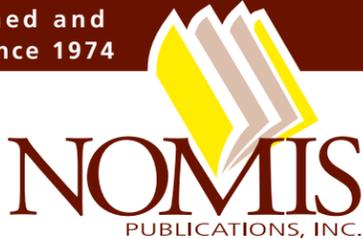


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FUNERAL HOME & CEMETERY

# NEWS

JANUARY  
2010

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

## Accubuilt announces Release of 2010½ Models



*Accubuilt revamps its line of Cadillac Funeral Vehicles. See Page B4*

*"I met Island Hospice's director through the International Work Group on Death, Dying and Bereavement, an organization I've been involved with since 2001," says Carol Wogrin. "She invited me to come to Zimbabwe and see what they do."*



Carol Wogrin

See "Director of NCDE Sees Troubles and Triumphs in Zimbabwe" on Page A29



## CCMS Student reflects on her Service in the Middle East

*By Denise Pfahler*

**For the third of this three part series, see Page A20**

## Small-town funeral home makes lasting impression

*By S.M. Kirkland*

CALHOUN, GA— As owner of the oldest funeral home in Gordon County, **Bruce Thomas** L.E., L.F.D. of **Thomas Funeral Home**, is quick to say service and stability are the cornerstones of success in a small town. Thomas Funeral Home, located in Calhoun, is the county's oldest service provider, opening its doors in 1899. At the time, it was owned by **C.S. Jackson**, whose widow later sold the business to Thomas' father.

"It's your life blood," said Thomas, son of the funeral home's second owner, **J.W. Thomas**, who bought the business in 1945. "You live or die by it."

Smaller towns, like the one he operates in, has a different dynamic than a larger city. The people he serves are people he sees regularly. He still gets together with his high school graduation class of 1964. He, along with several classmates,



The staff at Thomas Funeral Home. (L to R) Max Tomlinson, Joey Peace, apprentice embalmer and funeral director, Bruce Thomas L.E., L.F.D., Alvin Long L.E., L.F.D., and Benny Coulter L.E., L.F.D.

—photo by S.M. Kirkland

went to further their education at the same college.

"Your circle of friends and acquaintances is larger in a small town than in a bigger city," he said.

**CONTINUED ON PAGE A22**



The original Monument

## Green-Wood Cemetery launches Fundraising Campaign to restore the gravesite of famed Composer and Pianist Louis Moreau Gottschalk

BROOKLYN, NY— **Green-Wood Cemetery** has launched a new fundraising campaign to re-create the sculpture of an intricately designed angel that once marked the grave of legendary 19th century American composer, pianist **Louis Moreau Gottschalk** (1829-1869). The angel disappeared from the cemetery under unknown circumstances more than 50 years ago and now an empty marble pedestal marks the musician's final resting place in Brooklyn. The initiative is part of Green-Wood Cemetery's *Saved In Time Historic Monument Restoration Program*, a 501(c) (3) tax-exempt organization proactively working to conserve and restore its endangered monuments.

Existing photos of the Gottschalk monument (ca 1870), "The Angel of Music,"

show a white marble angel approximately 4'10" in height. The angel's left hand held a tablet bearing the titles of six of Gottschalk's most famous compositions, while a heraldic trumpet was tucked beneath the arm. Her right hand was extended in a gesture suggestive of leading an orchestra. At her feet was a classical lyre. The 6½-foot tall marble pedestal and base, on which the angel stood, has been professionally conserved.

"It is with great pride that Green-Wood Cemetery boasts some of the world's most artistically and architecturally significant sculptures, statues and monuments from the late 19th and early 20th centuries. But, with each passing year, caring for these thousands of treasures becomes a more

**CONTINUED ON PAGE A14**

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### DETAILS ON PAGE A11 INSIDE

# HAVE YOU SEEN THESE CHILDREN?

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

## Endangered Missing

### HASSANI CAMPBELL



**Date of Birth:** 9/24/2003  
**Date Missing:** 8/10/2009  
**Missing From:** Oakland, California  
**Age at Disappearance:** 6 Yrs  
**Age Now:** 6 Yrs  
**Sex:** Male  
**Race:** Black  
**Height:** 3'0"  
**Weight:** 40 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** Both photos shown are of Hassani. He was last seen on August 10, 2009 at approximately 4:15p.m. Hassani was last seen wearing a gray sweatshirt and gray pants. He wears braces on his ankles.

## Endangered Runaways

### MARK ANTHONY DEGNER



**Date of Birth:** 7/13/1992  
**Date Missing:** 2/10/2005  
**Missing From:** Jacksonville, Florida  
**Age at Disappearance:** 12 Yrs  
**Age Now:** 17 Yrs  
**Sex:** Male  
**Race:** White  
**Height:** 5'1"  
**Weight:** 100 lbs  
**Hair:** Brown  
**Eyes:** Hazel

**Circumstances:** Mark's photo is shown age-progressed to 17 years. Bryan's photo is shown age-progressed to 18 years. They were last seen on February 10, 2005. They may be together. They may still be in the local area. Bryan has a scar on the left side of his torso.

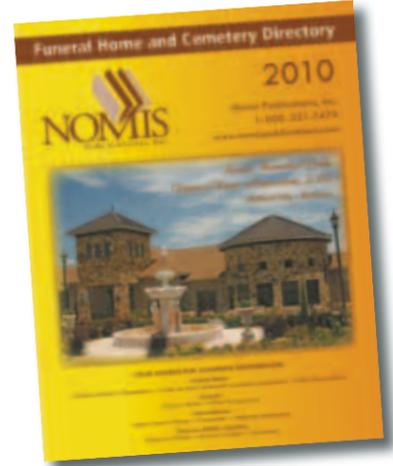
### BRYAN ANDREW HAYES



**Date of Birth:** 12/12/1991  
**Date Missing:** 2/10/2005  
**Missing From:** Jacksonville, Florida  
**Age at Disappearance:** 13 Yrs  
**Age Now:** 18 Yrs  
**Sex:** Male  
**Race:** White  
**Height:** 5'3"  
**Weight:** 150 lbs  
**Hair:** Red  
**Eyes:** Blue

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

Your Firm could be pictured on the front cover of the **Funeral Home & Cemetery Directory**



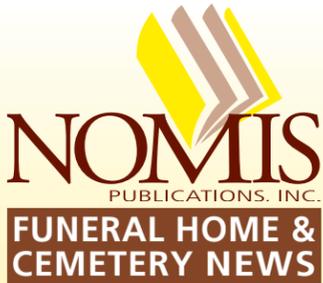
### TO SUBMIT -

Include your firm's name, address, phone number(s) and name of contact person on your company letterhead, along with your photograph or line drawing. Include a short description of your facility.

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### NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A40 and Section B, which contains the Classified Advertising and consists of pages B1-B20. If you do not receive both sections please call 1-800-321-7479 or email [info@nomispublications.com](mailto:info@nomispublications.com).

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## Claire Chrune joins Dyer-Lake Staff



Claire E. Chrune

**ATTLEBORO FALLS, MA—Dyer-Lake Funeral Home and Cremation Services,** 161 Commonwealth Avenue, Village of Attleboro Falls, North Attleboro is pleased to announce that **Claire E. (Butler) Chrune** of Woonsocket, RI; a native of Wrentham, has become a full time member of their staff. She will be the firm's Family Outreach Coordinator. She was raised and educated in Wrentham where she was a graduate of King Philip Regional High School and graduated from Katharine Gibbs and Eastern Nazarene College. She currently resides in Woonsocket, RI.

Prior to becoming a full time member of the Dyer-Lake Team, she worked as a customer service and sales representative for Capstan Atlantic in Wrentham from 1996 until 2008.

## Transitions: Burials at Sea on the USS Arizona—Sunk at Pearl Harbor on December 7, 1941

By Bonnie McCullough, CAE

*Transitions is a quarterly column from Bonnie McCullough, CAE about funeral service and end-of-life issues. McCullough is executive director of the New York State Funeral Directors Association, an organization of more than 900 funeral homes and 3,500 licensed funeral directors.*

The tradition of burial at sea is an ancient one. As far as anyone knows this has been a practice as long as people have gone to sea. Many burials at sea took place as recently as World War II when naval forces operated at sea for weeks and months at a time. Since World War II, many service members, veterans, and family members have chosen to be buried at sea.

One of the most unusual burials at sea takes place aboard the famed USS Arizona. This magnificent battle ship took a direct hit from a Japanese torpedo—dropped from a plane—which caused the ship to explode in a massive inferno which killed many of her crew in just a few seconds. When the Arizona sank, the remainder of the 1177 sailors on board was trapped below deck to be entombed forever in the ship they loved since that fateful day in 1941 that made inevitable America's entry into World War II. In 1982, the first interment of a survivor of the attack took place at the ship. Some survivors are cremated, and the cremains are scattered directly over the water covering the ship. Other survivors have chosen to have their cremains placed into a special urn which is then carried under water by Navy divers to be placed in the ship's gun turret #4.

The site of these burials is the USS Arizona Memorial, an elegant white stone structure arching over the battleship, which rose from a wartime desire to establish some sort of memorial at Pearl Harbor to honor those who died in the attack. Sug-

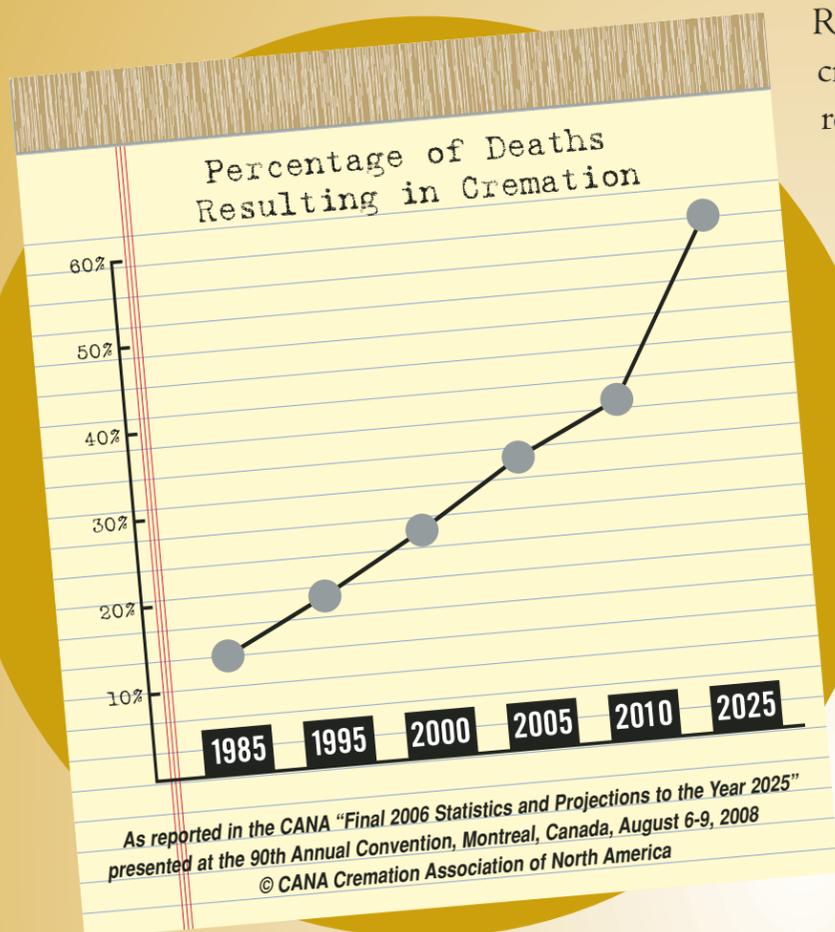


Bonnie McCullough

CONTINUED ON PAGE A17

# Where is *your* business heading?

Cremation requests continuing to rise nationwide, it makes good financial sense to consider the purchase of a crematory.



Reliable, even conservative statistics tell us that cremation is on the rise; rapidly in states that have resisted this change and in a measurable progression in those currently showing more moderate growth.

For firms relying on third party providers, the difference in the cost for this service and that of financing or leasing equipment may amount to a few hundred dollars a month. Why not take advantage of the opportunities cremation offers?

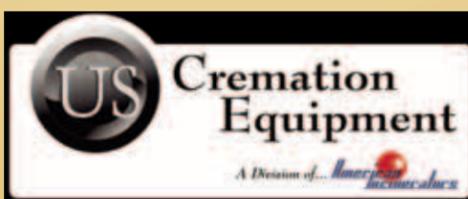
- Build equity in your business
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- Limit liability exposure
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# Quincy Memorials repairs vandalism to Kingston Veterans' Monument

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The Kingston Veterans of Foreign Wars Memorial

**QUINCY, MA— Quincy Memorials**, a leading provider of monuments and related services, has completed repairs to the Veterans' Memorial on Green Street that was recently vandalized.

The story attracted considerable local attention, resulting in the arrest of four youths who toppled the Kingston Veterans of Foreign Wars memorial near **Evergreen Cemetery** as well as many more inside the cemetery. With the timing of the vandalism so close to Veterans' Day, the incident was condemned by local and state officials alike.

Recently, the memorial was repaired, with the work being done by Quincy Memorials which has a branch location in Kingston. **Bryan Poirier**, a principal in the company, said that they secured the memorial by drilling holes into the concrete foundation and monument, installed steel pins and securely fastened the monument back on its setting. The company provided the repairs at their cost, and also professionally cleaned the

memorial at no cost to the town.

