral Service Education Specialist, Consultant, Tutor, Thanatogeneticist, and a Licensed Funeral Director and Embalmer. He is a retired former Associate Professor and Director of Funeral Service Education at Miami Dade Community College as well as the Institute for Funeral Service Education and Anatomy at Lynn University (1967-1997). He is presently Director of Education at Embalmers Supply Company, Recinto De Ciecias, Medicic, UPR, ESCO/OMEGA, and the Academy of Restoration and Embalming.

Lawlor Funeral Home takes delivery of New Superior Coach



COLUMBIA, IL— Michael Lawlor, of Lawlor Funeral Home in Columbia, receives the keys to his firm's new 2008 Superior Cadillac Statesman Coach from Joe Molina of Royal Coachworks, Inc., St. Louis, MO.

Hillside Memorial Park and Mortuary announces new "Garden of Solomon" Development

Continued from Page A21

munity for more than 60 years, committed to providing families with caring and sensitivity.

Surrounded by beautiful gardens and lawns, fountains, stunning architecture, artwork and more, its exquisite grounds provide a dramatic yet serene backdrop to memorials and tributes. Vast and serene and quietly famous, Hillside offers families pre-need planning for their loved ones, and expert assistance for all necessary arrange-

ments, including ground spaces, garden estates, mausoleums, wall crypts, family rooms, cemetery services and floral, mortuary/funeral services. A community service of Temple Israel of Hollywood, Hillside is well-versed in Jewish mourning customs and traditions, and also offers community education in the form of activities and events. To learn more about Hillside Memorial Park and Mortuary, visit www.HillsideMemorial.org or call 800-576-1994.

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3/8"	20"	80.25 ea	20" stainless steel	81.00 ea
3/8"	22"	82.05 ea	22" stainless steel	83.00 ea
5/16"	14"	73.10 ea	14" stainless steel	74.00 ea
5/16"	16"	75.40 ea	16" stainless steel	76.00 ea
5/16"	18"	76.70 ea	18" stainless steel	78.00 ea
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SCI reports Third Quarter 2008 Results

HOUSTON, TX— Service Corporation International (NYSE: SCI), a provider of deathcare products and services, has reported results for the third quarter 2008. Tom Ryan, the Company's

President and Chief Executive Officer, commented on the third quarter of 2008 and outlook for 2009 "As reflected in our third quarter results, we are experiencing a difficult economic environ-

ment that is affecting our preneed cemetery sales. As we believe these conditions will continue into next year, we have also lowered our expectations for 2009 in the outlook provided. While the negative effect of our trust fund performance has not materially impacted our current quarter results, we do anticipate some downward pressure related to this in our fourth quarter 2008 and 2009 funeral and cemetery revenue outlook. That said, we continue to believe our business model is sound and results in significant levels of cash flows which allow

us the unique opportunity to increase shareholder value in these times of economic uncertainty."

The Company also announced that its Board of Directors has approved a quarterly cash dividend of four cents per share of common stock. The quarterly cash dividend announced today is payable on January 30, 2009 to shareholders of record at the close of business on January 16, 2009. While the Company intends to pay regular quarterly cash dividends for the foreseeable future, all subsequent dividends, and the establishment of record and payment dates, are subject to final determination by the Board of Directors each quarter after its review of the Company's financial performance.

Service Corporation International (NYSE: SCI), headquartered in Houston, Texas, is North America's leading provider of deathcare products and services. At September 30, 2008, the company owned and operated more than 1,300 funeral homes and 350 cemeteries (of which over 200 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. For more information about Service Corporation International and complete quarter results, please visit <http://www.sci-corp.com>.

Women of Distinction



The 100 Black Women of Funeral Service honor our female funeral professionals who have impacted the profession in their respective communities, their state and on the national level. They have accepted the challenges of being a female in a non-traditional profession in one of this nation's most demanding industries. They have exhibited professionalism, leadership, longevity and class. Because they continue a strong legacy and make a commitment to the funeral service

profession, women are at the forefront. Many of these women were honored as 100BWFS Women of Distinction, receiving the M. Athalie Range Trailblazer Award. For the next several months these fine women will be featured in this column. If you would like more information on the 100 Black Women of Funeral Service go to www.100Blackwomenoffuneralservice.com or email Hundredbwfs@aol.com.



By Eleanor Davis Starks, CFSP, Founder and Executive Director of the 100 BWFS, Inc.

Doing extraordinary things that make a powerful difference in California and Texas

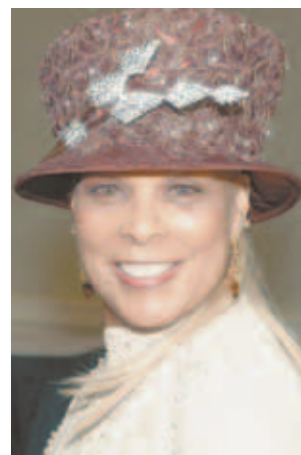
Pamela J. Anderson, CFSP

Angelus Funeral Home, Los Angeles, California

Most of you know Angelus Funeral Home in Los Angeles, CA as the "Funeral Home to the Stars," due to its illustrious service, facilities, staff and location and the number of celebrities and newsmakers that are handled by this great firm, established in 1923 by the late John Lamar, Sr. and currently owned by President John Hill, Jr. The list of who's who is very long, including a few of my favorites like NBA Great Wilt Chamberlain, Gospel Extraordinaire Rev. James Cleveland and personal family friend Attorney Johnny Cochran, Jr. I could go on and on. Under the leadership and watchful eye of Manager Blanche McConnell, who also serves as her role model and mentor, Pamela J. Fisher-Anderson, CFSP serves as Angelus Funeral Home's Assistant Manager and Supervisor of Vital Statistics. These are positions that she takes very seriously especially when those death certificates cross

her desk. She scrutinizes every bit of information and makes sure every I is dotted and T is crossed so there is no reason for error.

"Pammie" as her colleagues affectionately know her, started her career in 1975, in her hometown of Wilmington, DE with the legendary Sammie and Cheris Congo, owners of Congo Funeral Home. There was no better foundation than working



Pamela J. Anderson

with this dedicated husband and wife team. "I learned from the best," states Pammie. "They built a foundation of trust in our community. This dedication carried over to the staff and families that we served. They helped me realize the importance of coming to work, ready to serve and giving 150% of myself."

After ten years, Pammie stepped out of that comfort zone, made some career moves and found herself in Los Angeles, CA. She then found a family and employment with the Harrison-Ross Mortuary in her new hometown. She was welcomed with open arms to another great husband and wife team and family business, for the next seven years. "I was encouraged to get officially licensed as a funeral director in California," she said, "and that was the best business decision I ever made."

Funeral service has been a non-stop career for Pammie. She learned early on from her role models that it is important to belong and participate at all levels in this ever-changing and demanding profession. She has been involved and held more offices locally, statewide and nationally than the average person. When you speak of the most progressive state association in the nation, it brings you back to California and its leadership in which she is a front-runner. In addition she is also an active member of the 100 BWFS, The Birdies and the Ladies Auxiliary. Sometimes you think she is also working for other great firms in the LAX area.

If you take a minute, like I did, and ask Pammie

CONTINUED ON PAGE A28

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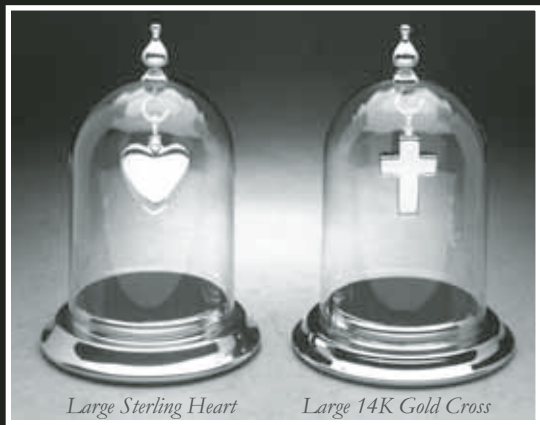


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StoneMor Partners L.P. launches new initiative targeting Pre-Need Pet Memorialization

LEVITTOWN, PA— StoneMor Partners L.P. (NASDAQ: STON), an owner and operator of cemeteries and funeral homes in the United States, with 230 cemeteries and 59 funeral homes in 27 states plus Puerto Rico, and the only deathcare company structured as a master limited partnership, announced it has launched a new initiative targeting the growing demand among pet owners seeking to plan for their pets' death in advance.

Bill Shane, Chief Financial Officer of StoneMor, commented, "It is estimated that pet owners will spend in excess of \$40 billion for pet related expenses in 2008 alone. We believe there is a sizeable market for services after a pet dies when the pet owners will seek closure and comfort. Generally, pet owners have no idea what to do when their pet dies. They ask their Veterinarian at the time, but because of their grief, often cannot make effective decisions. We have found that many pet owners regret their decisions later. We have initiated a service through our Cemeteries and our 43 Pet Cemeteries to contact pet owners in advance and allow them to pre-plan their pet funeral. With one phone call to the local cemetery, we pick up the pet, take the pet to the crematory (most pet owners elect cremation) and return the ashes in a beautiful container pre selected by the pet owner. We are in the final testing phase and expect to be offering this service shortly."

StoneMor Partners L.P., headquartered in Levittown, is an owner and operator of cemeteries and funeral homes in the United States, with 230 cemeteries and 59 funeral homes in 27 states plus Puerto Rico. StoneMor is the only publicly traded deathcare company structured as a partnership. StoneMor's cemetery products and services, which are sold on both a pre-need (before death) and at-need (at death) basis, include: burial lots, lawn and mausoleum crypts, burial vaults, caskets, memorials, and all services which provide for the installation of this merchandise.

For additional information about StoneMor Partners L.P., please visit StoneMor's website, and the Investor Relations section, at <http://www.stonemor.com>.

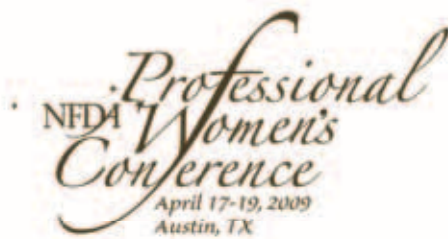
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The 2009 NFDA Professional Women's Conference, April 17-19, in Austin, Texas, is packed with more networking and learning than ever!

Start the conference with the optional Austin BBQ & Brew Funeral Service Foundation Fund Day event and/or the evening Welcome Reception.

Then get ready for two days packed with idea-generating seminars and discussion groups:

- Alan Creedy kicks it off with a thought-provoking seminar every funeral director must hear to **learn how to successfully adapt to change**.
- Get an **in-depth look at contemporary mortuary cosmetology** and how to achieve a more life-like appearance.
- **Expand your caregiver skills** by learning how to help someone considering suicide or dealing with death from suicide.
- **Learn about social media and how it can** engage customers and advance your business.



My nfda...



NFDA's Professional Women's Conference is **TRULY ADDICTING!** It hits the hottest topics in funeral service and gives me a chance to brainstorm with dedicated funeral professionals. Some of the **VERY BEST** ideas I have implemented in our funeral home have come from this event!

Sheri Stahl, CFSP
The Island Funeral Home and Crematory
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Continued from Page A26

what's so special about funeral service, she answers in one breath. "To be able to advise, assist, help, counsel and comfort families at a time in their lives when their world has come to a screeching halt. Then when the smoke clears and they see the light at the end of the tunnel, talk to them about pre-need for themselves and other family members to avoid the same situation or issues they suffered."

She says it, plain and simple. I thought for a moment and realized this sister is serious about what she does and deserves a big hug. She said, "Through the years of listening and watching great business owners and licensees, you learn what is not taught in school or out of a book. You learn by doing, shadowing and respecting those who came before you and always doing the right thing. I thank God for my relationships with the Congos and the Harrisons and the Winston and Tillman families, because I use them as my foundation for doing the right thing. These role models

and looking at what they have become makes me a better professional and person. They have inspired me and continue to inspire me. I serve as a mentor but I am blessed to have hands-on mentors at my fingertips too. You can't pay for compassion, experience, expertise, tradition, good selection methods, networking and funeral ethics, and I learn so much from their association. Belonging to great associations like the NFD&MA, Inc. and attending national conventions of the NFDA and ICCFA has been a plus in my funeral career maturation process."

In looking at all these factors and talking with Pam, you can see why she has the reputation as being the hardest working woman in funeral service around the nation. If you want to get it done, just give Pamela J. Fisher-Anderson a call. I've called her many times and the success of the Academy Awards of Funeral Service has rested on her shoulders and made us all proud. It's wonderful being Pamela Anderson because every day is filled with the un-

known, because she never knows who will walk through the doors of the Angelus Funeral Home. She's sitting at her desk ready to serve all.

Sandra "See Dee" Clark

Sandra Clark Funeral Home, Dallas, Texas

"I never try to keep up with the expectations of others. I do what is right and ethical and I don't have to answer to anyone but myself."

Sandra Clark is a confident woman who sees no obstacles—she learned from her parents that they are disguised as opportunities. She shines from within and is very professional, caring and ethical. Dallas is the largest metropolitan area in Texas and her heart is twice as big. If you ever meet her, you would ask "Why aren't you strolling down some runway in Paris?" This tall and statuesque funeral



Sandra Clark

director was wearing the finest quality of designer digs, when I first met her more than 20 years ago. It was a treat to see what beautiful designer suit by designer Nolan Miller, Channel or St. John she was wearing. She epitomized the elegant funeral directress of both the 20th and 21st centuries.

Born in Shreveport, LA, she was the eldest of three children. Her well-do-to father was a well known

business entrepreneur, the late McKinney Lewing and her mother a beloved educator and school teacher, Alberta Ballard-Lewing. Sandra knew right off the bat that education and entrepreneurship was her career path. Her mother stressed a good education, and for her it started at a local Historically Black College, Bishop College of Dallas at the early age of 16 years. It would then continue with a Master's Degree from East Texas State University. She had a business opportunity, and purchased her first funeral home, realizing she had a calling for the funeral service profession. She went back to school at *Dallas Institute of Funeral Service*, was awarded an Associate Degree and licensed as funeral director and embalmer.

Sandra was concerned about all the families she served, but particularly the low-income families in the community, who suffered losses and were financially strapped. Because of her concern and compassion for others, she was the first in the State of Texas to advertise and offer "The Affordable Funeral." Sandra has truly been a blessing to the State of Texas and the community residents she serves. Twenty-five years later, she is still being blessed as a woman who has made a powerful difference in our beloved profession. God looks out for those who look out for His people. Sandra Clark is honest, God-fearing and puts Him first in her life. She is truly concerned about mankind and she is elegant, poised and very comfortable in her own skin. She has sat with presidents and dignitaries as well as the everyday people.

Her blessings started long before she founded the **Sandra Clark Funeral Home** in 1982. Business continued to boom and in 1989 she purchased a 12,000 square foot, two story colonial building on two acres of land, where she continues the legacy of a lifetime. The firm is independently female owned and operated. Her mantra in life is...If You Believe, You Can Achieve!

In her 25 years of business, Sandra Clark Funeral Home has never turned a grieving family away. I asked my AKA Soror Sandra why she loves the funeral business and she was straightforward with her answer. "To help and to serve and that's the bottom line."

When asked what she tells her mentees when they ask about the funeral business, she did not hesitate to say, "Funeral service is a 24 hour job, where you cannot pick and choose what you want to do and when you want to do it. It is 365 days a year, 7 days a week and 12 months out the year. It takes dedication, patience and commitment. Be prepared to miss a lot of special events and to arrive late when you do go."

She states that women bring a lot of caring and patience to the profession and we work extra hard for things to work for our families. "One must network and complete lots of continuing education classes," she says, "because there are always lots of rules and regulations that we must adhere to, so that we will be in compliance." She is for real and a lady of high standards. This same dedication has brought her many accolades and awards, and we all realize why she stands alone as the Lone Star State of Texas Woman of Distinction.

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Anderson Funeral Homes now connects families and friends around the world with Memorial Service Webcasting

FRANKLIN, OH— The staff members of **Anderson Funeral Homes**, Franklin and Springboro, OH, are pleased to announce that webcasting is now available to all their client families. "This cutting-edge technology is an innovative way for us to bring memorial or funeral services to members of the family and the wider circle of friends who are unable to attend in person," says **Charles O. Dawes**, General Manager, Anderson Funeral Homes.

"Families and friends are scattered—often around the world—and it's at times of grief and loss that their absence is keenly felt by those left behind. It's our goal to help everyone come together to celebrate the life of their loved one, and find comfort."

"Many people haven't heard about webcasting," continued **Beverly Keen**, Advance Funeral Planning Director. "A webcast is simply a broadcast of the service, distributed over the Internet using streaming technology. It can be viewed live or recorded, and viewed when friends and family wish to—sometimes over and over again."

The administration of Anderson Funeral Homes chose

to work with the leader in live event Internet broadcasting solutions, **Event by Wire**. Based in Half Moon Bay, CA, Event by Wire applies state-of-the-art technology to eliminate location, costs and personal circumstances as barriers to participating in important life events.

The technology is portable, too. "This means that we can take it anywhere; broadcasting services and events held in parks, on golf courses, in churches; wherever the client family wishes the services to be held, added **Charles, W. Anderson**, President, Anderson Funeral Homes. "This is another way to build flexibility into every celebration. No two lives are alike, and no two memorial services should be; webcasting allows for the utmost in personalization."

Webcasting is just one more way Anderson Funeral Homes continues to provide their client families with innovative ways to celebrate the lives of their loved ones.

Historically, entire communities came together to honor the life of a loved one, and share their grief. In the 21st century, we're finding family and friends to be scattered across the country, and around the world; effectively

preventing them from such a gathering. Through this new webcasting technology Anderson Funeral Homes will unite them once again.

The dedicated staff of Anderson Funeral Homes, Franklin and Springboro, OH, has been serving families in the Warren County area for generations and are widely known for their professionalism and deep commitment to excellence. Every family who comes through their doors receives unrivaled, compassionate attention. For more information contact Charles O. Dawes, General Manager at (937) 746-6455.

The Millennial Connection (Part 3)

Communicate effectively with a Millennial Mortician to eliminate % -) or : - /

Continued from Page A22

Active listening is the key to strengthening communication with a Millennial. As Millennials we are concerned that our ideas and thoughts will be discredited because we lack work experience. Show us you care by being patient, listening and communicating your understanding of our feelings or opinions. We want to know we matter to the funeral home and are a vital part of the staff.

Always remember . . .
 :-(employees = :-(customers
 :-) employees starts with XCLNT communication

Symbols Key

%-)	Confused
:-/	Puzzled
SMS	Short Message Service
:-(Unhappy
:-)	Happy
XCLNT	Excellent

Check back next month for practical tips on leading and inspiring the next generation of funeral directors.

Lacy Robinson, CFSP is a goal-oriented, impatient multitasker who can't seem to pull herself away from creating funeral service groups on Facebook. Lacy is also known as a MILLENNIAL MORTICIAN holding a Kentucky Funeral Director/Embalmer's license. She's the Professional Development Trainer for Aurora Casket Company presenting continuing education programs on the local, state and national level.