"We, like everyone who heard this story, were saddened at the incident and the timing of it," said Bryan Poirier, adding, "We are very pleased that we were able to help restore this monument so that area people can once again view the monument with a sense of pride." He continued, "It was our pleasure to help out a town and community that has been home to our Kingston office for over 18 years."

The Veterans' Memorial is eight feet long, four feet high and six inches wide. The names include veterans of World War I, World War II, the Korean War and the Vietnam War.

Among the soldiers honored on the veterans' monument were Leo C. Forcier, who died in WWII; William C. Bonney, who died in WWI, Sabin L. Anderson, who died in the Korean War, and William Gould, who died in VietNam.

Quincy Memorials is a leading provider of enduring, beautiful monuments, skill-

fully created to help memorialize a loved one. With locations in Quincy, Kingston and Waltham, Quincy Memorials serves the needs of families in Eastern Massachusetts and beyond. Quincy Memorials has been operated under the ownership of the Poirier family since 1979, when **Yves and Donna Poirier** purchased the business. Both Yves and Donna grew up in the granite industry in Barre, VT; and Quincy Memorials traces its roots back to 1950. Today, Yves and Donna are joined in the business by sons **Jeffrey and Bryan**. The main headquarters for Quincy Memorials is located at 18 Willard Street, Quincy. The company provides monuments, mausoleums, markers, colonial tablets, urns, cemetery lettering and cleaning, bronze (historic) markers, and more. Quincy Memorials provides a variety of services to assist customers, including a pre-need program. For additional information on Quincy Memorials, please visit their website, [www.QuincyMemorials.com](http://www.QuincyMemorials.com), or call 617-471-0250.

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## The Gift of Aftercare

By Sherry L. Williams

Here we are facing another year. It is hard to believe that we have survived this year. All of us have had to deal with the Recession, Stock Market Bust and the dwindling of our Retirement Accounts. We have had to deal with a slower market and facing hard decisions about any plans or redecorating, adding staff, adding services, building improvements or big purchases in general. We have all been waiting to see what the market is going to do and we have all held our breath waiting for things to get better.

As I review the things that happened in 2009, I can only think about some of the things I have been telling grievors for years. Don't let "Fear" paralyze you, don't give it power by letting it take control. Instead, you must validate or invalidate the fear, make plans for how to handle it and move forward – taking control of your life.

I might say that same thing to all of you – Funeral Service Practitioners. You need to take control of the fear in the market and the economy and move forward. As professionals, you cannot grow if you let fear control you. You have to take risks or you truly "risk" losing everything. Now, I am not saying to make blind decisions, and just go hog wild, but I am saying that you need to make calculated risks that are planned out and risks where you have weighed the benefits and the pitfalls.

As Funeral Service Practitioners, you must provide outstanding service which includes but is not limited to the best service you can give so price does not become an issue. If people are not satisfied with how you treated them before, during and after the service, you can guarantee that price will become one of their biggest issues to argue about. If people feel like they received value and meaning from the service you provide, they will not complain about price. This means that you must go out of your way to make the service meaningful and that you must provide an opportunity for expression of grief, an atmosphere of comfort.

When you think about providing outstanding service, you can't wait until things get better, you have to make better. And a large part of that is "attitude". Are you looking for the opportunity to serve people? Are you exploring ideas to make funeral services more meaningful? Are you open to new ideas? Are you willing to try new things? Do you see the glass half full or half empty?

As we move into 2010, it will be important for all of us to remember that "attitude" affects 100% of what we do. I say this thinking about something a friend of mine sent me in an e-mail about how important "attitude" is. It goes like this:

If you take the letters of the alphabet... A,B,C,D, and so on and assign them numeric numbers accordingly... A=1, B=2, C=3, D=4 always through the alphabet and then you take the words

KNOWLEDGE  
11 14 15 23 12 5 4 7 5 = 96%  
And...  
HARDWORK  
8 1 18 4 23 15 18 11 = 98%  
But...  
ATTITUDE  
1 20 20 9 20 21 4 5 = 100%

What kind of attitude are you going to take into 2010? Are you going to continue to let fear have power over you? Or, are you going to take control and make plans for growing your business, providing outstanding service, getting involved in the community, finding ways to network with other groups to keep your costs down, being more productive on those days when you do not have funerals? Think outside of the "proverbial box" and be creative with your time and resources. Find ways to optimize services both cremation and traditional. Be open to ideal and include your staff in brainstorming sessions and give them projects they can start and see through to the finish. Get everyone to buy into a new and different kind of year one where "Attitude" is the most important thing that your employees bring to work.

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](mailto:sherry@newleaf-resources.com). Visit New Leaf Resources and Sherry Williams Enterprises, Inc. at [www.newleaf-resources.com](http://www.newleaf-resources.com)

# MKJ MARKETING 2010 SEMINARS

**WHO SHOULD ATTEND?**  
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## GREEN opportunity SEMINAR

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Want to get into green funeral services or want to take your existing green options to the next level?

*What are the exact steps for taking "green" to the next level in deathcare?*

*What are the common mistakes that firms make?*

*How can you tell which products are truly green?*

*What is the potential for revenue?*

*How can this niche maximize exposure in the press?*

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How can funeral homes and cemeteries benefit from social marketing? How can your website actually enhance your business and produce revenue for your brick and mortar? This cutting-edge, innovative two-part seminar will show you everything you need.

*How to use social marketing to reach new consumers at low costs - Twitter, Facebook, YouTube, LinkedIn*

*Do social networking sites represent an advertising tool for funeral service?*

*New ways to improve your website.*

*Is a website update worth the investment? If so, what should be the focus?*

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## Veterans & Family Providers send Thousands of Stuffed Christmas Stockings to Troops Overseas

**SANIBEL, FL**— Thousands of soldiers overseas will be enjoying a little taste of home and some Christmas cheer for the holidays thanks to participating **Veterans & Family Memorial Care Providers**, nationwide. “The success of the annual VFMC Operation Xmas Stockings for Soldiers initiative has blown me away” said **Mark Davis**, founder and CEO of Veterans & Family Memorial Care. “Communities all across the country have rallied in support of our heroes that are in harm’s way by visiting our participating funeral homes to pick-up a free Christmas stocking, take it home, decorate it and fill it with Christmas cheer. The stockings were returned to the funeral home and shipped by them to platoons overseas in time for Christmas. Many of our funeral homes were fortunate enough to obtain addresses of local soldiers serving

in Iraq or Afghanistan which made this initiative even more meaningful.” Here are just a few of the many emails received by VFMC.

“This is, indeed, a great initiative. We have been on the receiving end of thanks, hugs, praise, and even tears as a result of our efforts. Nearly 200 stockings have been taken; and, filled socks are being returned. Tomorrow is the last day for distribution. We are planning to ship stockings to units with whom local young men and women are serving. This is, by far, the best project that VFMC had suggested!” —**JB, Barnhardt Funeral Home**

“Just wanted to drop you a note and let you know how successful our 1st annual Christmas Stockings Pro-

gram was this year! We started with a case of 48 stockings and folks in our community were more than enthusiastic in filling them. We have a total 132 stockings to send to one of our local soldiers deployed in Afghanistan...so he and his “buddies” can have a small taste of home! Hoping to fill even more stockings next year! Thanks for such a great program and idea! I also included a couple photos of our stockings in our back office before being shipped out tomorrow.” —**William J. Den Herder, Den Herder Funeral Home**

“We started this promotion late. With nothing other than word-of-mouth, we have filled 59 stockings. We contacted a couple of local Veteran groups to see where we should send them. They gave us addresses for local soldiers fighting overseas. One is a local nurse/volunteer fireman who now runs the medical chopper between Afghanistan and Germany. We’re going to send him extra to give out to any wounded veterans stuck there for the holiday.” —**Gary Buss, Toppitzer Funeral Home**

“Mark, is there any way to send our stockings directly to Illinois soldiers? It is amazing the way the community has responded to this. A couple is walking through the front door as we speak carrying several bags from their church. Just amazing!” —**Jon Poore, Colonial Terrace Funeral Home**

“We will have about 210 stockings to return. Fabulous response. Rob said next year we will shoot for 1000 stockings!” —**Patty, Crouch Funeral Home**

“We have 45 stockings ready to go! Not bad for a community of 1600.” —**J. Paul McCracken Funeral Chapel**

“Just wanted to let you know our elves just took 118 stockings to the post office for shipment!!!! We are so happy with the amount of support we received from local school children and our friends and neighbors.” —**Soni Henry, French Funeral Home**

There are over 800 family owned funeral homes in 45 states that are “Proudly Serving Those Who Have Proudly Served”. For more information on being considered to become the Exclusive VFMC Provider in your community go to [VeteransFuneralHomes.com](http://VeteransFuneralHomes.com) or call toll free (866) 770-6791.

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## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### How to Make a Good Professional Appearance (Part 3)

This month I conclude my three part series on how to make a good professional appearance. We will be discussing appropriate attire for the ladies this month. I hope you have enjoyed my series of columns regarding professional appearance and dress and found them helpful.

Professional business attire is not only the order of the day for men, but also the ladies in our profession. Here are some tips on how ladies can make an impressive and lasting first impression through the way they dress that will make a positive difference in their career. This advice is offered courtesy of ETICON, Inc., Etiquette Consultants for Business, Columbia, SC and Jill Haney, CEO and President of JH Image Consulting, Cincinnati, OH.

Purchase conservative and traditional dresses, skirts, blouses, pant suits, closed toe shoes with medium to low heels. Keep it simple. Women have more leeway when it comes to color choices. Women can wear brown suits and dark shades of green and purple and still be taken seriously. Appropriate jewelry or other accessories can be a nice touch; however, don't overdo it. Make sure you're wearing light to medium make-up, don't cake it on. When you are seated, please make sure your skirt length is never shorter than just above the knee. Women should wear sheer hosiery to convey competence and professionalism.

How much cleavage is appropriate at work? There is a time and place for showing cleavage, but the office is not the time or the place. Remember, your image and the messages that your image sends can have a powerful impact on your career path. Credibility in the workplace can be compromised when we choose to dress provocatively. For women, clothing covers 75% of the body, and the goal is to have co-workers, associates and clients paying attention to the face and what is being said, not what is being displayed. Women who choose to display their cleavage run the risk of alienating the women they work with and diminishing their power with the men, because the

cleavage can be a distraction. How much is too much? Clinton Kelly of TLC's "What Not to Wear" suggests that the cleavage is too low when soft tissue begins to show.

The appropriate length for skirts and dresses in corporate America is to the knee. This is typically a flattering length for all body types anyway. When sitting, the skirt should be no more than 2 inches above the knee. Skimpy, strappy tanks can be worn at work when worn under a blouse, sweater or jacket.

Our society has changed enough that bare legs can be appropriate at work (keeping in mind the company dress code). However, legs should be freshly shaved and a self-tanner should be used to give your legs a “hose-like” quality.

*Men and Ladies - Pick the right shoes!*

Everyday we make a routine yet quite important fashion decision: what shoe to wear. Shoes are a reflection of our social status. There is no other piece of clothing that can make or break an ensemble like a shoe.

When it comes to men's business shoes it is best to own four pairs. If the workplace dress code is business attire three pairs of dress shoes and one pair of casual shoes is recommended. A pair each of black and brown lace-up shoes such as an oxford shoe. Black shoes will always be the dressiest and look great with any navy or grey suit. Dark brown shoes are also a wardrobe staple and look equally great with navy and grey.

For those who favor classic looks, continue to wear black shoes. For those who want to shake things up a bit, try a brown lace-up shoe with your navy and grey suits. Another great dress shoe is a slip-on. Slip-ons are typically thought of as casual shoes, but there are many great looking dress slip-on shoes.

Women have much more flexibility when it comes to work shoes. Black and brown shoes will be a staple in any wardrobe. Today it is easier to add a punch of color to traditional business dress. For example, a beautiful burgundy patent shoe will add some personality to the look of a grey, black or blue suit. The well dressed woman will always have a fabulous pair of the highest quality animal-print heels in her wardrobe. Inexpensive animal-print heels look very tacky. You should only buy them if they are of the finest quality and brand. Always keep shoes clean, well heeled and highly polished. Find a good shoe repair shop.

*Please be mindful of the following when in a consumer's presence.*

It is important to avoid chewing gum or tobacco; sucking on hard candies or mints. If you are a smoker, please refrain while in the consumer's presence. Additionally, don't forget to make sure your breath and clothes are free of all signs of smoke. The smell of tobacco can cause some people to not desire to deal with you; not because of who you are, but because of how you “smell.”

Mind your vocabulary. A strong vocabulary can have a positive and lasting effect on our professional image. Words are powerful, and first impressions are lasting impressions. While our visual impression is our strongest, our vocabulary and how we speak affects our reputations as well.

Interjections and fillers such as “like,” “you know,” “Um” and

“Uh-huh” and “got it” will always undermine your message and can cause people to lose interest in the conversation. How else can we use our vocabulary and grammar to our advantage and what should we avoid?

Accents and the use of colloquialisms should not sabotage your message, as long as proper grammar is used. Experts believe that slang should be limited or avoided altogether, especially if the slang words have vulgar undertones.

Also beware of the use of corporate jargon and buzzwords. For instance, “soup to nuts” is a phrase that can be irritating and confusing for many. Other corporate speak such as: “On The Same Page,” “Touch Point,” “Think Outside The Box,” “Take It Off Line,” “Deliverables,” “Win-Win,” “Leverage,” “Value Added”, and “Low Hanging Fruit” are probably best left unsaid. They don't really add value to the conversation.