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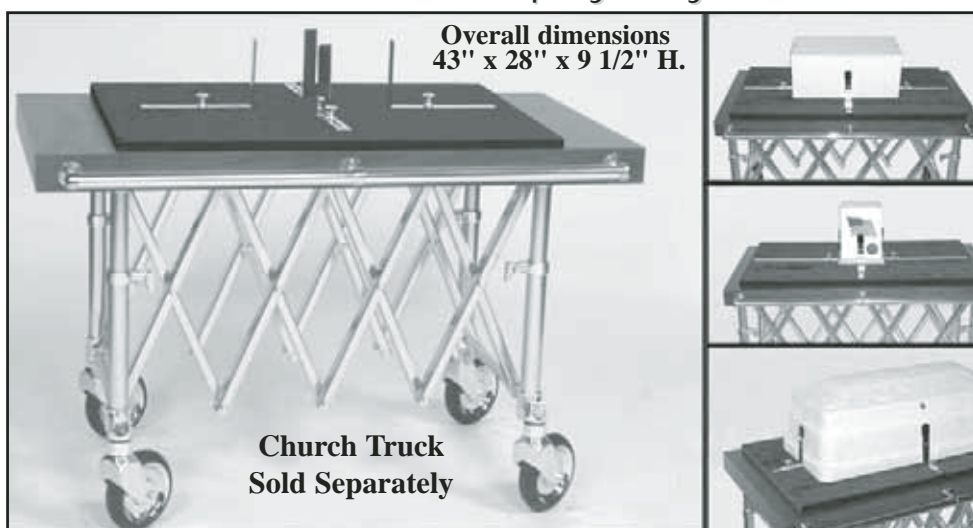
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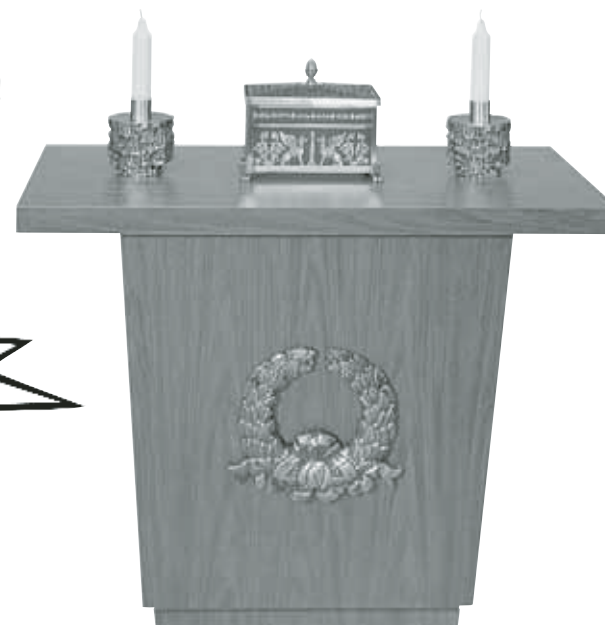
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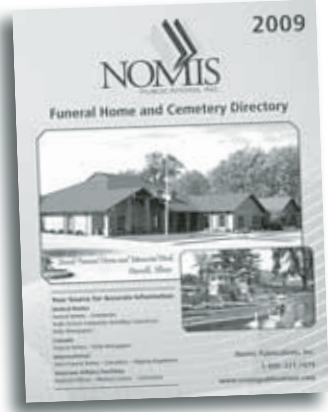
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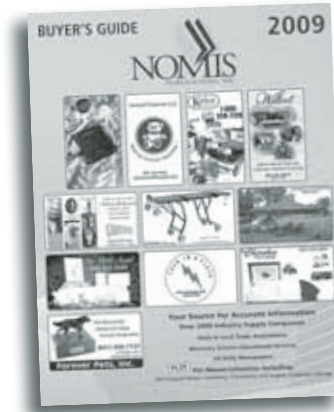
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Anticipatory Grief (The Grief We Don't Talk About Much Anymore)

By Todd W. VanBeck

Your son or daughter comes in and announces that they have just signed up for the United States Army and they are going off to fight in a foreign land, a long, long way from home.

The day arrives for their departure. You have had a lump in your throat and a pit in your stomach for weeks. Now the plane takes off and you go home having feelings that you have never had before.

It is 4:30 p.m., and you son or daughter is two hours late and still not home from school. Your pulse beats rapidly and ideas such as, "What if..." or, "I should have picked him up," race through your mind. It is an uneasy, unsettled bundle of emotions and you do not like the feeling one bit!

Your mind races with the anticipation that your child is dead or hurt and this brings waves of fear and anxiety.

In both of these scenarios the common experience is anticipatory grief. Anticipatory grief is something that everyone experiences at some time and in some form throughout life.



Todd W. VanBeck

Dr. Erich Lindemann, the famous Harvard physician and the author of the "Symptomatology and Management of Acute Grief" (which was the first scholarly study of grief reactions) first coined the term anticipatory grief.

Dr. Lindemann discovered that many spouses whose mate had been sent to the front lines in the Second World War had experienced such a high level of anticipatory grief that they had actually mentally buried their mate in their minds and felt no attachment or feelings for their mate when they successfully made it back home alive. Anticipatory grief possesses the power to destroy and complicate life.

Anticipatory grief is a process of mourning in advance—before a loss actually occurs. This form of mourning can occur during a long illness. For example a wife caring for a sick husband may easily go through a true grief reaction and may have reached some degree of acceptance before

the actual death occurs. It may even be experienced prior to an event that may never take place as was the case in before mentioned military example.

Such grief is seen as a protective device that prepares the bereaved for their loss but can also possess harmful effects if loved ones disengage themselves prematurely from the dying person leaving that person isolated and alone.

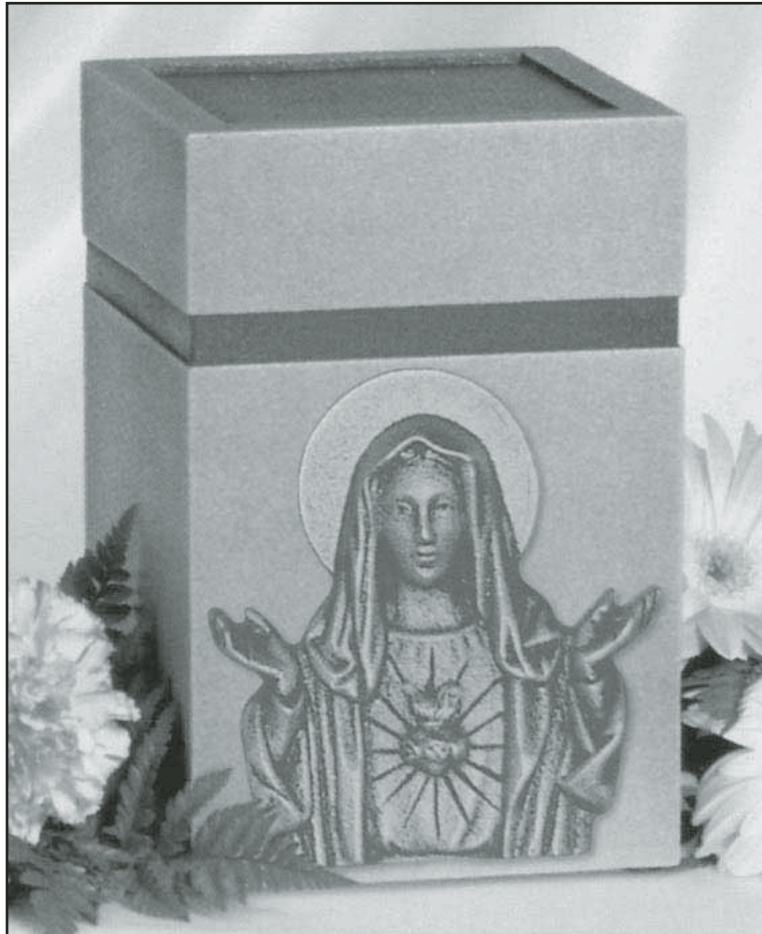
One key element of dealing with anticipatory grief in relationship to the dying or perceived dying person is a matter of timing, which we will cover shortly in this article.

Anticipatory grief is distinguished from normal survivor grief which is typically experienced when loss is experienced. In cases where chronic death is involved the an-

tipication period begins and the survivors experience the various responses of grief such as loneliness, depression, anger, somatic distress and numbness. Prolonged anticipatory grief can and does produce feelings of confusion and resentment which then can easily lead to feelings of guilt after the actual death has occurred.

Dr. Lindemann coined anticipatory grief in 1944. In his writings Lindemann refers time after time to the absence of overt manifestations of grief at the actual time of death in survivors who had experienced the phases of normal grief and had freed themselves from their emotional ties with the deceased.

CONTINUED ON PAGE A32



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Rev. Dr. Edgar N. Jackson was a firm believer that individuals who are well prepared for a life crisis actually manage the crisis better than if they are blindsided or make no mental preparations for the inevitable. Dr. Jackson believed that one of the best ways to deal with anticipatory grief is to simply talk about the event, what it means, and being aware of its presence with the dying person or the perceived dying person. This type of simple human conversation has the capacity to reduce the impact of anticipatory grief. For those that participate in the dying process, acute grief is less severe than those caught off guard. Some people say that it is impossible to feel emotions before the event that causes the emotions occurs. It is true that feelings cannot be easily intellectualized, yet life experience itself shows that the emotions of anticipatory grief can be easily experienced.

One major question which is raised is this: "Does anticipatory grief help the bereaved after the actual death occurs?" Robert Fulton made a study of this very issue and concluded that while anticipatory grief can pervert itself in the majority of bereavements it leads to a greater calm and acceptance of the ensuing death—but once again conversations need to take place.

It should be noted, however, that even though this information shows positive results there are many determinants of the grief behavior experienced with the advanced warning of death. No two deaths are alike and hence healthy or unhealthy anticipatory grief will almost always be determined by the timing of the process or worded another way—end points.

Timing or end points are of critical importance in making anticipatory grief a positive rather than a negative experience. The basic concept here is simple. The feeling of anticipation of a significant loss through a process of communication needs to mirror the dying process itself. Instead of the person dying going one way and the person anticipating the death going yet another direction the people involved in this life drama event journey through it together, communicating, sharing feelings, talking and saying things that desperately need to be said before the end. It is mighty difficult to have a conversation with a corpse.

Timing and end points actually work, but it takes time and effort. Add to this grief work the fact that the American culture is terribly death denying and it shows no signs of improving many times, way too many times, these vitally important conversations simply do not take place—and that is indeed unfortunate for everyone concerned in this environment of silence and denial anticipatory grief has its dangers.

This timing/end point issue is a sticky wicket. For instance if the mourning period for the person experiencing anticipatory grief comes to completion before the actual death of ten times the relationship

with the dying person is sadly terminated. When this occurs it may actually appear to others that the person who has completed their grief work is in essence abandoning the dying, and once this happens the person who had done the abandonment may actually seek new attachments, relationships and investments in their own future. The result of this response is that many onlookers will judge this person as uncaring, insensitive, or even cruel.

Yet, the tables can easily be turned and the dying person may well be the person to let go, leaving the survivor resentful and betrayed when the dying person does not respond to any emotions of affection from the survivors.

Anticipatory grief is also illusive. This is particularly true in cases where the diagnosis is bleak but remarkably the dying person goes into remission and begins leading a somewhat normal life. When this happens it is very difficult for people to stay together with an awareness of the reality of the fragility of remission and the ever present force of the reality of death. The constant balance and flow between denial (forestalling anticipatory grief work) and acceptance (facilitating anticipatory grief work) often times prevents a linear acceleration of anticipatory grief over time. Even significant relationship problems can occur when a terminally ill person does not die when expected—as strange as that might sound. Having worked through the anticipatory grief, and hence in a sense emotionally buried the person, the death ambushed survivor often will lack the emotional capital to begin the relationship again. They often will fear getting close again because of the threat of having to go through the pain associated with anticipatory grief once again. Sadly the pain from the grief wound is greater than the love.

Anxiety is one of the feelings frequently present during the experience of anticipatory grief. Part of the anxiety associated with anticipatory grief is the presence of one's own grappling with one's own death, in other words an increase in one's own personal death awareness. People who are associated with dying persons cannot help but identify with the death process, and having an awareness of one's own eventual fate. It is like looking at previews of coming attractions at the movies. The "that could be me" syndrome clicks in.

Guilt is another emotional factor associated with anticipatory grief. As mentioned before when anticipatory grief leads to premature abandonment of the dying person, after the actual death high level guilt is possible. Sometimes people actually wish that the dying person would just get it over with so they can get going with life again, then when their wish is granted guilt emotions are predictable. Many times this type of guilt because of a wish or desire will not surface until after the death, when little can be done. In my career I have often heard "I should have done this or I could have done that." Of course the opposite of this can also occur when the person in anticipatory grief is motivated to move closer to the dying person and hence a type of reconciliation, atonement, deeper level of relationship is possible.

While the emotion and state of fear is generally reported to be a negative in life it can serve as an excellent motivator. Fear motivates many questions. "What will I do with the children?" "Where will I live?" "How will I manage my affairs?" "I had better tell Dad the truth!" In a certain sense fear forces to the surface the issue of role rehearsals and this can be good. People who are genuinely concerned about the future, and have the presence of fear concerning the future, are motivated to resolve issues before they actually become issues, versus the personality that throws cares and worries to the wind. In anticipatory grief one can witness the future widower learning to cook and clean or the future widow goes out and gets a job and learns to pump her own gas and balance her own check book. This fear, this anticipation of events, acts as a motivator and hence allows life to flow more smoothly for the survivors after death.

Anticipatory grief can be a trickster and this is particularly true when it comes to funerals. If the funeral is one means of dealing with grief and when anticipatory grief relieves the survivors of grief distress the obvious question can be asked: "Is a funeral necessary?" Many times in my career I have heard families say with complete calm "Mom died two years ago when we put her in the nursing home."

Of course grief, any type of grief is not quite as easy and clean as this. While some people have managed their grief well in anticipation of the eventual some confuse "calm" with completion of the mourning pro-

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cess, and the calm can be a convenient illusion—or stated another way taking the easy way out which the person at the time may be quite unaware.

The illusive nature of grief is this. The emotions which are association with anticipatory grief and a potential death, and the actual death and aftermath are quite different.

I was serving a family many years ago whose mother had been confined to a nursing home for three years and not knowing the names of any of her six children. Upon the mother's death two of the daughters took charge and instructed me to immediately cremate the mother's remains. The two daughters confidently explained that they and their other siblings had "grieved" their mother's loss months ago and were "over it." However confident these two daughters were this was not the case for the others in the family, and people in the community at large. One daughter reported persistent dream states where her mother would greet her with a big smile and present her with her favorite — an old-fashioned apple pie. Then suddenly the daughter would wake up and have to reprocess all the information concerning the fact that her mother was indeed dead. This daughter shared with her pastor that she believed her problems were caused by the fact that she had not seen her mother in death. She did not get to say good-bye.

True enough logically her mother was like a corpse in the nursing home, but she was still breathing, she still moved, and she was someone to talk to even though she could not make a response. Anticipatory grief or not, being dead is quite a different situation than being alive no matter how debilitating that life is. Then the community at large who knew the Mother felt ignored for their only opportunity to participate in a formal final farewell had been taken from them, innocently of course, but taken away just the same.

As funeral professional we need to always, regardless of death circumstances, share with every family the values and benefits of leaving taking ceremonies, and this is not information to make a sale, this is information which is a professional conviction.

What then can be done for families and individuals going through anticipatory grief? The family and members face dual tasks that are usually painful and sometimes downright contradictory. The family is expected to care for the dying person, and simultaneously they are preparing for the final separation that death will bring and then on top of all this make preparations for a future from which this very person who is requiring so much attention and care will be missing.

Add to all this the predictable fatigue, and possible resentments, and the potential resulting guilt and truly a psychological powder keg is a very real possibility. Economic issues might become an issue as well and the avoidance of assuming new responsibilities within the family structure.

From all sides, for everyone involved with anticipatory grief and the dying process honesty makes the entire situation more successful. In this current environment and given the epidemic of death denial in the United States lies and secrets concerning what is going on is a real possibility and is a serious risk for everyone involved. Talking honestly about issues breaks the secret base, and in reality secrets are poorly kept in most families. Honesty creates an opportunity for the dying person and the people anticipating this death to participate in decisions concerning what is to be done and what is not. When honest feelings are avoided with the intention of over-protection, or it seems just to be easier bad things take on a life of their own. At times the use of family group treat-

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ment may be required to assist the family in moving from destructive and harmful dishonesty to one where honest emotions can be shared. Keeping one's feelings inside only makes the situation worse.

I am friends with a very wise and thoughtful funeral director who engages a family treatment specialist when needed through his funeral home. This was very innovative and very much appreciated by families who were experiencing difficulties as mentioned before. One instance is of particular interest for our purposes here:

A father was diagnosed with cancer and measures were taken to keep the family unit together. The mother tried to continue the daily routine as if nothing was wrong. She held back her anger and frustration and bottled them up and fought the feelings of anticipatory grief. Her repression of her honest emotions only made things worse. In time the mother went to the funeral home to make arrangement in advance of the actual death, and in conversation she confided her dilemma to the funeral director who immediately and wisely contacted the family specialist. In conversation the specialist told the mother that it was unfair to her husband not to share her feelings with him. Upon this news the mother began to sob. She confessed that the hardest thing to bear about her husband's illness was the artificial pressure from outside people to not let him know of any of her troubles.

The family specialist stated that the efforts to protect the husband really hurt both of them unnecessarily for now the husband was beginning to feel less helpful to his family and less needed by them. The tension of keeping secrets from her husband drained the wife of energy that she needed to care for him. In fact telling her husband about her day to day problems and worries actually made the dying man feel needed and more like a husband.

In time the husband stated that his self esteem

and sense of mastery of his environment were heightened when his wife and now his children shared daily events with him. Once worries and concerns were shared the family found much pleasure in recalling happy events. The couple's six year old daughter told her dying father that she would remember these conversations for the rest of her life and that she was glad that she could tell him how much she loved him when he was hurting so much.

The family unit in this situation was able with help to reestablish its unity by everyone helping each other in the upcoming death experience. Not all families can be helped when in the presence of anticipatory grief. Ideally professional helpers should be able to encourage families to live and communicate one day at a time, but in anticipatory grief how can they live in the present when they know the truth of a bleak future? If the dying patient can participate in planning for the family's future a huge burden can be removed from the shoulders of the dying person. If the dying person and family can accept the reality of the inevitable they can enjoy the time left. This statement sounds terribly idealistic, but it is a real possibility. Seeking help for some families also depends primarily on the family itself, their history and value systems. For some families their history is so abused and complicated and their system of values is so terribly absent that such an ideal is difficult if not impossible to attain. However it is worth the effort.

Another means of coping with anticipatory grief can come from a religious/spiritual faith. Religious thought declares that human life is much more than a mere biological event and within this arena of human thought can be found much wisdom and guidance which can be invaluable in dealing with anticipatory grief and dying.

Religions almost universally look at life honestly and clearly and acknowledge candidly that death is as natural as birth and that there is hope for a life after death. People with religious faith tend to be less threatened by the inevitable events of life because they have developed foundations which reduce fears and stimulates the ability to face what life gives us.

The Rev. Dr. Edgar N. Jackson was certainly the pioneer in the wise management of grief. In fact his classic book "Understanding Grief" predated Kubler-Ross by a decade. Dr. Jackson was my psychology of grief professor when I was attending mortuary college and he basically changed my life and the way I viewed the world, particularly the funeral world with what he taught.

Dr. Jackson lists five important factors which he believed people should learn and assimilate into their daily lives in order to sharpen their awareness and sensitivity to death and the types of grieving which accompany such inevitable losses. The five factors are:

1. Appreciate the value of the funeral ritual as a way of anticipating the inevitable limits of our own mortal nature. Every funeral gives every person in the community a chance to do some important anticipatory grief work in assessing the place of death in our own lives. This is of great importance, but many people dislike taking advantage of this type of raw learning experience. I have long held privately the opinion that the reason people dislike open caskets and viewing dead bodies is that in actuality they are looking again at previews of coming attractions. However if the opportunity is used wisely a sense of urgency to live life to the fullest can easily be the result of such ritual behavior for the living.
2. Prepare for life's certain detours by practicing the discipline of making significant choices in life with clarity and insight. In other words think out the situation of death and what it means in your life. Thinking out an important life issue such as death compels us to face reality and hence to act with an awareness of the consequences instead of waiting until we are blindsided by the Grim Reaper and make weak decisions based on fear and anxiety rather than wisdom and insight.
3. Development of the self is vital to attaining personal death awareness. The ultimate issues of life all derive from our own inner being. This inner being is strengthened and enriched by a deliberate intentional effort to cultivate our spiritual natures.
4. To learn life skills in managing the stresses and disappointments which life certainly has in wait for us.

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5. Determine efforts to increase our competence and composure in assessing the place of death in all life, for whether we think this subject out or not we all are moving constantly towards death. How much better to move with insight and calm instead of denial and fear?

By creating our own sense of anticipatory grief we can look ahead toward the grief-creating events of life in such a way that we can use the present time we have to fortify our beings for whatever the future may bring. In this way a person can make the present more fruitful and at the same time make the future less frightening. However to implement this approach to the actual dying process is easier said than done for the simple reason that high strung emotions are usually much stronger than logic. Also once the actual dying process has begun it is risky and sometimes inappropriate to introduce deep seeded ideas and concepts concerning a philosophy of death. It is much better to develop the philosophy when everyone is healthy and well and have time to think the matter out carefully. Unfortunately in our death denial culture this preparation for a philosophical approach to death is rarely embraced.

Anticipatory grief is the process of mourning in advance, before a loss actually happens. Anticipatory grief can be healthy as shown in this article, but it can also be harmful if the dying person is innocently abandoned, and the resulting guilt can compound the post death grief reaction for the survivors. End points and timing need to be seriously observed and respected for anticipatory grief can be classified as healthy or unhealthy based solely upon timing and end points.