In order to cultivate successful client/business relationships, we need to be able to clearly communicate with each other. Corporate jargons, industry jargons, slang and colloquialisms dilute the message. Usually the most direct, proper and simple language has the most powerful effect.

A casual look to the consumer means something totally different than to our fellow employees. Too casual a look could give the wrong impression. For instance, it could portray that you are “new” on the job; that you don't know everything you need to know to adequately assist them, or worse yet, that you simply don't care. Funeral professionals are expected to “look,” “act,” and “speak” the part. Don't mess with that consumer image or you're likely to end up on the short end of the stick.

First impressions do matter and could make or break the consumer's image of you and your company. Act, speak and dress the part of a knowledgeable, caring, dedicated professional and you will win consumers' trust and begin building that all-important relationship that much sooner.

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](mailto:ckuhnen@theoutlookgroup.com).

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## The Dignity Memorial® Network honors four individuals who gave the Gift of Life through Organ and Tissue Donation

HOUSTON, TX— Dr. Victor Miranda spent his life caring for others – as an emergency room physician and medical entrepreneur in Houston, as a father and as a friend. On December 11, 2008, at the age of 52, Victor suffered cardiac arrest as a result of an undetected congenital heart defect. Even in death, he was able to save lives as an organ and tissue donor. Dr. Miranda is just one of four individuals being honored by the Dignity Memorial® network of funeral, cremation and cemetery service providers for giving the greatest gift of all... the gift of life. In addition to Dr. Miranda, **Mary Kathleen "Kathy" Morris** of Raleigh, NC, **Robert Schuppert** of Denver and **Virginia Camacho** of San Diego will be memorialized with floragraphs – portraits made of floral and natural materials – to be decorated by family and friends in December and featured on the *Donate Life* float entry in the 121<sup>st</sup> Rose Parade on January 1, 2010 in Pasadena, CA.

"It is a privilege for us to be able to honor these four individuals who meant so much to their family and friends and who were able to significantly impact the lives of those with the greatest need," said Phil Jacobs, spokesperson for the Dignity Memorial provider network. "Working in the funeral industry, we believe in the importance of celebrating and honoring life and this is a wonderful opportunity to pay tribute to Victor, Kathy, Robert and Virginia and the gift of life they gave to others."

Kathy Morris, 56, was a devoted wife, mother and grandmother who put family first and knew no sacrifice was too great when it came to their well-being. She believed in organ donation and with the assistance of the North Carolina Eye Bank and Carolina Donor Services, she was able to give sight and life to those in desperate need.

Robert Schuppert, 24, lived life to the fullest. He worked and played hard, he experienced true love, and he knew he was loved. Rob donated his corneas, bone and tissue. His family knows of 13 individuals who have benefited from his gift, and feel they made the right decision to make life better for someone else.

CONTINUED ON PAGE A16



## Changing Lives Through Laughter

By Nancy Weil

### New Year – Time for Goals or Grief?

It is that time of year again, when we look back over the past year and begin to plan for the year ahead. Many of you will pour over the statistics and financials from 2009. Some of you will not be happy with what you find. Cremation has made an impact on many of our businesses. So has the economy. Ditto for the cultural changes concerning how death is viewed. In this drive-through, hurry up, no time, no money world we are living in, our industry must change *how* we do business in order to continue *doing* business. And it all starts January 1<sup>st</sup>.

This year will fly by as quickly as the last one and in order to end up where you want to be, requires taking a step back and doing nothing for an hour or two. Well, not exactly nothing, but not taking overt actions. I encourage you to take a few minutes, sit back, close your eyes and envision your perfect business. If it's the business you have right now, congratulations. However, if you want more... more business... more referrals... more money... more free time, this is where it starts. Picture how your business would be. Would you make physical changes to your building? How many customers would you serve every day? What staff would you need to have around you? Take a look at your company checkbook – envision a number you would like to see in the balance line. No detail is too small for this

visioning process. Engage all of your senses – how do you feel when you walk in the door every day? What do you smell? See? Touch? Once you have completed your visioning process, immediately write down everything that you saw. Do not worry about the improbability of it happening, just write. If this seems silly to you, think about this – your brain is the most powerful business tool you have. The great Zig Ziglar said, "If you can dream it, then you can achieve it."

Athletes have used this imagery process to achieve success. In one experiment basketball players were separated into three teams. All of the players were assessed as to their free throw accuracy. The first group then spent time practicing every day. The second group did nothing. The third group merely pictured themselves standing at the free throw line and sinking basket after basket. At the end of the experiment, all three groups were again assessed. The first group achieved the most improvement, while the second group showed no significant change. The final group, that only envisioned success, improved nearly as much as the first group! Every athlete knows of this secret to success. By picturing where you want to be, you stand a greater chance of arriving.

One mistake that most people make with this process is setting the bar too low. Hey, it's your dream and in it you can have whatever you want. This is not a time for practicality. Think big – the bigger, the better. You will have plenty of naysayers once you begin to roll out your plan, but you don't have to buy in to their negativity. When you start to take action towards your goals, by all means listen to your trusted advisors, but ultimately it is your decision to make. Donald Trump was right when he said, "If you're going to be thinking, you may as well think big."

As you move from the concept to the implementation, it is time to get specific. Not "I want to make more money" but "I want to bring in an extra \$10,000 per month in pre-need sales contracts." Who, what, when, but for right now don't worry about the "how." Become clear on what it is that you really want to have in your life. Just like you wouldn't go into a restaurant and waiver between the chicken, the spaghetti and the steak and expect the server to just bring something out from the kitchen and place it in front of you, neither can you be ambivalent about

your goals. State them, write them down, and most importantly, believe that they can come true.

We are an action oriented society and once you are clear on where you are heading, it is time to take the steps needed to achieve your goals – the "how." Trust your gut, rely upon your resources, seek answers to your questions and don't let a day go by that you don't do something towards your plan. Remember that no plan is set in stone and adjustments must be made as time goes by. Re-evaluate, update, look back on your progress and keep following your own inner guidance.

Whether or not you take the time to make plans, December 31, 2010 will be here before you know it. By setting goals now, you will greet 2011 in a better position. Take time each day to enjoy family, friends and the activities you love. And always remember what Henry David Thoreau wrote, "If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours."

With certifications as a Laughter Leader, Funeral Celebrant, Grief Services Provider and Grief Management Specialist, Nancy Weil is uniquely qualified to bring new perspectives and new ways to help clients heal from the pain of grief as well as reduce stress for professionals in the industry. As Director of Aftercare at Mount Calvary Cemetery in Buffalo, NY, Nancy has developed one of the most comprehensive aftercare programs of any cemetery in the country in order to support families following the death of a loved one.

A professional public speaker, Nancy brings her passionate interest in the healing qualities and therapeutic benefits of laughter to groups across the country through her company The Laugh Academy. Nancy's latest project is a collaborative scientific inquiry into the relationship between the use of humor and laughter while coping with the death of a loved one. She has also developed a DVD, *Bandages for Your Heart*, with techniques that can help ease the pain of grief immediately.

You can contact Nancy at nancyw@mountcalvarycemetery.com or visit her website at www.thelaughacademy.com.

## Global Mortuary Affairs, LLC launches New Service

DALLAS, TX— David Patterson, Owner/Operations Director of Global Mortuary Affairs, LLC is pleased to announce that Global Mortuary Affairs will provide a new Pick-Up and Delivery Service to all Dallas/Ft. Worth Airports. This new door-to-door service is the easiest and most cost-effective way to meet the TSA Shipping Standards, and includes the following key features:



David Patterson

- Advantage of dropping off or picking up the remains 24 hours a day without the hassle of the airport;
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David Patterson truly

believes that any size funeral home will benefit from this service. Global Mortuary Affairs has developed the easiest and most cost-effective way to meet the TSA Shipping Standards. Once you place the initial call to Global Mortuary Affairs the rest of your worries are over. Global Mortuary Affairs will set the domestic or international flight, screen the remains to TSA specifications, place the remains in the shipping container, shelter the remains until such time as the airlines will accept it, and deliver the remains to the airlines. If you are receiving remains Global Mortuary Affairs will transfer the remains to our facility, shelter the remains until such time as your firm arrives or makes

arrangements for Global Mortuary Affairs to transport the remains to your doorstep.

Global Mortuary Affairs, LLC was founded in November 2006, and provides removals, em-

balming, cremation, shipping services (domestic and international), airline transport, overland transport, pathology services, and donor services to funeral homes only. David Patterson and Global

Mortuary Affairs, LLC received their TSA Certified Cargo Screening Facility Certification Number in November of 2009, and ranks at this time as the only mortuary/funeral establishment in Texas to

meet these requirements. Additional information about Global Mortuary Affairs can be found at <http://www.globalmortuaryaffairs.com> or by calling 877-216-2708 or 972-216-2700.

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## Speaks Chapels sponsors two H.I. Smith Grief Healing Programs

INDEPENDENCE, MO— To help people in mourning deal with their loss, **Speaks Family Legacy Chapels** in Independence sponsored their third annual Grief Healing program on Wednesday, October 21. The event included two seminars, one for individuals and families who are grieving and another for professional and private caregivers that help them face their trauma. This year's presenter for both programs was **Harold Ivan Smith**, an author, educator and grief counselor who is known to thousands across North America for his inspirational storytelling and teaching gifts. Both events were held at a local hotel.

"To most people, the very worst times of their life involve the death of a loved one," said **David Speaks**, program chairman for the event. "While thousands of people are faced with this kind of tragedy every day, many survivors cannot see beyond their own despair, confusion, depression and loneliness to know that the feelings they are experiencing are natural, normal and common. They need to re-



Funeral directors with Speaks Legacy Family Chapels assisted Harold Ivan Smith in his presentations to professional care givers and families dealing with the loss of a loved one. Pictured (L to R) are Joe VanRietten, David Speaks, Ciera Speaks-Rhoades, Bob Speaks, Harold Ivan Smith, Wayne Smith and Leslie Tuttle.



Harold Ivan Smith speaks to professional care givers about helping people deal with death.



## Legal Speak

By Atty. Harvey I. Lapin

### Consumer's Bill of Rights Legislation

One of the results of the investigation into the Burr Oak Cemetery Scandal in Illinois was proposed legislation both in the Illinois State Legislature (SB 1471) and the US Congress (HR 3655). While both proposed laws took different approaches for dealing with the problem, both proposed laws contained a similar concept of establishing a "Consumer Bill of Rights" for consumers when they dealt with members of the industry. The author believes that this concept will probably be eventually incorporated into a federal law and possibly adopted by other states in addition to Illinois. It is therefore important that every member of the industry be aware of the concepts that are being proposed, as they are similar.

While the wording is not identical, some of the general concepts for a Consumer Bill of Rights for the industry are as follows:

1. Consumers are entitled to receive accurate and detailed price information about each of the specific merchandise and services that they are purchasing;
2. Every transaction between an industry member, whether at need or preneed, should be documented with a written contract in plain English that itemizes the merchandise and services purchased, itemizes the prices and details all of the terms and conditions related to the transaction;
3. The contract should disclose if prices are guaranteed or if additional fees or costs may be due at the time of use;
4. There should be prohibitions against conditioning the purchase of services or merchandise upon the purchase of other merchandise and services from the same seller or provider;
5. Funded Pre-need contracts should clearly provide if a consumer can cancel the contract and what

penalties are incurred if cancelled or transferred to another provider;

6. Funded pre-need contracts should disclose the amount that is trusted and the identity of the trustee;
7. Cemeteries specifically should be required to provide:
  - a. Copies of or access to rules and regulations;
  - b. Explanation of the type of interment rights acquired, and transfer or repurchase conditions;
  - c. Maps of the cemetery with details regarding specific locations for each interment and to maintain records on a permanent basis;
8. A mechanism for the consumer to be able to file a complaint with a governmental agency or independent third party to resolve the complaint.

Some states already have provisions in their laws that contain some of these concepts for the benefit of consumers. However, it is probable that the result of the new proposals will result in an industry related Consumer Bill of Rights being enacted as a separate law or regulation. Since it is the beginning of the year, it is suggested that all industry member review the information and documents that are provided to consumers to make sure they are in compliance with these specific concepts.

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 writes articles for CB Legal Publishing Corporation also publishes the Release Form Kit, which was prepared by the author and has been recently updated and revised by the author. This Kit contains Release and Hold Harmless forms for Funeral Homes, Cemeteries and Crematories to use in situations where it has re-solved a complaint with a customer, and wants to be sure that there will be no further action by the customer or their relatives. The forms can be purchased on a custom basis with your business name and addressed preprinted at the top of each form. Call Cheryl Lapin and she will send you an order form that contains the current prices. See the number below.

The author also writes more extensive articles on subjects of interest to the industry in the newsletter Cemetery & Funeral Business and Legal Guide published by CB Legal Publishing Corporation. Subscriptions to the combined 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, at the address of CB Legal Publishing Corporation, P. O. Box 1327, Northbrook, Illinois 60065-1327, and fax to (847) 509-1027 or call (847) 509-0501. Please ask about new subscriber rates.



Harold Ivan Smith (Center) is pictured with David Speaks (Left) and Bob Speaks of Speaks Family Legacy Chapels.

alize that grieving is an important component of the healing process."