If anticipatory grief becomes highly complicated counselors are available so that all involved with the dying experience can benefit from professional insight and knowledge. Also religious faith can lessen the severity of anticipatory grief.

In the end anticipatory grief, in fact all loss potentials in life call out for our human intellectual and spiritual attention. Dr. Albert Schweitzer once said "All philosophy comes from people thinking." No truer words could be used to conclude this article. All grief calls out for us to think about the subject, all aspects of death call out for us to think the subject out and arrive at workable conclusions as to what these terribly important life events really mean to us – to each individual. This seems to be a very mature and sensible thing to do—should we not all get about the task of doing so?

Todd W. Van Beck is one of the funeral profession's most prolific authors and presenters. From simple staff development at the smallest funeral home to clergy seminars to keynote addresses at the largest of gatherings, Mr. Van Beck tailors each presentation to suit any occasion.

Todd W. Van Beck has written over 200 articles and 65 books and manuals covering every possible topic of interest to funeral directors, ceterians and clergy. His extensive training and experience spans over 35 years at every level of the funeral and cemetery profession and the church. For more information or to contact Mr. VanBeck visit www.vanbeckseminars.com.

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Association NEWS

Kavod moves into the future as a recognized Jewish Funeral Organization

FAIRFIELD, CT— Kavod—The Independent Jewish Funeral Chapels had a wonderful two day meeting in the warm sun of Hollywood, FL. Besides handling organizational affairs, Kavod was honored to have CEO and President **Joseph Bartolacci**, and **Richard Adlman**, AWC Product and Sales Director, who was also elected an honorary member,

as well as **Steve Duffy**, Vice President – Sales Midwest, all representing **Matthews International**. **Doug Gober**, also representing Matthews, made a wonderful presentation on the Future of Funeral Service. Kavod also welcomed **Bruce Jacobs** from **Your Funeral Advocate LLC**, **Cheryl Silvey**, **Marc Hamhi**, and **David Eaton** from the **Jet Blue Cargo**



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Department, and **John Bikus** from **Legacy.com**. With this conference, Kavod strengthened its relationship with industry companies and continues to grow as a national consultant on the Jewish funeral.

Founded in 2002, the *National Independent Jewish Funeral Directors* are providers of Jewish funeral services. This group was formed to create a

network of independent family owned Jewish funeral providers to support one another in this changing environment and where many have expressed a need to have an individual service provider who is independent and will facilitate as an advocate for the families that we are all privileged to serve. In 2006, the organization changed its name to Kavod—The Independent Jewish Funeral Chapels. KAVOD in Hebrew means honor, respect, esteem, strong moral principles, and a source of pride. It is with these ideals that this organiza-

tion has dedicated itself to having only the highest level of family owned Jewish firms as part of its' organization. The organization became recognized by other national organizations, including the *National Funeral Directors Association*, *Selected Independent Funeral Homes*, the *International Conference of Funeral Service Examining Boards*, and the *International Order of the Golden Rule*, as consultants for Jewish funerals. Membership to KAVOD is by invitation. For more information please visit www.kavodjewishfunerals.com.



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Association NEWS CONTINUED

ICFHA's Cemetery Member Elite Award presented to Trigard's Linda Darby-Sempsrott



ICFHA President Charlie Rouse, and ICFHA Treasurer Vickie Hand, present Linda Darby-Sempsrott with the CME award.

DANVILLE, IL— The **Illinois Cemetery and Funeral Home Association** (ICFHA) recently presented their Cemetery Member Elite (C.M.E.) award to **Trigard CEO Linda Darby-Sempsrott**. This prestigious award was presented at the ICFHA 80th Anniversary Annual Fall Convention on September 10, 2008 at Grizzly Jack's Grand Bear Resort in Utica, IL. Linda's father, **James "Big Jim" Darby** had previously been the recipient of this same award in 2003.

The ICFHA is the successor, by name, to the *Illinois Cemetery Association* (ICA), established in 1928 in Chicago. The Association is a non-profit corporation for the purpose of promoting fellowship among its members; to

create and maintain high ethical standards in the conduct of cemetery administration; to meet and discuss mutual problems and exchange ideas on subjects pertaining to cemetery development, operations, and management for mutual benefit and protection; and to provide a code of ethics to which all members subscribe.

In the mid-1980s, the ICA was able to successfully lobby the Illinois Legislature to remove restrictions in the Funeral Directors and Embalmers licensing law which prevented a cemetery or funeral home from establishing a combination cemetery funeral home operation. Since that time, a number of combinations have been established in Illinois and many combinations and inde-

pendent funeral homes have joined ICFHA.

Linda Darby-Sempsrott has been in the memorialization industry since graduating from Illinois State University in 1984. As co-owner of her family's business along with her sister and brother, Linda works very closely with the sales and marketing for Trigard product lines. As well as being Trigard's CEO, Linda is also co-owner of **Sunset Funeral Homes, Memorial Park and Cremation Center's** seven locations.

Linda has served on various associations including the Board of the Illinois Cemetery Association in Legislation and Public Relations, as well as being an *Arizona Funeral Directors Association* board member. Linda also served on the Illinois State's Comptroller's

Cemetery Advisory Board for two years, and has co-chaired the Women in Funeral Service Scholarship Program for ICCFA. Currently she is a board member of the *National Concrete Burial Vault Association* as Marketing Chair, and has been on a planning committee convention chair for ICCFA and CANA's Marketing Seminar.

Linda has spoken both nationally and locally, at several national conventions and state shows, as well as at smaller area funeral homes. She has also given many talks to Mortuary Science Schools across the U.S.

Outside of work, Linda loves spending quality time with her family, especially her two granddaughters, Ava and Rowan. She is an active participant in her church, loves horseback riding, playing with her miniature Yorkie "Darby", and also has a passion for fitness and gardening.

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Association NEWS CONTINUED

Cremation Arranger Certification offered at 2009 ICCFA Convention and Exposition

STERLING, VA— The largest growth opportunity in the cemetery, cremation and funeral service industry today is with cremation. The only question is, will families who choose this option veer toward or away from tributes and memorialization? Industry owners, managers and staff have the power to influence the trends in their markets through the level of service they provide and the level of service they promote.

To help industry members reach out to today's cremation consumer, the **International Cemetery, Cremation and Funeral Association** has created a *Cremation Arranger Certification* program, six hours of in-depth training on how to arrange and create meaningful cremation tributes, how to create unique options for memorialization and how best to communicate all of this with client families.

Usually available only as part of the *Cremation College* curriculum at ICCFA University each summer, this instruction is being offered for the first time as a one-day program on April 23, as part of the ICCFA 2009 Convention & Exposition at Mandalay Bay in Las Vegas, NV.

The Cremation Arranger Certification program is included with a regular Convention registration; there is no additional fee. The training is an excellent addition to the overall Convention experience, which will include dozens of educational sessions, an Expo Hall with more than 250 booths and numerous receptions and net-

working opportunities. The Cremation Arranger Certification program is open to all owners, managers, funeral directors and counselors. Funeral directors can earn up to six continuing education credits, pending individual state approvals.

The complete 2009 ICCFA Convention program and registration materials are available at www.iccfaconvention.com or by calling 1-800-645-7700.

GPL Compliance Check ICCFA Member Benefit

STERLING, VA— **International Cemetery, Cremation & Funeral Association** President **Mark Krause** has announced a new exclusive benefit for all members in good standing. Effective immediately, members whose businesses must comply with the FTC Funeral Rule's General Price List (GPL) requirements can have their lists reviewed by attorney **Poul H. Lemasters, Esq.**, without charge.

The ICCFA has retained the services of Mr. Lemasters, who is an attorney and a licensed funeral director, to provide telephone consultation on cremated-related legal issues. Now this service has been expanded to include GPL reviews.

Poul Lemasters of the firm **Rosenacker & Associates, Ltd.**, Cincinnati, OH, can be reached at 1-800-221-2889.

ICCFA joins ABFSE

STERLING, VA— The **International Cemetery, Cremation and Funeral Association** will become the newest member of the *American Board of Funeral Service Education*, effective January 1, 2009. The decision to join came as the result of a unanimous vote of the ICCFA Board of Directors on

October 22, during its Fall Management Conference in Naples, FL.

The ICCFA will now have three representatives on the ABFSE and one representative on four of the organization's committees: Curriculum Committee, Scholarship Committee, Program Com-

CONTINUED ON PAGE A40

ICCFA offers Red Flag Compliance Check

STERLING, VA— The **International Cemetery, Cremation & Funeral Association** is providing members with a sample compliance program concerning new federal rules to fight identity theft. New "Red Flag" regulations under the Fair and Accurate Credit Transactions Act of 2003 (FACTA), became effective on November 1, 2008, and are mandatory for financial institutions and also for creditors. As defined under the regulations, the term "creditors" may include businesses such as funeral homes or cemeteries.

The regulations require covered businesses to develop and implement a written identity theft prevention program for the identification, detection, and response to patterns, practices, or specific activities (known as "red flags") that could indicate identity theft. Cemeteries or funeral homes that help customers arrange for credit, arrange for customers to pay in multiple installments or multiple insurance premiums may be considered "creditors" under the regulations.

The ICCFA sample Identity Theft Prevention Program is a five-page document with sections on: Program Purpose and Definitions, Identification of Red Flags, Detecting Red Flags, Preventing and Mitigating Identity Theft, and Program Administration

Members in good standing can access the program by request by calling 1-800-645-7700 or contacting **Bob Fells** at rfells@iccfa.com.

According to the Federal Trade Commission, "A creditor is any entity that regularly extends, renews, or continues credit; any entity that regularly arranges for the extension, renewal, or continuation of credit; or any assignee of an original creditor who is involved in the decision to extend, renew, or continue credit. Accepting credit cards as a form of payment does not in and of itself make an entity a creditor. Creditors include finance companies, automobile dealers, mortgage brokers, utility companies, and telecommunications companies. Where non-profit and government entities defer payment for goods and services, they too, are to be considered creditors."

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Marshall's Funeral Homes' new web site speaks to the community...



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When Marshall's Funeral Homes decided to target the Hispanic community in the Washington, D.C. metropolitan area, they turned to FuneralNet for help. FuneralNet redesigned the funeral home's web site, adding 10 new pages and a web audio feature in Spanish.