The first program was a workshop, *GriefCare: When Losses Turn Life Upside Down*, which was held from 9:00 a.m. to 3:30 p.m. This seminar focused on assisting both professional and private caregivers enhance their sensitivity and coping skills related to grief. Nearly 120 people attended, including nurses, social workers, hospice personnel, nursing home administrators, counselors, educators, psychologists, physicians, clergy, chaplains and lay ministers. This workshop qualified for Continuing Education Unit (CEU) credits.

An excellent storyteller, Smith's program was filled with stories that illustrated the many ways both famous and ordinary people faced the loss of a loved one to demonstrate to the caregivers ways they can help their clients mourn, deal with their grief and help return them to healthy and pro-

ductive lives. His skills as a wordsmith made many attendees comment, "I never quite thought of it that way before."

The two-hour evening seminar, *Moving Forward... When Everyone Wants You to Move On*, was free and open to the public. The program was designed to help those who have encountered loss to understand that their feelings and emotions are inevitable and need to be realized in order to heal properly. Again Smith's presentation skills made the program very meaningful and relevant for the attendees. The demographics of the over 100 attendees ranged from seniors to those in their twenties. Displays were set-up in the lobby showing other Speaks community involvement programs.

When introducing Harold Ivan Smith at both programs, **Bob Speaks** spoke of the independent, family-owned and operated Speaks Chapels' lengthy dedication

CONTINUED ON PAGE A22

# TAKE THE NEXT STEP

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Do families know that grave liners have holes in the bottom for drainage? Or that if you scatter cremated remains, a subdivision may someday be built on top of them? Linda Darby-Sempsrott, Trigard, Danville, Illinois, raises in-your-face facts that every funeral professional should discuss with families. Learn how to discuss 10 important, yet sensitive topics.



**Habla Hispanic Family Service?**

Mark A. Russell, Resthaven Gardens of Memory Cemetery, Mausoleum and Funeral Home, Baton Rouge, Louisiana, will share how his business managed to increase the number of Hispanic families it has served by 75 percent in less than a year.



**Good to Great Funeral Homes**

Rod Attwell of Connelly-McKinley, Edmonton, Alberta, will analyze our profession using concepts from Jim Collins's best-selling business book "Good to Great." Among the principles he'll explore are: good is not a friend of great; facing the facts about where you currently stand; putting the "who" before the "what"; and simplicity is key.



**Evaluating "Green" Products and Practices**

What is a green product? What do families expect when they hear the term "green?" Jim Bedino, The Champion Company, Springfield, Ohio, will examine offerings in eco-friendly death care, including how to verify suppliers' product claims and the potential backlash if your company passes along false information.



**Toward a Standard in Pet Loss Care**

Bill Remkus, Hillsdale Animal Cemetery & Crematory, Willowbrook, Illinois, will lead a discussion on a proposed set of standards in pet loss care and discuss how to promote those standards among both pet loss providers and the veterinary community.



**Event Planning Best Practices**

Paula Staab Polk, Staab Polk Memorial Home and Crematory and Reception Center, Chatham, Illinois, will show you how to stage events that can help strengthen the value of funeral service and generate new revenue.



**Marketing to Non-Profits & Seniors**

Laura Markey, Bay Gardens Funeral Homes and Bayview Cemetery, Crematory and Mausoleum, Hamilton, Ontario, will share her firm's innovative marketing strategies, including "how to" steps and take-home tools you can use at your location.



**How to use Facebook, Twitter and YouTube to Promote Your Sales Operation**

Join Chuck Gallagher, American Funeral Financial, Greenville, South Carolina, to learn how to make connections via the Web to tap into the aging but tech-savvy Baby Boomer market.



**Embalming: Bacteria and Staph**

Shun Newbern, Rose Hills Mortuary, Whittier, California, will cover the types of bacteria that

enter and often stay in the prep room and the chemicals and procedures you can use to keep your work environment safe. You'll receive take-home handouts from the Centers for Disease Control and other health organizations.



**The \$10,000 Cremation: A Look at Your True Costs**

Funeral director and attorney Poul Lemasters, Lemasters Consulting, Cincinnati, Ohio, will share examples of cremation-related litigation, including a look at solutions and the "cost" to prevent and reduce the risk of lawsuits.



**Marketing to the Mexican Community**

Guerra & Gutierrez Mortuaries is the largest family-owned mortuary in East Los Angeles, in part because of their ability to attract and serve the area's extensive Mexican population. In this session, Anthony Guerra and Richard Gutierrez will share their insights into attracting and serving this community.



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## Funeral Homes: The Future of an Analog Industry in a Digital World

By Timothy Miles

When I contemplate how a typical funeral home's business model might change in the next 10 or 20 years, I don't get a clear picture. I wonder if they will continue to evolve begrudgingly, led by the preferences of the market or will funeral homes become more sensitive to technological advances and to social trends and begin to lead rather than follow by staying ahead of the curve through creative innovation.

If there is one industry that has not embraced change nor lent itself toward digitization, it's the funeral business. This shouldn't come as a surprise to anyone however. After all, the entire process of planning a funeral is usually based upon a highly personal and in-person relationship between the funeral home and the family of the deceased and the funeral service itself is a real life event that would lose a lot if only existed in a digital format.

Add to this the cloistered nature of the business, one lacking the normal ebb and flow of talent into and out of the industry seen in most other businesses and one can begin to appreciate why so many funeral homes have failed to capitalize on the many new revenue generating opportunities that have opened up to them via the internet.

Still, the way any business (and that includes funeral homes) survives and thrives is by sensing changes in customer preferences then adjusting to those changes by finding innovative and profitable ways to satisfy their needs. Another way is to stay aware of innovations in marketing strategies and look for ways to implement any relevant ones into your business model. The funeral homes that follow these two simple strategies will have a distinct edge over those who fail to keep up and will enjoy healthier bottom lines as a result.

The single most important change in marketing in the last 50 years has been the advent and explosion in the internet. Mega corporations have sprung up and captured large market share through internet sales alone while brick and mortar businesses, both big and small have seen their profits blossom while others have seen their sales wither based largely upon their choices regarding the internet.

The majority of funeral homes have added a website to their advertising budget yet a large number haven't even taken that important first step. However, the number of websites that have fully utilized the internet as a marketing tool and profit center and not just a very fancy electronic yellow page ad is surprisingly low. Do you have a website and are you using it to your best advantage? If not, you are probably leaving thousands of dollars in additional profits on the table every year. Here are some simple questions to help you answer the question.

When you put the words "funeral homes" and the name of your city into a search engine, does your funeral home's website come up on the first page?

Can visitors to your website purchase flowers online, generating commissions for you, or do you simply refer people to local florists?

Does your website have a shopping cart where visitors can purchase memorial and after-care products?

Do you participate in any affiliate programs which allow visitors to your website to purchase memorial and after-care products while generating commissions for you?

Do you offer streaming web broadcasts of funeral services so out of town friends and relatives can view the service live?

Every "no" answer represents a lost profit opportunity both in total funerals performed and the amount of revenue/profit per funeral yet many can be implemented at little or no cost and require no significant change in your daily customer care methods.

A final thought. When it comes to the use of internet marketing in business, the status-quo does not represent holding one's own. Since other funeral homes are implementing these and other advanced marketing techniques, if you aren't aggressively moving forward, you are probably falling further behind. This is an exciting time in the funeral industry, a time when change and flexibility will be the key to a profitable future... a time to embrace rather than resist the opportunities available in the digital world that surrounds you.

Timothy Miles has been an entrepreneur for 35 of his 43 year career. He has worked as a business and management consultant for a wide variety of industries specializing in turn-arounds and developing new marketing strategies. Timothy has been involved with the relationship between business and the internet for the past 15 years and for the past two years has been developing **Patchwork Memorials**, a recently launched memorial products manufacturing company that brings the latest website technologies to traditional funeral homes allowing them to turn their website into a profit center without increasing overhead, inventory or effort on the part of funeral home staff. Timothy's website is at <http://www.PatchworkMemorials.com>. He can be reached at 320-310-0117.



Timothy Miles



## Observations

By Steven Palmer

### Healing the Wounds in Texas

"Draw us to you, O Lord, as we draw close to one another"  
—Chaplain (Col.) Michael Lembke, at the Fort Hood Memorial Service

At 1:34 PM, Thursday, November 5, 2009, Ft. Hood, near Killeen, Texas, (108,000 acres and 41,000 soldiers) was forced to respond to what few had even thought possible; an attack from an enemy within.

When the shooting ended ten minutes later, 11 were dead, two more to die later and 30 or more wounded, including the suspect shooter.

Victims ranged from the age of 19 to 62. Most were busy receiving deployment information and processing at the Family Readiness Center. Outside the building a crowd was gathered to attend a graduation in a nearby theater.

"The Army Family is strong. But a great source of that strength is what we derive from each other. In times of crisis and challenge how we hold each other straight and how we make a difference." stated Army Secretary John McHugh at a press conference on November 6<sup>th</sup>.

The next days and weeks were filled with families gathering, mourning at ceremonies, surrounded by close family, close friends and hundreds of people wishing to show their sympathy, love and support.

A long motorcade escorted the hearse of Pfc Michael Pearson, 22, of Bolingbrook, Illinois from Midway Airport in Chicago to his hometown. Pearson was training to deactivate bombs and was waiting for deployment in January. He joined the

Army to help him with college to study musical theory.

Utah's Governor, its congressional delegation, the president of the Mormon Church all were present at the funeral of Pfc Aaron Nemelka, 19, an Eagle Scout who joined the Army after high school graduation. He was to deploy to Afghanistan in January.

Small American flags were waved by those gathered at the sidewalks in Plymouth, Indiana as the cortege of Staff Sergeant Justin DeCrow, 32, was headed for church. S/Sgt. DeCrow, a resident of Evans, Georgia leaves his wife and 13 year old daughter. He was to be deployed to Iraq in the next months.

The high school gymnasium in Kiel Wisconsin was filled to honor Sgt. Amy Krueger, 29 of Kiel. She had recently received a tattoo which depicted a tattered American flag and the words, "All gave some. Some gave all. Sacrifice". She joined the Army reserves after 9/11. She was preparing for her second deployment to Afghanistan.

At the funeral of Spc Jason Dean Hunt, 22 of Tipton Oklahoma, pictures of his recent wedding were projected. He entered the Army in 2006 and had recently re-enlisted for a six year hitch. He was heading for his second deployment in Iraq.

Pvt. Francheska Velez, 21, of Chicago, Illinois was preparing for maternity leave as she was three months pregnant. Pvt. Velez disarmed bombs in Iraq. A three year veteran, she had just re-enlisted for another three years.

The bravery of Army Reserve Captain John Gaffaney, 56, of Sierra Mesa, California was remembered at his services. During the shooting, Capt. Gaffaney reportedly charged the shooter. He was unarmed and was mortally wounded. A psychiatric nurse, he had helped elderly victims of abuse and neglect. He was at Fort Hood awaiting a yearlong deployment overseas. He leaves a wife and a son.

Pfc Khan Xiong, 23, of St. Paul, Minnesota came from Thailand as a small child. He was preparing for his first deployment to Afghanistan. He leaves a wife and children.

Assisting doctors during the physicals for the soldiers at the time of the shooting, Chief Warrant Officer Michael Grant Cahill, 62, of Spokane Washington, he returned to school and became a physician's assistant. He leaves a wife and three children.

Remembered at his funeral as a "natural leader" and "a quiet professional," Spc Frederick Greene, 29, of Mountain City, Tennessee, was a combat engineer. He leaves a wife and two daughters.

At Ft. Hood for less than 24 hours, Lt. Col. Juanita Warman, 55, of Havre De Grace, Maryland, went from reservist to active duty after 9/11. She leaves a husband and two daughters.

Assisting fellow soldiers deal with stress, Maj. Libardo Eduardo Caraveo, 52, of Woodbridge, Virginia, a PhD, came to the United States from Mexico as a teenager. He leaves a wife, sons and step-daughters.

Preparing to deploy to Iraq, Capt. Russell Seager, 51, of Racine Wisconsin, was a nurse assisting veterans with combat related mental health problems. He leaves a wife and a son.

Thirteen lives to be remembered and honored as all our fallen soldiers should be. Each person has an impact on others and should be commemorated in some way; not just when these types of tragedies occur.

Fifteen thousand gathered at Fort Hood to help each other cope with loss. The thirteen dead were remembered by Fort Hood Commanding Officer, Lt. Gen. Robert W. Cone by reflecting, "The biggest trait they had in common was to volunteer to be something bigger than themselves."

One of those attending expressed the real reason why we should always gather in some form after the loss of someone we know, "You come to feel each other's pain, the tears, you move on."

You help each other heal.

"The nation will never forget the service of those lost at Fort Hood, just as we will always honor the service of all who wear the uniform of the United States of America."

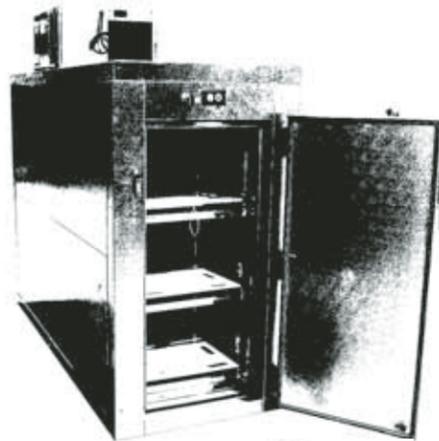
—President Barack Obama at the Fort Hood Memorial Service

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](mailto:westcott@commspeed.net) or through his website at [www.westcottfuneralhome.com](http://www.westcottfuneralhome.com).

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Green-Wood Cemetery to restore the gravesite of Gottschalk

Continued from Front Page



Proposal by Myra C. Weisgold



Proposal by Tuck Langland



Proposal by Kirsten Kokkin



Proposal by the team of Jill Burkee and Giancarlo Biagi

daunting and expensive task," said **Richard J. Moylan**, president of Green-Wood Cemetery.

"While mystery surrounds the angel's disappearance, our ultimate goal is to preserve this beautiful site for future generations and to once again honor this great musical virtuoso with a new statue that captures the character and spirit of the original."

In collaboration with the National Sculpture Society, Green-Wood solicited proposals from some of today's most accomplished figurative sculptors to create the new "Angel of Music." The finalists selected to submit models of their designs are: *Myra C. Weisgold* of University Park, FL; *Kirsten Kokkin* of Loveland, CO; *Tuck Langland* of Granger, IN; and the team of *Jill Burkee* and *Giancarlo Biagi* of New York City.

A special selection committee comprising five prominent Americans from the fields of art, academia, music and film has been formed to choose the winning sculpture. The judges are:

- *Arnold Lehman*, Director of the Brooklyn Museum
- *Danny Simmons*, abstract-expressionist painter and newly appointed Interim Chair of the New York State Council of the Arts
- *S. Frederick Starr*, Chairman of the Central Asia-Caucasus Institute; Research Professor, Johns Hopkins University, noted jazz musician & Gottschalk biographer
- *Thayer Tolles*, Curator, Department of American Paintings and Sculpture at The Metropolitan Museum
- *John Turturro*, Brooklyn-born actor, writer and director renowned for his performances in films including *Barton Fink*, *Quiz Show*, *The Big Lebowski*, *O Brother Where Art Thou*, *The Good Shepherd*, and for his Emmy-award winning role in the television crime drama, *Monk*

Moylan added, "The esteemed members of this selection committee – all experts in their fields – understand and appreciate Green-Wood's significance as a center of beauty and art. Their participation is also a testament to the importance of Louis Moreau Gottschalk in American music history. I am ever grateful to Arnold Lehman, Danny Simmons, Professor Frederick Starr, Thayer Tolles and John Turturro for giving so generously of their time and expertise. Their selection of a new "Angel of Music" will forever change the face of Green-Wood."

Total costs for the Gottschalk Project will be approximately \$200,000.

CONTINUED ON PAGE A18



OSHA Compliance

By Gary Finch

Being Stupid, It's the Latest "In Thing"

Those who follow this column regularly may have noted my constant rant about impending OSHA enforcement. Presidents and political parties tend to be either pro-business or pro-labor. This tends to impact enforcement less when the parties share power or more if one has firm control. Right now, we are in a pro-labor moment. This is why we have been sounding the alarm.

We are sounding it and have been for some time. A number of funeral homes have already been hit with inspections, but curiously, you do not hear them sending out alerts to other funeral homes.

This is one of the ironies of an OSHA inspection. Beyond the citations and fines, it gives the funeral home guilt. They feel tainted. Rather than warning their colleagues and educating them on what happened, they do everything they can to keep it quiet.

Imagine if you were camping out and you saw a wild bear near your campsite, but you deliberately kept it from other nearby campers. How stupid would that be? That is exactly how some funeral homes handle an OSHA inspection. The first rule is to try and keep it quiet. Don't let other funeral homes know. It might make them look bad. They could use the information in a way that might harm the inspected funeral home. This attitude is somewhat prevalent. Being stupid is "in".

I've got news for you. Anyone can be inspected. Anyone can be fined. Anyone can be fined a lot. On October 9, 2009, OSHA proposed \$138,000 in fines for 41 serious citations on one of the major manufacturers of embalming fluid. This is a company that may have tested your formaldehyde levels. This is a company that has given their customers tips on OSHA compliance.

I imagine they feel some shame and embarrassment. However, I'm telling you that there is not one person reading this that could not find themselves in the same situation. It does not mean their embalming fluid is bad. It does not mean their character is bad. It just means they got caught. That's what OSHA does. It happens to big companies. It happens to tiny funeral homes.

They simply got caught relaxing. And when stupid is the "in thing", it is easy to do. It can happen to anyone. It can happen to you. Don't be stupid. Get your business in compliance. Haven't you been reading my columns? Sound the alarm. There is a new sheriff in town, and he out to make a statement.

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

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By Todd W. Van Beck

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5. We have a monthly staff cook out with and always include different clergy.
6. Give a turkey at Christmas.
7. Monthly Clergy Meetings to discuss ways to improve our services.
8. Begin contacting new clergy sooner.
9. Attend Special Church Functions – Festivals, Anniversaries.
10. Personal social visits to all clergy once every three months.
11. All of our staff is actively involved in their own churches.
12. Invite all new clergy to lunch and tour of our funeral home.
13. Mail Grief Counseling Newsletter to all clergy.
14. Invite several local clergy to Grief Seminar.
15. Sponsor Clergy Open House at our funeral home for tour.
16. Before every funeral, I review procedures with clergy. After every funeral, I ask them if everything was done right and what improvements could be made.
17. We send flowers to Church Celebrations, events.
18. On every service, we express our appreciation at working together with them.
19. Host clergy appreciation Breakfasts/Lunches/Dinners.
20. Attend as many church dinners, lunches, activities as possible by posting events on office calendar and assigning staff to attend.



Todd W. Van Beck

CONTINUED ON PAGE A24

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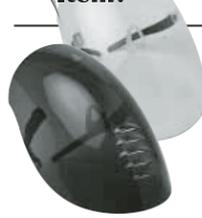


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## The Dignity Memorial® Network honors those who gave the Gift of Life through Organ and Tissue Donation

*Continued from Page A8*

Virginia Camacho, 41, nicknamed Jete (hee-tee), was extremely creative and talented. She had a passion for gardening and loved to grow fruits and vegetables. Jete married her best friend, Juan, and had three children, who she adored. She also loved dogs, especially her five dachshunds. Her legacy lives on in the recipients of her liver and heart, as well as with her family, who she always said was her true heart.

Each of these four individuals has a life story that is unique, but they all share the same outcome: each was a donor of organs, tissue and/or corneas and made a profound difference in the lives of other people.

For more than 120 years, the Tournament of Roses Parade has been an American tradition. The Dignity Memorial network of funeral, cremation and cemetery service providers is joining Donate Life's national campaign to celebrate and honor the lifesaving gifts of organ and tissue donation as part of Donate Life's 2010 Rose Parade Float, New Life Rises. The float will be featured in the 121<sup>st</sup> annual Tournament of Roses Parade on Friday, January 1,

2010 in Pasadena.

New Life Rises features a phoenix – the mythical symbol of life coming out of death – rising into the sky and representing those who give life in their passing and the people whose lives are renewed by their gifts. The bird will soar high above 24 riders who are comprised of living donors and donor family members from across

the U.S. Adorning the bird's tail feathers are 76 floragraphs of deceased donors who gave life to those in need, including those representing Dr. Victor Miranda, Kathy Morris, Robert Schuppert and Virginia Camacho. In addition, donors across the country are memorialized in a garden of dedicated roses, with each rose vial carrying a personal message of love, hope and remembrance.

The Donate Life float's riders and floragraph honorees represent millions of people touched by organ and tissue donation, including donor families, their deceased loved ones, living donors, transplant recipients and transplant candidates. Riders and floragraph honorees are individually sponsored by Official Partners, such as the Dignity Memorial network, who support the Donate Life Rose Parade float.

**Service Corporation International** (NYSE: SCI), through its Dignity Memorial® brand, is North America's most trusted provider of end-of-life arrangements and services. The company serves families through its Dignity Memorial network of 1,600 funeral, cremation and cemetery service providers. Dignity Memorial providers offer an unmatched combination of products and locations serving families with care, integrity, respect and service excellence.

### SCI Declares Quarterly Cash Dividend

**HOUSTON, TX— Service Corporation International** (NYSE: SCI), the largest provider of deathcare products and services in North America, has announced that its Board of Directors has approved a quarterly cash dividend of four cents per share of common stock. The quarterly cash dividend is payable on January 29, 2010 to shareholders of record at the close of business on January 15, 2010. 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

### New Providers join Veterans Funeral Care's Rapidly Expanding Network

**CLEARWATER, FL— Veterans Funeral Care** is proud to announce that the following have joined its ever-growing network of providers.

**Emerald Coast Funeral Home**, Ft. Walton Beach, FL; **Daniels Family Funeral Services**, Rio Rancho, NM; **Daniels Family Funeral Services**, Albuquerque, NM; **Fitzhenry's Funeral Home**, Carson City, NV; **Fitzhenry's Carson Valley Funeral Home**, Gardnerville, NV; **Bunkers Mortuary**, Las Vegas, NV; **Bunkers Eden Vale Memorial Park**, Las Vegas, NV; and **Reger Funeral Home**, Huntington, WV.

As members of Veterans Funeral Care, these funeral homes will offer value packaged cremation and burial services to veterans and their spouses.

Established in Clearwater, Florida in 2000, Veterans Funeral Care currently consists of 100 providers throughout 39 states—and that number continues to grow. The network's mission is to help funeral providers grow their business by offering veterans specialized funeral services at a reduced cost. They are also endorsed by The American Legion of Indiana which is their National Headquarters.

One feature that makes Veterans Funeral Care unique is that network providers strongly encourage families to choose a Veterans Cemetery. All veterans, their spouses and dependent children are entitled to free burial at any National Cemetery, including concrete graveliners, perpetual care and an upright or flat grave marker.

To find out how you can become an exclusive Veterans Funeral Care licensee, contact: Russ Cable at 1-800-467-7850 or visit [www.VeteransFuneralCare.com](http://www.VeteransFuneralCare.com).

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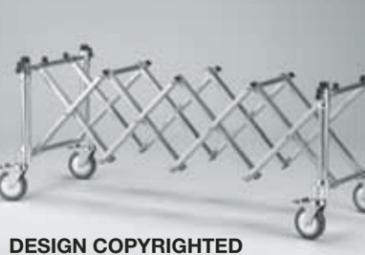
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# The Significance of Embalming

By Shun Newbern, CFSP

This article will take a closer look at the process and purpose of case analyses, various techniques to maximize the end results associated with challenging embalming issues, and the desperate need for communication. As long as there is value attached to good pleasant embalming experiences, there will be embalming and open casket visitations. We cannot lose our art form.

## The Process toward Truth

The funeral home is the last visible citadel that truly attests to the community that when you're dead, you're dead. That building is the place where the dead are cared for. Yet, there is a seminar that has been developed to inform us how to replace the moment of truth; that time when the bereaved family enters the funeral home, and the first time they see their loved one not breathing or talking. This is a nearly indescribable moment when the family confronts the reality of death. Our task and mission in this profession is to help the family move towards acceptance of this death. Seeing is believing.



Shun Newbern, CFSP

Viewing the remains is an advantage of the grief process.

It now only moves the family towards the acceptance stage, but it also fulfills the need to say good-bye to a positive last memory picture. Viewing offers the benefit of having the family and friends realize how fragile we truly are. It gives support to the family and it helps to celebrate the person's life. We have all had some experience with a family wherein we regretted not ceasing the opportunity to observe the life of a loved one. Some of those families, many years later, regret making that decision. Often, that decision is based on medical treatments, weight loss or change of skin tone of their loved one at death. Maybe the funeral director did a poor job in explaining the restoration process and their skill level in this area. Perhaps, the family lacks confidence in the

embalmer. Whatever the reason, when a family desires and elects to have a viewing, our responsibility is to give them a pleasant and lasting memory.

I recall a recent experience of a nurse friend who had requested me to prepare his mother who had a prolonged disease. Having her in the same hospital that he worked in, allowed him to spend those last weeks with her and give her additional attention. His family expressed the importance of restoring her likeness, before she became ill. After the services I followed up with him and his family who were extremely pleased with my attention to detail and the fine service. He then mentioned that his co-workers from the hospital who attended the open casket viewing were astonished how great she appeared at the

CONTINUED ON PAGE A21

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## Transitions: Burials at Sea on the USS Arizona, Sunk at Pearl Harbor

Continued from Page A2

gestions for such a memorial began in 1943, but it wasn't until 1949, when the Territory of Hawaii established the Pacific War Memorial Commission, that the first real steps were taken to bring it about. The memorial was finally dedicated in 1962.

Funeral services conducted around the Arizona consist of a full military funeral which is held on the Memorial. The funeral is a private event intended only for family, guests and Pearl Harbor survivors. In recent years, a retired US Navy chaplain who is also a Pearl Harbor survivor has officiated at the services. The Navy or Marine Corps provide a rifle honor guard and a bugler.

These funerals are a tribute to the bond that developed among the seamen who served aboard the Arizona: even after all these years, they wished to join their fellow shipmates who rest for all eternity beneath the waters of Pearl Harbor.