By reaching out to the Spanish-speaking community, Marshall's Funeral Homes has greatly expanded its web site audience—and created the opportunity for an explosion in new business.

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Association NEWS CONTINUED

ICCFA Women's Forum Luncheon to focus on Recruitment, Retention Challenges

STERLING, VA— As the difficulty of recruiting and retaining quality staff continues to grow, the **International Cemetery, Cremation and Funeral Association Women's Forum** has developed an educational luncheon program to address this and other issues of current concern to women in the profession.

The Women's Forum Luncheon will be held from Noon to 1:30 p.m. on April 23 as part of the ICCFA's 2009 Convention & Exposition at Mandalay Bay in Las Vegas, Nevada.

The luncheon will offer a discussion of "Women: Aspirations and Opportunities," presented by two human resources experts from **Service Corporation International** in Houston, TX: **Judi Blevins**, manager of talent management systems and organizational development, and **Charlotte Lawrence**, senior manager of talent acquisition.

Blevins and Lawrence will share statistical findings regarding women in the cemetery, cremation and funeral service profes-

sion; examine the qualities of successful women within the profession; provide expertise on recruiting techniques and messaging; and offer advice on meeting the needs of Generation-X and -Y women hires to improve retention rates.

Next, the luncheon will include a 20-minute "Round-Up: Business Philosophies from Successful Women," in which several leaders from within the profession will share their beliefs and experiences on a range of topics, including mentoring, problem solving, organizational techniques, time management, dealing with change and more.

In addition to the luncheon's educational programming, attendees will have opportunities to provide input regarding the future direction of ICCFA Women's Forum activities and to participate in a prize raffle, with proceeds benefiting the Women's Forum Scholarship fund.

All ICCFA Convention attendees are welcome to attend the luncheon; tickets are available for purchase on the Convention Registration Form.

The complete 2009 ICCFA Convention program and registration materials are available at www.iccfa-convention.com or by calling 1-800-645-7700.

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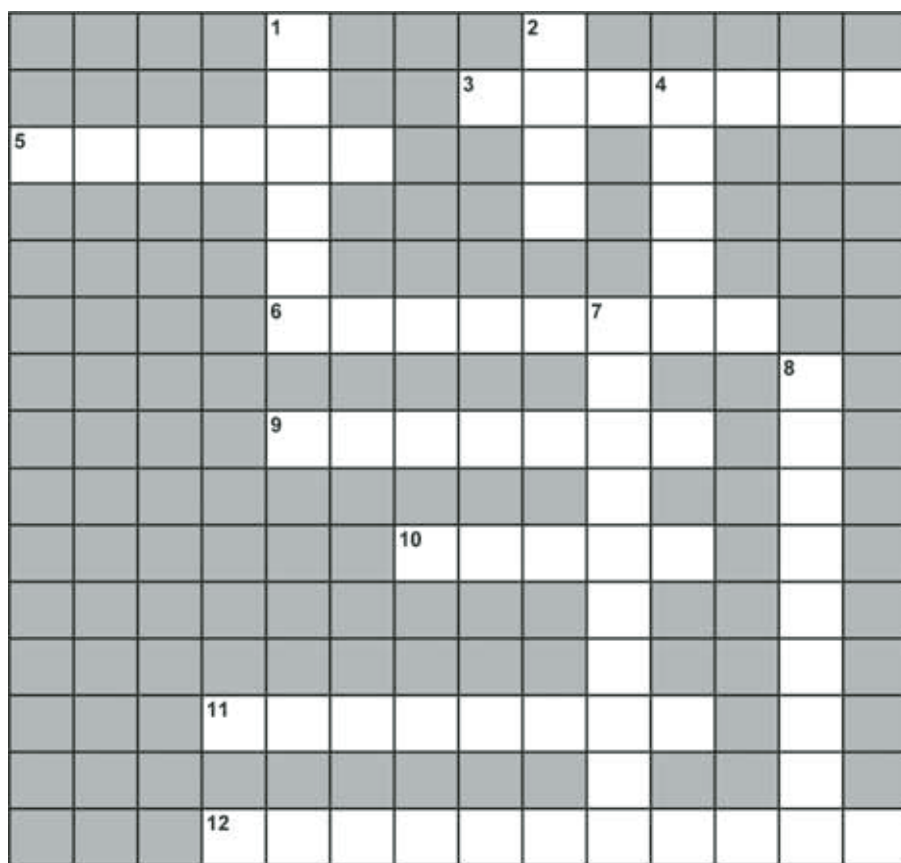
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By Ralph L. Klicker, Ph.D.



ACROSS

- 3. After arrest
- 5. Grief with unclear mourning customs
- 6. Wrote an undertaker's manual
- 9. Muslim funeral prayer
- 10. Flat finish
- 11. Thirty days of mourning
- 12. Preserved bodies in honey

DOWN

- 1. Gives up possession but not title
- 2. Gimp
- 4. Jewish grave
- 7. Adjust to emotional changes
- 8. Mental processes

ANSWERS ON PAGE A44

Ralph L. Klicker, Ph.D., has authored the books *A Student Dies*, *A School Mourns...Are You Prepared?* and *Kolie and the Funeral*. He has also written the textbooks *Funeral Directing & Funeral Service Management and Ethics in Funeral Service*, and his newest textbook *Restorative Art & Science*.

Dr. Klicker is founder and president of Thanos Institute, which offers funeral directors home study courses approved throughout the United States and Canada for continuing education credit for their license renewals.

For information, contact him at Thanos Institute, PO Box 1928, Buffalo, NY 14321, (800)742-8257 or send an e-mail to Thanosinst@aol.com.

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FUNERAL HOME & CEMETERY NEWS

ICCFA joins American Board of Funeral Service Education

Continued from Page A38

mittee and Constitution and Bylaws Committee.

"The ICCFA is pleased to have been invited to join the ABFSE, which plays such a vital role in determining the educational requirements for today's mortuary school students," said ICCFA President **Mark Krause**, CFuE. "We look forward to having a seat at the table and to providing our association's forward-looking, business-minded approach to the discussion of the future of funeral service. I can say with confidence that we will be participatory, interested and focused on a bright future."

"On behalf of all members of the ABFSE, I want to express our collective pleasure that the ICCFA is joining our organization," said ABFSE President **Kevin Davis**. "The ICCFA involvement in

the ABFSE will significantly benefit all aspects of the profession."

The ABFSE (www.abfse.org) serves as the national academic accreditation agency for college and university programs in funeral service and mortuary science education. The U.S. Department of Education and the Council on Higher Education Accreditation recognize it as the sole accrediting agency for academic programs that prepare funeral service professionals.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 7,200 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

Association NEWS CONTINUED

NFDA Pursuit of Excellence Early Bird Registration Deadline is Fast Approaching

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** is offering an early bird registration special to funeral homes interested in participating in the 2008-09 *Pursuit of Excellence Program*. Firms that register by January 15, 2009, will save nearly 10% on the participation fee.

The Pursuit of Excellence Program honors NFDA-member funeral homes for going beyond the expectations of the families and communities they serve, while adhering to the highest ethical standards. To earn NFDA's Pursuit of Excellence Award, funeral homes are required to meet strict quality service criteria that exemplify proficiency in all facets of the funeral service profession. Firms must demonstrate their commitment to: Complying with state and federal regulations; continuing education and professional development for staff; family and community outreach; professional association service and participation; and marketing, advertising and public relations. Funeral homes must also agree to abide by the

program's Pledge of Ethical Practices.

By challenging firms to demonstrate their expertise in key areas of funeral service, the Pursuit of Excellence Program helps funeral homes evaluate their business on all levels of the profession. Once a funeral home earns a Pursuit of Excellence Award, they will receive several free promotional materials that highlight the award recipient's commitment to providing the best possible services to families and their community.

To take advantage of NFDA's Pursuit of Excellence early bird registration price, visit www.nfda.org/pursuitofexcellence.php or call 800-228-6332.

NFDA is the world's leading funeral service association, serving 19,500 individual members who represent more than 10,000 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy office in Washington, DC, NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit www.nfda.org.

The Connecticut Cemetery Association elects officers and Directors

ANSONIA, CT— During the annual meeting on October 16, 2008, **The Connecticut Cemetery Association** named the following officers and directors for 2008-2009. The association was established in 1942 for the improvement of cemeteries in Connecticut.

Officers elected included President **Raymond C. Scholl** of the **Milford Cemetery Association**, Milford; Vice President **Craig S. Neal** of the **Catholic Cemetery Association of the Archdiocese of Hartford**, North Haven; Secretary-Treasurer **Martha Smart** of **Pine Grove Cemetery Association**, Ansonia; and Immediate Past President **Kenneth A. Hedman** of the **Plainville Cemetery Association**, Plainville.

Elected directors included **Craig A. Fleming**, **Pine Grove Cemetery Association**, Waterbury; **Bronson K. Hawley**, **Oak Lawn Cemetery Association**, Fairfield; **Matthew Knowlton**, **In Memoriam Cemetery**,

Wallingford; **Jeffrey P. Pelletier**, **Evergreen Cemetery Association**, Watertown; **Susan Wightman**, **Sacred Heart Cemetery**, New Britain; and **Kevin Gerckens**, **Mt. St. Peter Cemetery**, Derby.

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*Kochanek, K.D., Hudson, B.L., Advance Report of Final Mortality Statistics, 1992

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Educational NEWS

The Conference's 2009 Convention to be held in Williamsburg, Virginia

FAYETTEVILLE, AR— The International Conference of Funeral Service Examining Boards, Inc. will hold its 105th annual convention on February 26-27, 2009 at the Kingsmill Resort in Williamsburg, VA. The two day event will feature presentations on the preparedness of the funeral service profession for emergencies like the Avian Flu, generational differences in today's workforce, and pre-need funding failures and successes. District meetings, roundtable discussions and a welcome reception will provide forums for networking and discourse about topics of interest to attendees. The 2009 convention will come to a close Friday evening with a dinner function that will give the guests a chance to experience the historic charm of Williamsburg. A more detailed agenda is available on The Conference's website.

Located on the beautiful James River, the Kingsmill Resort sits on 2,900 acres

and is minutes away from Colonial Williamsburg. Conveniently located near three major airports, there are plenty of travel options. The Newport News airport is closest to the resort, while the Norfolk and Richmond airports are further away, but often offer cheaper fares.