(Research from the USS Arizona, published by St. Martin's press and www.history.navy.mil/faqs)

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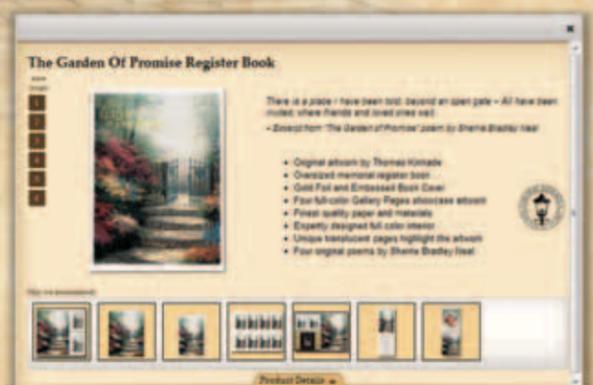
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## Green-Wood Cemetery to restore the gravesite of Gottschalk

New Orleans native, Gottschalk was recognized as a child prodigy by the New Orleans bourgeois establishment. In 1840, he debuted at the new St. Charles Hotel and by the 1860s had established himself as the foremost pianist in the "New World." His most acclaimed works include a

symphony A Night in the Tropics and piano pieces Bamboula and Le Bananier.

Established in 1838, Green-Wood Cemetery is built on 478-acres and is home to thousands of monuments, many designed by world renowned sculptors including Henry Kirke Brown, Augustus Saint-Gaudens, Charles Calvelry, Daniel Chester French, Robert Launitz, John Moffitt and Solon Borglum.

Among the nearly 600,000 souls interred at Green-Wood Cemetery are, Leonard Bernstein, Horace Greeley, FAO Schwartz, Samuel Morse, Boss Tweed, Albert Anastasia and more than 3,000 veterans of the Civil War – both North and South.

The cemetery was named a National Historic Landmark by the U.S. Department of the Interior in 2006.

To support Saved in Time: The Gottschalk Project with a tax deductible contribution, or for more information, visit [www.green-wood.com](http://www.green-wood.com).

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## Awards of Excellence



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](http://www.100Blackwomenoffuneralservice.com) or email [Hundredbwfs@aol.com](mailto:Hundredbwfs@aol.com).



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

### International Woman of the Year: Crisma N. Henriquez Ramirez

Celebrating 25 years of Service in the Netherlands Antilles, Crisma N. Henriquez Ramirez received the 2009 International Woman of the Year Award for the Caribbean-Atlantic Division of the 100 BWFS at the Annual National Funeral Directors Association convention on Tuesday, October 27, 2009

Twenty five years ago, Crisma N. Henriquez Ramirez had a dream of becoming a female funeral director in a male dominated profession. The island of Curacao had only known male entrepreneurs, but she knew with determination and perseverance it could happen. Now 25 years later, as the only female funeral director and owner on Curacao, she can boast that her dream has come true. She thinks often of how she started and where she is now, she can only thank God for the inspira-



Crisma N. Henriquez Ramirez

tion, love and support she has received to serve her families and the loving families who come to her and trust her in their time of need.

Crisma has been a member of the *National Funeral Directors Association* for 25 years. She attends all of their conventions to see the latest trends in funeral service and to learn how to serve her families to the best of her ability. She also attends many continuing education seminars far and near so that she can learn from other funeral pro-

professionals how to be the best in the business. She has traveled as far Asia on behalf of the funeral directors.

The National Funeral Directors Association honored Crisma with a 25 Year Certificate of Membership at a special reception for all of their international members. She was lauded for her outstanding dedication and attendance. It was a historic moment as Crisma talked about the one room building that she started in, and how she can now serve her families in a larger more spacious facility when they are mourning their loved ones.

Earlier that day at a special gathering at the Boston Convention Center, members of the *100 Black Women of Funeral Service* of the *National Funeral Directors and Morticians Association* gathered to honor Crisma for her 25 years of funeral service and to honor her internationally. The 100 BWFS organization are Exhibit Partners of the NFDA. Crisma received a standing ovation from a standing room only crowd as she was recognized as the 2009 100BWFS Caribbean-Atlantic Woman of the Year.

She was introduced by her eldest son, Sanine who had accompanied her to Boston for the event. He gave a very emotional introduction of his beloved mother and how hard she works at home to serve her families' every need.

The International Award was presented by Eleanor Davis Starks, the Founder and Executive Director of the 100 Black Women of Funeral Service.

Elleanor has a very special relationship with Crisma, like a big sister to little sister, and she has always welcomed her and kept her informed of all of the events being held in the United States for funeral directors.

"Crisma is a very special honoree," states 100BWFS President Doretha F. Hector. She has known Crisma since she joined the NFDA, before she was introduced to the 100BWFS at the Philadelphia Convention. "We

CONTINUED ON PAGE A19

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## McBrayer of Jones-Wynn Funeral Home named to "40 under 40"

VILLA RICA, GA— Ellen Wynn McBrayer, a local funeral director at Jones-Wynn Funeral Home, was recently named to *Georgia Trend Magazine's* distinguished "40 under 40" for 2009. The magazine seeks individuals from around the state who are making an impact in fields such as business, politics, nonprofits, academia, healthcare, and the arts. "Each year, the 40 Under 40 finalists represent the 'best and brightest' among the rising young leaders in our state," says *Georgia Trend* Publisher *Nelly Young*. "It's good to know the future of Georgia is in their hands."



Ellen Wynn McBrayer

The Magazine's finalists were selected from 165 individual nominations made by some 350 readers.

This is the 13th year the *Georgia Trend Magazine* has presented this honor.

Jones-Wynn Funeral Home of Villa Rica and Douglasville is proud of Ellen McBrayer for being selected as one of these recipients for 2009.

## International Woman of the Year: Crisma N. Henriquez Ramirez

*Continued from Page A18*

are honored to have her as an International Member and Honoree for 2009."

We are looking forward to visiting the island of Curacao and having one of our midterm meetings there. She often talks about how beautiful the island is and we want to come and visit it and have her entertain the female funeral directors of the 100BWFS. Congratulations to Crisma N. Henriquez Ramirez for 25 years of service and recipient of the 2009 International Woman of the Year for the Caribbean-Atlantic Region.



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## CCMS Student Reflects on her Service in the Middle East

By Denise Pfahler

Denise Pfahler, a 23-year-old Staff Sergeant in the Air National Guard based in Columbus, Ohio, is a student at the Cincinnati College of Mortuary Science. Her studies were interrupted recently when she was deployed to the Middle East. At the time, she didn't realize that she would carry the knowledge from her CCMS labs and coursework halfway around the world and use her mortuary skills for the good

of the country. Now safely back in the United States, Denise shares her thoughts about her Middle East experience in this third and final part of her firsthand account of a soldier's life in a war zone. Parts one and two are available at [www.ccms.edu](http://www.ccms.edu) or at [www.nomispublishings.com](http://www.nomispublishings.com)

Being deployed to the Middle East for five months officially gave me the title "short-timer." Despite the long days and rigorous schedule, I felt as if my time there was truly short when compared to those deployed for a full year. I can only imagine the difficulty of being away from family and friends for a long twelve months; there were many times that I just wanted to go home.

My time in the Middle East had its share of what then felt like endless frustrations, but now that I am home and safe, my perspective has changed and I regard these challenges as little more than inconveniences. Our mail was stopped for three weeks, cutting us off from satisfying correspondence with our families. The Internet was difficult to access, not because of our location but because of so many of us trying to get online at the same time to stay connected to our lives back in the States. We were constantly surrounded by people, so there was never the luxury of being alone. At the time, the "togetherness" started to bother me, but now I look back with gratitude that there was always someone there I could talk to!

In those moments of frustration, I tried to turn my thoughts to my comrades on the frontlines whose lives were at risk, and remind myself that it was our mission to supply some security for them and the necessary means to push forward. Somehow, thinking of your comrades makes you a stronger person. You pull through one day at a time...for them...for you...for the people back home. Even we "short-timers" recognized that we must come together to accomplish something bigger than ourselves and that is exactly what we did.

As the remaining weeks dwindled, I knew I would be meeting my replacement within a matter of days. It was a bittersweet time. On one hand, each day brought me closer to my family and friends at home. Yet, I would miss amazing people I had met, who I will stay in touch with and forever remember. The best part about working halfway around the world is the experience of sharing my life – even for just five months – with so many different types of people, each with their own gifts to share.

Technical Sergeant *Kelvin Roberts*, the Off-Base Travel Director, was my boss and I learned much from him that I will carry with me in both my personal and business journeys. Although he was my supervisor, he treated me with such respect, served as my mentor and together we made a great team. From him I learned the importance of professionalism in every situation. By inviting my opinions and encouraging me to express my thoughts, he gave me a level of confidence that will serve me well.

Staff Sergeant *BriAnne Smith* was my wingman and will be for life. We roomed together and worked the same shift together, which meant that we were literally together all the time. Some say that when you spend every minute with someone that you soon grow tired of them. That was not the case with SSgt Smith. She was the backbone I needed so far from home. She was a source of laughter who taught me that even in difficult times there's always something to smile about. I have never met a co-worker who was so driven or a girlfriend who was so caring and strong.

My Middle East assignment expanded my cultural canvas by exposing me to literally a world of international traditions. Music was the instrument that brought us together. We danced and sang and smiled to Arabic music, Jamaican melodies, Southern rap and Christian tunes. When I hear the music now – for we shared it with one another and brought it home – I remember how everyone danced and smiled as a piece of their home played in their ear. Music was the great equalizer that allowed me truly to see that we are all the same and enjoy the same things, just in different tastes. By sharing our music we brought more joy into our lives.

My commitment to the Air National Guard has given me so much more than I ever expected. My military life and my civilian life had meshed before, but not like they did when I had the awesome responsibility of using my mortuary skills to build something from the ground up. We built a mortuary plan to fit military regulations. We created the best continuity plan for the group coming in to replace us. We ensured that if anything were to happen at our base, a plan would be implemented that would get our troops back to their families quickly, efficiently and with the dignity and respect they deserve.

I am ever so thankful to have had a part in that initiating and building process and throughout my career in the mortuary field will forever carry with me what I have learned during the past five months.



Denise Pfahler

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## Let's Chat

By Kristan Dean

Happy New Year! Wow, hard to believe, last month we were enjoying almost Spring weather here in Massachusetts making me think...hmm...when you read this Winter will most certainly be here. This is the season when so many in our communities feel their most alone, which makes me wonder: how can you reach out to the families you serve and your community to bring people together for some fun and camaraderie?

One possible answer: Game Night. How do you host a Game Night? Thankfully, a quick trip into cyberspace and you have more answers than you might know what to do with. Ask Ask.com or Google "game night ideas" and you will connect with hundreds if not thousands of possibilities. Two of the best I found are from OnSimplicity.net and "Real Simple."

OnSimplicity.net's article "How to Host a Simple Game Night" makes a great suggestion: "Make sure every one's got at least one game where they can shine." They suggest that you include a variety of gaming options: "card games, skill games, luck games, board games, video games (if you've got a console), new games, classic games, team games, and interactive games."

Looking for specifics Yolanda Wikiel, who writes for "Real Simple," lists a number of great ideas in her article "How to Host a Laid-Back Game Night." Some of her favorites include *Bunco*, a dice game where you try to roll specific numbers; *Say Anything*, a board game that gets people talking, laughing, and having fun in minutes answering questions like, "Which movie should never have been made?" and *Wii Carnival Games*, where you

try your luck at the ring toss and 25 other attractions.

Personally, I love the Wii. A quick ski jumping or balance contest can bring fun to participants and cheers from the crowd especially when they are waiting to join in on one of the longer games. No Wii? No worries. Include one of Sarah's, favorite "in and out games" such as *Fluxx*, a card game where the rules can change with each new card; and *Pictureka* a game of finders keepers, you get the card if you find the object(s) fast or first.

Then, once you have your Game Menu, it is time to invite the people. A great place to start is with your e-address book. Want to increase your reach? Ask your church and civic groups to put an invite in their news letter. Want to get other businesses involved? Ask your local restaurants and gift shops to e-vite their e-friends and post a flyer for all to see. The best part is that you can also ask the restaurants to sponsor food and the retailers to contribute a game or two. Just make sure to list their contribution on your Game Menu and at the buffet table.

I cannot wait to hear about the fun. Please give me a ring at 781-331-5308 or, if you prefer, email me at [kristan@mooneytunco.com](mailto: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.

*The Significance of Embalming*

Continued from Page A17

service. "I have never seen a deceased look so good. They are normally green or grey", they replied to him. Per his comments, their lasting memory of prior decease was not pleasant, but an embarrassment to the profession. I made efforts to defend the good that we do, but it must be said, we have a lot of work to do to preserve our profession.

*Pre-Embalming Examination*

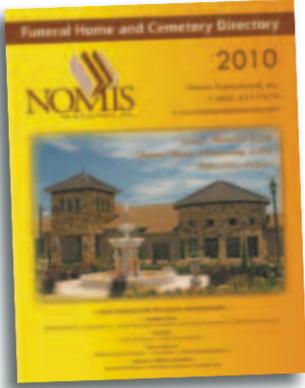
Concerned embalmers and funeral directors know how important quality embalming is. First-class embalming results

keep families satisfied and become a means of expression for continuous business. The best results in embalming come from a thorough, detailed case analysis, and proper use of chemicals; consequently, reducing unfortunate viewing complications. An external examination will determine the presence of tissue gas, fractures, organ failure, the presence of secondary fluid in tissues and swelling of any kind. A good embalmer can often smell internal issues such as nitrogenous wastes, toxins in the blood, and early signs of decomposition. The purpose of this analysis

is to instruct in the utilization of proper embalming techniques to disinfect, preserve, and possibly restore tissues. The condition prior to embalming should be copiously noted on the embalming report. If you email me, I will gladly share a sample report or an outline for extreme circumstances at no charge.

All too familiar are the increasing number of cases with extreme edema and jaundice. They can be brought on as the result of prolonged end organ disease, but most often, they exist due

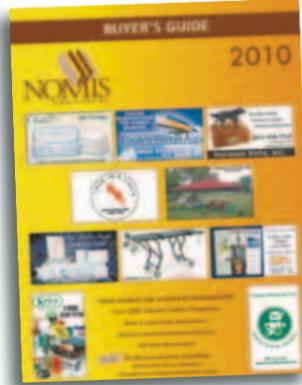
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## Small-town funeral home makes lasting impression

Continued from Front Page

Even so, that relationship with the community is not built in a short period of time, he stresses. In his industry experience, a decade is not an unheard of amount of time to establish a solid relationship with the community.

"It even took my dad about that long and he bought an existing business," said Thomas. The elder Thomas was born and raised in Gordon County, growing deep roots for his

son and his family. Thomas says his dad's family relocated to the county, located in Northwest Georgia, before the Civil War.

"I love this town. I've lived here all my life and I hope to die here," he said. It's that commitment to the local community that has helped Thomas build a steady, deep presence there.

Staying locally owned has added a deeper level of trust, he said. "It means a lot to a community."

But staying locally owned can present its own set of challenges, like how to keep prices competitive with larger, corporate homes that consolidate staffs and equipment. Sound, practical business practices, learned, not only from his father, but from other older professionals has helped make Thomas Funeral



A pen and ink sketch done by Evelyn Thomas, whose husband, J.W., bought the business in 1940.

Home a mainstay in the Gordon County community.

"Generally quiet, unassuming. They don't have to trumpet their direction or intentions," Thomas said about his mentors in the business. "My dad believed in paying off debt. It meant a lower overhead."

Changes in trends also made it necessary for Thomas, and his colleagues to adapt. The rise of cremation and the decline of traditional, faith-based services has made it necessary for them to learn new ways of helping families with those transitions. But adaptation doesn't mean sacrificing the bedrock of business success.

"You have ideals of excellence and you strive for that," he said. "You expect any professional, whether it's your family attorney, dentist, or accountant to be professional, competent, offer fair prices, and that you can trust this person's judgment."

Meeting those ideals has given Thomas Funeral Home staying power.

Although he says it's difficult for small business to make a big splash, they did so when they built their current building, sticking with solid design principals and conservative values. He has one of the physically smallest funeral homes in Gordon County at 8,300 square feet, but because of the design, it can serve up to five visitations at one time. The design was the work of architects Eugene Paul of Ohio and Eugene Wimmer of Calhoun, who believed in stream-lined efficiency. Although business has grown since the move, which was in 1987, the facility has remained adequate to meet the needs of his community.

"The best advertising is word of mouth. You live or die by it. If you overcharge or your services aren't adequate, people know it," said Thomas. "You do this line of work, your involvement with the family takes place over 2-3 days and during ...an emotionally intense time for the clients. You become friends to them; you've been there for them when times are tough. If you've done what you are suppose to, you can get some satisfaction from that. The one's I've served, I feel like I've had some worth to them."

## Speaks Chapels sponsors Grief Healing Programs

Continued from Page A10

to helping people deal with grief and their long association with the presenter.

Following the event, Bob stated, "Both presentations were outstanding and very well received. The professional caregivers who attended the day-long workshop received a wealth of information and were exposed to a perspective on grieving that will help them work with their clients. Their evaluations of the day were quite enthusiastic."

"Surprise and appreciation," he added, "were the reactions that I heard most often following Smith's evening session. Already hurting from their personal losses, some were apprehensive about attending a session on grief, but his insights into their journey – penetrating, reassuring and laced with meaningful stories they could relate to – put them at ease and helped them realize that their grief was natural, normal as well as healing and they were not alone in their feelings."

The compassionate messages that Smith shared with both audiences about healing in grief were also based on his own personal losses and his experiences supporting children, teens, adults and families in his many years of counseling

"Our family's funeral homes were one of the first in the nation to offer true grief support to the community," stated David Speaks. "We feel that this kind of program is an extension of those early grief support efforts, and can really help those who are experiencing loss and grief, which they've never faced before. It is also an extension of what we do for families every single day at Speaks Chapels. Our purpose as individuals is that we exist to care for families as they grieve and celebrate life. Our vision is to help families in our community acknowledge and cope with the death of their loved ones in positive and healthy ways. That is who we are, and that is why the Speaks family was proud to bring Harold Ivan Smith to this community."

For more information about Speaks Chapels and the two Smith grief programs, visit [www.speakschapel.com](http://www.speakschapel.com) and click on "Community Events".

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## Cremation Issues and Answers

By Ronald Salvatore

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### Pet Cremation (Part 2)

Along with pet cremation, veterinarians need to dispose of animals whose remains are not returned to families. In these situations, the animals are cremated in batches of given sizes depending upon the capacity of the cremator. While pet crematories will need to handle this for the vets in their area, we do not consider this to be "animal incineration" as the overall volume is usually not that large. In comparison, the true animal incineration business (humane societies, animal control...) is very different than pet cremation requiring much larger facilities and equipment, and is not something that most readers would consider starting. For the purposes of this topic, we will only be discussing pet cremation.

From a regulatory viewpoint, the cremation of pets is a little different than human cremation. As of this date, only local zoning and environmental approvals are required to establish and operate a pet crematory. Unlike human crematories which are often regulated and licensed by state funeral or cemetery boards, no crematory license is required for a pet cremation service. Certainly this may and probably will change in the future. The reader would be wise to research this before opening to ensure compliance.

Zoning is the first place to start.

If the pet cremation service is a standalone operation, you can usually assume that the local planning or zoning board will restrict it to Industrial (I) or Manufacturing (M) type zones. Before looking for property, you should meet and discuss your proposed project with the plan-

ner or zoning officer and obtain in writing where such a business would be allowed. There is no use finding property in a commercial zone only to learn that the business is restricted to Industrial zones.

We are seeing more and more funeral homes entering the pet cremation business. Zoning approval is often assumed, based on the premise that the funeral home was already permitted to have a human crematory on-site, and from an operational and environmental point of view, there is no difference between the cremation of pets and humans.

Most funeral homes locate the pet cremation equipment in the same building as their human cremation equipment. Some may separate the pet crematory from the human by erecting divider walls or by creating separate entrances, while others locate the pet equipment right next to their human equipment. Certainly there are very strong feelings about the appropriateness of locating a pet crematory in a funeral home, but this issue is not something we are covering today.

Make sure though that you contact your state funeral board before deciding where to locate the pet unit. Pennsylvania for one prohibits having a pet crematory and human crematory in the same funeral home facility/building.

We will continue the steps involved in establishing a pet crematory next month.

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](mailto: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.

## Eickhof installs at Oak Hill Cemetery



**SILAM SPRINGS, AR**— Eickhof Columbaria Inc. of Crookston, MN delivered and installed an “Antioch” model columbarium to **Oak Hill Cemetery** in Siloam Springs, AR. This six-sided, pre-assembled columbarium features 72 niches and is finished in polished Morning Rose granite. For further information visit Eickhof on the web at [www.eickhofcolumbaria.com](http://www.eickhofcolumbaria.com) or call 1-800-253-0457. E-mail [info@eickhofcolumbaria.com](mailto:info@eickhofcolumbaria.com).

## Patton Funeral Services takes delivery of 2010 Echelon



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## Excerpt from... 353 More Great Ideas to Exceed the Service Expectations of your Families

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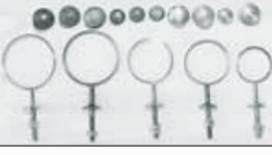
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24. Personal monthly visits to clergy.
25. Informational tours of funeral home for clergy and church groups.
26. Laminate articles on clergy and churches.
27. Clergy Directory with photo of staff.
28. Raise amount of clergy Honorarium.
29. Donate staff services for church carnivals.
30. Offer to clergy to take care of families with financial need.
31. Personally deliver checks to clergy, church.
32. Conduct nondenominational Bible study.
33. Personally invite largest congregations to FH Health Fair.
34. Develop close relationship with County Sheriff's Chaplain.
35. Donate cold drinks to youth group at cemetery clean up day.
36. New in community – personally visit each clergy and send pastries two days later.
37. Active role in Civic Club; Clergy Appreciation night.
38. Donations to Church Building Projects.
39. Provide clergy with tickets to local sports and community events.
40. Involve Clergy in Tree of Remembrance and Hospice Programs.
41. Have all clergy on our mailing list to invite to all funeral home special events.
42. Provide clergy transportation on all funerals.
43. Take clergy golfing.
44. Take clergy to lunch.
45. Sponsor Grief Seminars at churches.
46. Staff member is designated as "Clergy Ambassador" on every service to insure that all clergy needs are taken care of and he or she feels comfortable in our building.
47. Occasional friendly, social calls (not funeral related).
48. Specifically meet with each Catholic Priest to make sure of their desires for funerals.
49. Thank you notes to clergy following a service they conduct.
50. Give a Holiday gift or card.
51. Give Clergy Food Baskets at Thanksgiving and Christmas.
52. Provide full obituary to clergy.
53. Provide private room for clergy prior to service.
54. Contact clergy for family following death.
55. Advertise in Church Bulletin.
56. Provide calendars.
57. Invite the clergy to the arrangement conference.

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, cemeterians 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. Van Beck visit [www.vanbeckseminars.com](http://www.vanbeckseminars.com).

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## The Significance of Embalming

Continued from Page A21

to the extended use of therapeutic drugs, chemotherapy and life support measures. As well, there are the victims of high velocity gunshot wounds and victims of motor vehicle accidents. As medical science continuously exploits efforts to sustain life in a growing mobile society, we will continually deal with these and other issues. It is important that embalmers discontinue underestimating the importance of keen analysis, proper feature setting and the use of standard chemical solutions. There have been lawsuits filed by families who have endured mental anguish because of unpleasant experiences due to premature decomposition. Having a recognizable appearance is quintessential for a successful viewing.

### Unlimited Service

The communication between the funeral director or the funeral arranger and the embalmer is imperative. Too often, the internal contact interferes with providing the best possible service to the family. Throughout the entire service process, it becomes important that the staff appreciate the challenges that they face. There must be cohesiveness to properly carry out their required duties. We must search for ways to show the value of what we do and champion our chosen careers without appearing to be self-serving. We are to serve the family and help them deal with the reality of death. Items that will assist an embalmer to complete this memorial picture include a recent photo, dentures, facial hair instructions and information concerning physical changes – weight loss and weight gain.

The embalmer needs to clearly indicate the decedent's condition and any challenge that may lay ahead with the funeral director or the one who is completing the arrangements with the family. Time is a valuable benefit for the embalmer when the mentioned challenges exist. When embalming is hurried on any of type condition, the standard of care is compromised. Edema and swelling often needs 48 hours or more for reduction; extreme cases need more time for the secondary solution to exit the tissues.

The conditions and additional time needed should be shared with the family immediately. Withholding the facts concerning the circumstances can cause additional problems and disappointments. Without the required teamwork, the expected value and pleasant experience for the family can be most disappointing. Clear communication is for the good of the family served. A conscientious embalmer is aware of the need for a well embalmed decedent and the importance of fine tuning the details to make the viewing a memorable experience.

This profession began when the overall of what we had to present was our technical skills. Can our profession afford to devalue those skills? The preservation of the dead is the foundation of our profession. The willingness to hire the low cost trade embalmers and refusing to offer better wages toward skilled embalmers, deprive the mission toward excellence. Decedent preparation is an integral connection to funeral home management. The truthfulness of our profession lays in part in our efforts to do our best to serve our families.

Shun Newbern, CFSP is an embalmer, expert witness, consultant, and speaker on reliable funeral service issues. He can be reached at [shunnewbern@aol.com](mailto:shunnewbern@aol.com) or visit [www.shunnewbern.com](http://www.shunnewbern.com).



## The Basics of 21<sup>st</sup> Century Embalming Technology (Part 3)

By John A. Chew

The methodology of early embalming was to convert human tissue into a resinous substance while retaining natural form, texture and color. Today the basic concept remains the same without using toxic chemicals which have a negative effect on the biome.

In embalming, the most toxic chemical used is formaldehyde which fixes and firms the tissue at the cellular level. When properly formulated, it combines with protein substances and it becomes inert. It is my opinion that the practical application should be re-examined and, if necessary, licensure should be required for/by the user.

For example, exterminators are licensed to use certain chemicals for specific applications of toxic chemicals. Embalmers need similar control to use specialized chemicals to treat various conditions surrounding death. Presently, our concern is to develop environmentally safe non-formaldehyde, non-volatile, practitioner friendly, enzymatically neutralizing formulation to retard and control natural post mortem changes.

Bodies of all living organisms begin to decompose shortly after death and go through distinct series of stages which are vaporization, liquefaction which is the catalyst for autolysis, putrefaction, decay and dehydration (diagenesis).

Ultimately, the rate of decomposition reacting on the body tissue will depend upon the temperature of the

environment. Cold retards decomposition and warm accelerates it. The initial physical step in the enzymatic methodology of preparation is gently exfoliating (cleaning) of the body with emphasis on the hands and face. This cleans the pores and removes worn out cells which harbor microbial agents left by the physiological death of body cells due to necrobiosis.