This year The Conference will host its first golf invitational. The event will take place Saturday, February 28th beginning at 9 a.m. on the Kingsmill Resort Plantation Course. Recently named by Golf Digest as one of "The 75 Best Golf Resorts in North America," the Kingsmill is a premier golf destination. For those interested in participating, please contact Sarah Gill at The Conference by January 16.

For further information regarding registration, agenda topics, and convention information please contact The Conference by calling 479-442-7076 or online at the www.theconferenceonline.org.



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AAMI holds 190th Commencement

NEW YORK, NY— American Academy McAllister Institute held its 190th Commencement on August 23, 2008 in the Pope Auditorium of Fordham University in New York City. The guest speaker was Mr. Louis Stellato of Stellato Funeral Homes of New Jersey.

Members of the Graduating Class were: **Linda Alonso**, Monticello NY; **John Caramanno**, Staten Island, NY; **Tiffany Cox**, Queens, NY; **Trent Fox**, Yorktown, NY; **Nicholas Farena**, Bronx, NY; **Heather Francis**, Pearisburg, VA; **George Frangiadakis**, Queens, NY; **Ralph**

Granata, Brooklyn, NY; **Maryann Gutekunst**, Brooklyn, NY; **Maritri Gutierrez**, New York, NY; **Lauren Houghton**, Putnam Valley, NY; **Jessica Jordan**, Farmington, CT; **Kenneth Karchinski**, Bellmore, NY; **Leah Krueger**, Queens, NY; **Kurt Larsen**, Teaneck, NJ; **Victor Leonardis**, Florham Park, NJ; **Timothy Lischak**, Wayne, NJ; **Megan McFerren**, Queens, NY; **James McHugh**, Madison, CT; **Christopher Mella**, New Brunswick, NJ; **Dorothy Meyer**, Newark, DE; **Thomas Morris**, Warren, MI; **Alan Morrison**, Queens, NY; **Molly O'Rourke**, Brooklyn, NY; **Branson Peacock**, Shelby Township, MI; **Tania Porta**, Danbury, CT; **Danielle Quaranta**, Staten Island, NY; **John Quevedo**, Stony Point, NY; **Nicole Ramos**, Staten Island, NY; **Kristine Singh**, Queens, NY; **B. Sydney Taylor**, Queens, NY; **Sandra Tuffino**, Queens, NY and **Frank Zajac**, Niagara Falls, NY.

Beth Taylor, **Kurt Larsen** and **Kenneth Karchinski** were inducted into Mu Sigma Alpha the honorary scholastic society for academic achievement. This award is reserved for the top ten percent of the graduating class. **Kenneth Karchinski** was awarded the Faculty Award for proficiency in the mortuary arts and sciences. **Beth Taylor** and **Kurt Larsen** were awarded the Dr. John McAllister Memorial Award for proficiency in all areas of the cur-

riculum. **James McHugh** was awarded the *New York State Funeral Directors Association* Award of Merit for the graduate who in the judgment of his/her fellow classmates best typifies the highest ideals of the Funeral Service profession.

Beth Taylor and **Kurt Larsen** were each awarded the Silvio J. Failla Memorial Award. **Maritri Gutierrez** received the Thomas M. Quinn Service Award for the graduate who in the judgment of his/her fellow students have contributed most to the welfare of the class. **Tania Porta** received the George 'Buddy' Wolfe Memorial Award for proficiency in Clinical Embalming. **Victor Leonardis**, **Mary Ann Gutekunst** and **Linda Alonso** were awarded the Academic Achievement Award which is for improvement in scholastic ability, character and commitment. **Dorothy Mayer** received the Board of Trustee's Award. **James McHugh** was awarded the Thomas J. Pontone, Sr. Memorial Award and **Tiffany Cox** was awarded the Sprung Monument Corporation Award of Merit.

AAMI is also pleased to recognize the following students for their academic success in the Summer 2008 Semester. To be named to the President's List one must maintain a semester grade point average of 3.80 to 4.0. **Joseph Papavero** of Maspeth, NY and **Diana Cohen** Flushing, NY were named to the President's List.

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Educational NEWS CONTINUED

PIMS Student Recipient of the Donatelli Scholarship

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) is pleased to announce that **Karin DePrefontaine**, of Lancaster, PA, has been awarded the Fred Donatelli Scholarship. Karin earned the scholarship after writing an essay on "Marketing Cremation in the New Millennium." The Fred Donatelli Scholarship was established for a student from PIMS who wishes to continue their education and earn the Associate in Specialized Business Degree in Funeral Service Management. Kar-



Karin DePrefontaine

in has completed PIMS Diploma program in Funeral Directing and Embalming and is continuing on to receive her associate degree. Congratulations to Karin on her achievement. As well, PIMS is grateful to **Mr. Fred Donatelli** and his family for providing this scholarship and for their support of funeral service education. Mr. Donatelli and his family host a tour of their facilities for every PIMS class.

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Pittsburgh Institute of Mortuary Science welcomes Clark Grave Vault

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) welcomed **Clark Grave Vault** company president **David Beck** and sales representative **Peter Neavling** as guest speakers for class #138 professional seminar series. Mr. Beck spoke of Clark Grave Vault's 100th Anniversary and the history of the company.

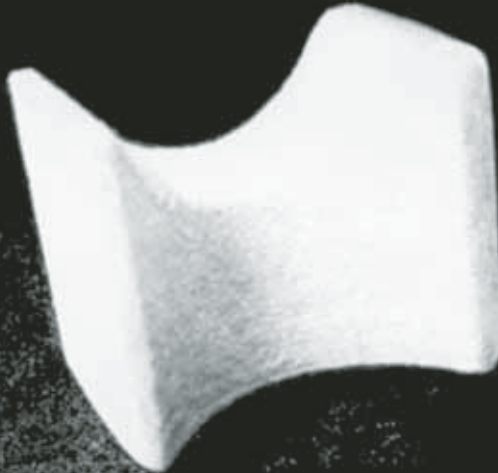


Dave Beck and Peter Neavling (Center) with PIMS Students

In addition, the students viewed a virtual-video tour of the Clark Vault plant which is located in Columbus, OH. Mr. Beck and Mr. Neavling provided everything the students would need to

know about steel burial vaults. While at PIMS, Mr. Beck and Mr. Neavling officially presented the new Clark Grave Vault display in the school merchandise room. PIMS is grateful to Mr. Beck and Mr. Neavling for taking the time to travel to Pittsburgh and to speak with the students.

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Answers to Klicker's Crossword Puzzle on Page A40

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Educational NEWS CONTINUED

Inch Memorials hosts Wayne State Mortuary Science Students



NORTHVILLE, MI— On November 5, 2008, **Inch Memorials** of Northville hosted its eighth annual Open House and Plant Tour for the graduating students of the *Wayne State University School of Mortuary Science*.

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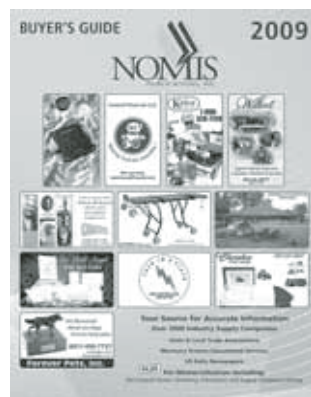
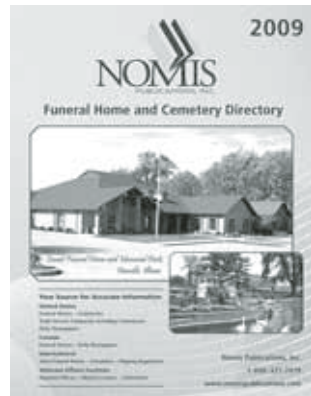
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EDWARD KOPMAN of Batavia, IL died December 6, 2008 at the age of 61. A retired police officer, he graduated top of his class from *Worsham School of Mortuary Science* in 2003 and completed his internship at **Knollcrest Funeral Home** in Lombard, IL. He had been a funeral director with **Hultgren Funeral Home** in Wheaton, IL, where he had been driving vehicles for 25 years, since 2004.



SHIRLEY ANN SMITH ROLLINS of Tuscaloosa, AL died November 27, 2008 at the age of 65. She was co-founder and owner with her husband, **Paul Rollins**, of **Rollins Mortuary** in Tuscaloosa. She was a member of the *Alabama Funeral Directors and Morticians Association*, the *National Funeral Directors and Morticians Association*, the *National Funeral Directors Association* and the *100 Black Women of Funeral Service*.

ERLE C. "BRUD" WITTY of Athol, MA and Winterhaven, FL died November 17, 2008 at the age of 90. He received his degree in Mortuary Science from the *New England Institute* in Boston While attending NEI, the Chemistry professor took a leave of absence and Brud was asked to teach the class. At his graduation from NEI, his diploma was missing the signature of the chemistry professor, as Brud didn't think it was right to sign his own diploma, which is proudly displayed at Witty's Funeral Home. In 1949, Brud joined his father at the **John A. Witty Funeral Home** in Orange and assumed ownership upon his father's death in 1953, at which time it became known as **Witty's Funeral Home**. Brud retired from the funeral home when he sold the business to **James F. O'Connor** on January 1, 1976, after O'Connor had worked with Brud since 1972. Even after retiring, Brud still worked occasionally at the funeral home.

JOHN P. MITTENDORF of Champaign, IL died November 21, 2008 at the age of 101. He was a second generation funeral director and owner of **Mittendorf Funeral Home**, now **Morgan Memorial Home**, in Champaign, which was founded by his father in 1889.

RICHARD T. SAUNDERS of New Bedford, MA died November 30, 2008 at the age of 75. He founded the **Richard T. Saunders Funeral Home, Inc.** in 1967. The firm later merged with the **Dwyer Funeral Home** in 1985 to create the **Saunders-Dwyer Home For Funerals** and in 1996 a new Mattapoisett facility was added.

NORMAN G. HEARD of Pittsburgh, PA died November 5, 2008 at the age of 82. He graduated from *Pittsburgh Institute of Mortuary Science* as Class President and Valedictorian in 1945 and taught anatomy, physiology and embalming at the school until 1958. He worked with his father, **George W. Heard** at the **Heard Funeral Home, Inc.**, and became the sole owner after his father's death in 1959. He was past president and honorary life member of the *Allegheny County Funeral Directors Association*. For many years he was the Association's Ambassador, making radio and television appearances and speaking to civic, school and church groups about the industry. He testified in hearings in July 1976 when the Federal Trade Commission was considering the Funeral Rule. Courtesy Clem's Livery Service, Pittsburgh, PA.



HON. PAUL HYDE BUCHANAN, JR. of Indianapolis, IN died November 6, 2008 at the age of 90. Former Chief Judge of the Indiana Court of Appeals, he was also the grandson of the founder of **Flanner and Buchanan Funeral Centers** in Indianapolis. His sons, **Brian** and **Bruce Buchanan**, are the fourth generation owners of the family firm.

THOMAS J. OPYT of Chicago, IL died November 25, 2008 at the age of 57. He was a graduate of the *Worsham College of Mortuary Science* and owned and operated the **Opyt Funeral Home** in Chicago, founded by his father in 1939, and **Community-Opyt Funeral Home** in Riverdale, IL, which his father opened in the 1950s. Since 1996 he had worked in Chicago funeral homes on a freelance basis. He was also active in the *Illinois Funeral Directors Association*.

DR. IRVINE G. SMITH of Lancaster, OH died November 11, 2008 at the age of 90. A 1942 graduate of *Cincinnati College of Mortuary Science*, he was a third generation funeral director and embalmer at the **Frank E. Smith Funeral Home & Crematory** and was Chairman of the Board. He was a member of the *Ohio Funeral Directors Association* and *National Funeral Directors Association*. He was also a member by invitation of the *Selected Independent Funeral Homes*.

GILBERT DEXTER YATES of Hayden, ID died October 30, 2008 at the age of 89. He attended the *Cincinnati College of Mortuary Science*, graduating in 1941, and apprenticed and was later employed with **Cassidy Funeral Home** in Coeur d'Alene, ID. He founded the **Yates Funeral Home** in Coeur d'Alene in 1952, and in 1974 purchased the **Browning Funeral Home** in St. Maries, ID. He opened the **Yates Funeral Home** in Hayden in 1978, and continued to work with his son and grandson at the funeral homes.

MELVIN MCCOY of Sweetwater, TX died November 22, 2008 at the age of 82. He was founder of **McCoy Funeral Home** in Sweetwater, which continues to be a family owned firm. He purchased the **Patterson Funeral Home** in 1968 followed by funeral homes in Roscoe, Hamlin and Aspermont, TX.

JIM HERRMANN of Brighton, MI died November 16, 2008 at the age of 69. He founded the **Herrmann Funeral Home** in Brighton in 1971.



CHARLES LEON HARRISON, SR. of Memphis, TN died November 21, 2008 at the age of 60. He was president and CEO of **Harrison's Funeral Home, Inc. Orange Mound Chapel** in Memphis. Charles was a licensed funeral director, mortician and insurance agent for more than 35 years, and a 1972 graduate of *John A. Gupton School of Mortuary Science*. He was a life member and Past President of the *National Funeral Directors & Morticians Association*, *Tennessee State Funeral Directors & Morticians Association*, *Bluff City Funeral Directors*, and *Epsilon Nu Delta Mortuary Fraternity*. Charles was an Ambassador of the *Academy of Professional Funeral Service Practice*, a member of the *British Institute of Embalmers*, and *Sigma Phi Sigma Mortuary Fraternity*.

VINCENT L. RUGGIERO, SR. of Bronx, NY died November 27, 2008 at the age of 84. A third generation New York State funeral director, he became the owner and president of his family's firm, **F. Ruggiero & Sons, Inc.**, which was established by his grandfather in 1875, in Bronx and Yonkers, NY.

DAVID B. CRABIEL of Milltown, NJ died December 1, 2008 at the age of 78. A 1955 graduate of the *American Academy of Embalming and Funeral Service*, in 1956 he opened **The Crabiel Home for Funerals** in Milltown. In addition he was the founder of **Crabiel Inc.**, which operates **Gray Funeral Home** in Westfield, NJ, **Gray Memorial Funeral Home** in Cranford, NJ, **Crabiel Parkwest Funeral Chapel** in New Brunswick, NJ, **Crabiel Memorial Funeral Home** in Hightstown, NJ, and **Gowen Funeral Home, LLC** in New Brunswick, NJ. He was a member of the *Middlesex-Somerset Funeral Directors Association*.

VICTOR GOMEZ of Brooklyn, NY died November 14, 2008 at the age of 65. He was a licensed New York State Funeral Director and owner of **Gomez Funeral Service** in Brooklyn for more than 40 years.

MARY J. BRENNY of Little Falls, MN died December 4, 2008 at the age of 86. She and her late husband, **Clemens Brenny**, owned and operated the **Brenny Funeral Homes** in Little Falls, Pierz, Royalton and Upsala, MN until their retirement. For many years they also owned and operated the **Brenny Ambulance Service** in Morrison County.

DOMINIC AIRA of Douglas, AZ died November 4, 2008 at the age of 78. In 1957, he entered the funeral home business working under **Curtis Page** and **Gordon Brown** of **Brown-Page Mortuary** and eventually purchased the business with **Robert Benson**, later becoming the sole owner. He continued to be actively involved in the business with his nephews after his semi-retirement.

JAMES CLIFFORD CRANDALL of Mauston, WI died November 13, 2008 at the age of 87. He received his funeral directors and embalmers license in 1947, and worked for his father in the **Crandall and Son Furniture and Funeral Home** from 1945 to 1963 when he purchased the **Crandall Funeral Home** from his father and operated it until his retirement in 1986. He was a member of the *Wisconsin Funeral Directors Association*, serving as president of the Western District, and serving on the board of directors, as well as a member of the *National Funeral Directors Association*.

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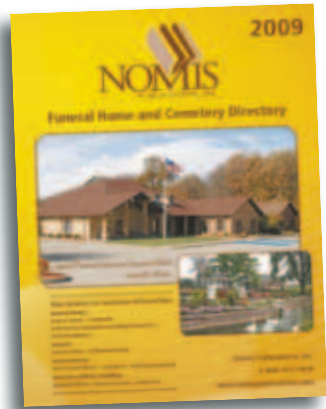
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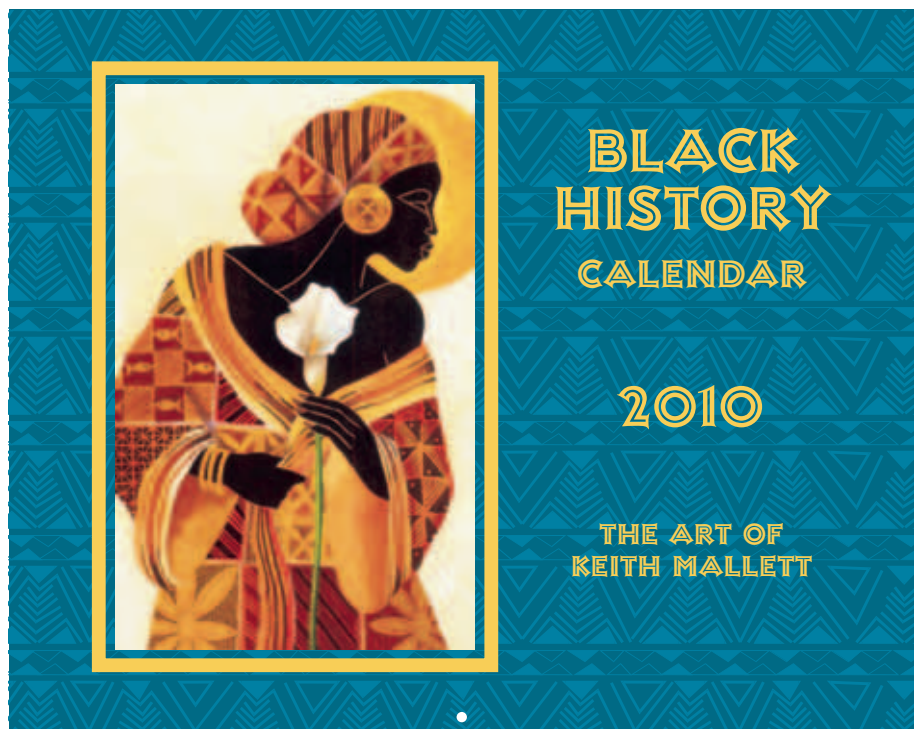
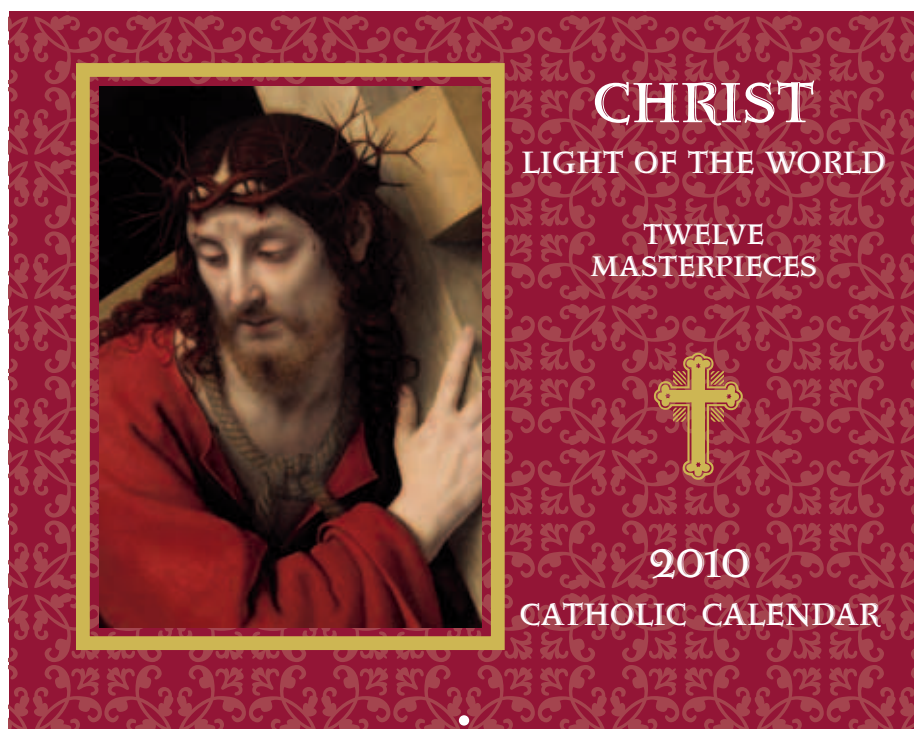


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