Estimate the overall weight of the body. One that contains 75 % water I classify as average, a body that contains 65% water I classify as dehydrated and a body containing 85% water as edematous.

In actuality, a 100 pound body can retain as much as seven gallons of liquid with little distention. A formulated solution should be injected between five and eight PSI with a rate of flow 12.8 ounces per minute. When a body has been strongly medicated or discolored, intermittent drainage may be used to obtain maximum distribution and saturation. The primary objective is to achieve a flushing effect during the pre-injection phase of the treatment.

The amount of formulated fluid and injections are determined by the actual tissue reaction and visual observations prior to the use of a multi-purpose methodology. The injections are based on body weight with a ratio of 16 ounces per fifty pounds of body weight as a minimum injection.

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, Medicin, UPR, ESCO/OMEGA, and the Academy of Restoration and Embalming.

# Educational NEWS

## Renowned Keynote Speaker secured for MKJ Marketing's 2010 Seminars

LARGO, FL— Ken Banks, retail marketing expert and renowned speaker will be the keynote presenter of MKJ Marketing's spring seminars, "Make your Business Pay." The seminars will be held on February 8-11, 2010 at the Westin Riverfront Resort in Beaver Creek, CO and on March 8-11, 2010 at the Ritz-Carlton Beach Resort in Naples, FL.



Ken Banks

With over 30 years of retail marketing experience as the head of marketing for retail giants such as PetSmart, Circuit City, Eckerd Drugs and more, Ken's expertise and dynamic motivational speaking abilities will provide funeral professionals with the tools on how to immediately strengthen their brand through their staff and services in order to increase new business and strengthen loyalty from past client families. He received national recognition for his induction into the Retail Advertising Hall of Fame and he also co-authored the book "Marketing Magic," so he has the marketing secrets to share including merchandising tips for jewelry and all the products firms in death care are offering today.

"Ken Banks is a leading authority on living the brand,"

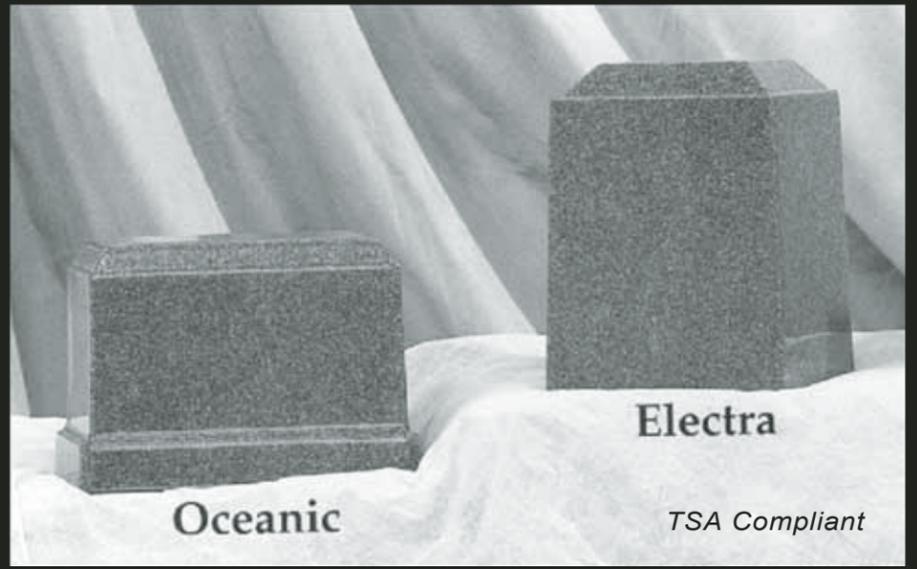
says Glenn Gould, Chief Executive Officer of MKJ. "We asked Ken to present for our 2010 seminars because funeral homes and cemeteries are struggling with consistency in facilities, staff and services. Ken consults to the nation's largest retail chains on getting each location to live the brand."

MKJ's 2010 seminars are sponsored for the third year by The Whitmore Group, which offers very competitive funeral service-related business insurance rates through their agents, and local insurance agents. This year, Meadow Hill Company, the producer of Thumbies® and Buddies® memorialization jewelry is joining as a sponsor.

Jim Metzger, Chairman and CEO of The Whitmore Group says, "It is a pleasure to support this educational program that MKJ Marketing offers. Our investment allows them to keep making the programs better and better."

For more information or to register for these seminars, visit [www.mkjmarketing.com](http://www.mkjmarketing.com) or telephone MKJ at 888-655-1566.

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## Mid-America Alumni Association hosts Continuing Education Conference

JEFFERSONVILLE, IN— Mid-America College of Funeral Service Alumni Association recently hosted their first annual *Learn-Lead-Grow Continuing Education Conference* on November 20, 2009. This year's highly anticipated continuing education event took place at Mid-America College of Funeral Service in Jeffersonville. Featured speakers included Mary Steele of Arnett-Steele Funeral Home, Ron King of Butler Coach Company and Lacy Robinson Druen of Aurora Casket Company. Pierce Chemical sponsored a barbeque luncheon catered by Famous Dave's.

The Mid-America College of Funeral Service Alumni Association was founded in 2004 under the direction of current President Michael Johnson '04. Fellow alumni are encouraged to join. Please visit the MACFS Alumni Association website for more information [www.mid-americancollege-alumni.com/](http://www.mid-americancollege-alumni.com/)



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# Educational NEWS CONTINUED

## Epsilon Nu Delta Embalmers Go Hollywood



Nu Chapter, Epsilon Nu Delta

**HOLLYWOOD, CA—** Nu Chapter, Epsilon Nu Delta Mortuary Fraternity's 6th Annual Toy Drive and Embalmers' Holiday Mixer and Scholarship Gala was held on Saturday, November 7, 2009 at Hollywood Forever Funeral Home, Hollywood, CA. The recipients this year were from Cypress College, Department of Mortuary Science.

Epsilon Nu Delta's membership is comprised of licensed embalmers dedicated to the sacredness of service to the public during their hours of bereavement. Bro. Anthony S. "Ted" Felder, CFSP, Nu Chapter President, recognizes the necessity to encourage high scholastic standards among students of mortuary

science. He asserts that it is the responsibility of mortuary science students and future embalmers to commit their lives to stellar funeral service, social, moral and educational pursuits. The late Bro. Robert L. Paskel organized Nu Chapter in October 1951.

The momentum of the Mixer and the Scholarship Gala was attributed to the generous contributions from various co-sponsors: Hollywood Forever (Homer Alba), International Cemetery, Cremation and Funeral Association (IC-CFA), Morgan's Eloquent Designs (Rochelle Morgan-Hawkins), and Nomis Publications, Inc.

The Nu Chapter awarded scholastic scholarships to the following recipients: Kyle

Butler (Riverside, CA), Jessica Z. Garza (Bakersfield, CA), Adriana Wells (Anaheim, CA), Shawnika R. Joseph (Moreno Valley, CA), Francesca Ricottone (Fullerton, CA), and Megan Cassidy (La Palma, CA). Those that will continue the mortuary science program will be extended invitations into the Horus Club. The Horus Club is the student membership branch of the Nu Chapter. The Chapter mentors the student recipients and if needed, assists them with preparing for the California Embalmers' Exam.

The Mary L. Winston Scholarship Fund was established in June 2002 to defray the California Embalmers examination fees for minority students. This fund is exemplary of Mr. and Mrs. Winston's lifelong dedication to the profession and a fitting tribute to her love for people. There were three winners of the Mary L. Winston Award were Ernestine Burns (Los Angeles, CA), Namya Shep-



(L to R) Shawnika R. Joseph and Jessica Z. Garza



Linda McCoy



(L to R) Ernestine Burns and Namya Shepard

ard (Inglewood, CA), and Linda McCoy (Los Angeles). The Chapter also honored Cypress College Spring 2009 graduate Krislyn Soto (Corona, CA), with the distinguished Empowerment Award. The Empowerment Award was created to acknowledge a young upcoming California Funeral Service Professional enrolled in a mortuary science program, serving their apprenticeship or a recently licensed embalmer. Each candidate must demonstrate the courage, stamina and persistence to endure the hurdles that arise for neophytes entering

the profession. Krislyn is employed with Memory Gardens Memorial Park and Mortuary, Brea, CA, and looks forward to beginning her apprenticeship and her degree in grief counseling.

This great evening was most successful as many gathered to network, support the local Mortuary Science Program and provide more than 100 toys for needy communities in Los Angeles, Riverside, and San Diego. The next big Nu Chapter event is the unparalleled Spring Embalming Technique and Restorative Art Seminar. Each spring the well attended seminar attracts licensees throughout the state. The State of California does not require continued education review for licensees; nevertheless, Nu Chapter sees the need for personal enrichment for the novice and the experienced. To be placed on the contact list for events email Nu Chapter at [endnuchapter@gmail.com](mailto:endnuchapter@gmail.com).

## END Eta Chapter holds Second Annual Scholarship Fundraiser

By Francine Ross-Roden, CFSP



**NEW YORK, NY—** This year while Halloween fell on a Saturday, the Eta Chapter of Epsilon Nu Delta Mortuary Fraternity, Inc. held its second annual scholarship fundraiser on Friday, October 30, 2009. This year's theme circumvented around the Halloween festivities. Held at the Robert Ross Johnson Family Life Center in St. Albans, Queens, New York, the "Monster Mash" allowed for chapter members and its patrons to come together for a good cause, raising scholarship money for mortuary science students.

Even though the economy yielded a lower than usual attendance record, fun was had by all. The various costumes added to the ambiance of the evening, partying to support a worthwhile cause.

Eta Chapter would like to thank all who made this evening possible. Look for more to come from Eta Chapter in the future.

## Epsilon Nu Delta to hold Annual Osiris in February

By Francine Ross-Roden, CFSP

**WASHINGTON, DC—** It is that time of year again, where members of Epsilon Nu Delta Mortuary Fraternity, Inc. will gather to conduct official business during the organization's annual convention, known as the Osiris. Dallas, TX is the site of the 2010 Osiris that will take place from Thursday, February 11, 2010 until Monday, February 15, 2010.

During this time frame, members will take a tour of the Dallas Institute of Mortuary Science for an in-depth look at the physical facilities that educate future embalmers and funeral directors. In accordance to the motto of the fraternity, which is "Service and Science of the Profession," Epsilon Nu Delta members will also discuss and act on pertinent matters

that affect the local chapters, national body and our funeral service industry. Election of new national officers to lead our fraternity through the incoming year will also take place.

Early registration to attend the Osiris will conclude on January 31, 2010. If you would like to join the members of Epsilon Nu Delta Mortuary Fraternity, Inc in Dallas for our Osiris, please contact our General Secretary, Lynn Armstrong-Patterson, CFSP at our National Headquarters in Washington, DC at 202-529-5579 or an email may be sent to [theendinc@aol.com](mailto:theendinc@aol.com).

We look forward to having all members join us in Dallas as we come together to conduct the business of our beloved fraternity.

## The Academy offers New Programs and Workshops

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Programs and/or workshop solutions for all Funeral Professionals include: Moving Forward...Breaking the Complacency Mindset, Pre-Need Today...More to Gain or More to Lose?, "Discovery" the one true skill that will help you with Baby Boomers, Cremation Consumers and Price Shoppers, One Circle of Service...At-Need and Pre-Need and Connecting With Your Community.

The Academy also makes available new Pre-Need Consulting Services. You choose the focus: Program Development and/or Expansion, Successful Management of Your Pre-Need Program or Continuing Care/Aftercare Program Design and Management. We provide the knowhow with an on-site strengths and opportunities assessment, laser focused plan of action and skill development and situational coaching. Pre-Need Consulting Services offers appropriate and effective solutions for your unique program challenges.

All programs and workshops are specially priced to be easily accessible to any size firm or market and offer the likely availability of funeral director continuing education credits. To learn more visit [www.theoutlookgroup.com](http://www.theoutlookgroup.com) and click on the Academy link or call Candace Franco at (800) 331-6270.

# Educational NEWS CONTINUED

## New Enrollee wins FINE Cap in Orientation Raffle



(L to R) FINE Dean Marsha Wise, new student Merissa N. Oliveira and FINE Director of Financial Aid Brenda Swanson.

**NORWOOD, MA**— FINE Mortuary College, LLC, A Private Two Year College, held Orientation Day on October 27 for new students entering the Winter 2009 term. All new students were given a raffle number which was placed inside a cap displaying the FINE logo. Dean **Marsha Wise**, MA, FD drew the winning number, and the winner of the cap was **Merissa N. Oliveira** from Milton, MA.

## FINE announces Dean's List for Fall 2009 Term

**NORWOOD, MA**— FINE Mortuary College, LLC: A Private Two Year College, located at 150 Kerry Place in Norwood, is proud to announce the Dean's List for the Fall 2009 Term.

**Bethany Antunes, John Gentile, Fred Gifford III, Mark Robinson** and **Christopher Voccia** received High Honors as full time students. **Jeffrey Frisch, James Joyce, Thomas Mayo, Jeffrey Remick** and **Robert Stockwell** all earned Honors as full time students.

Part-time students who made High-Honors are: **Ryan Donovan** and **Katelyn Estes**. Part-time students who made Honors are: **Stacey Alves, Tara Berriault, Sean Bowen, James Burtt, Jonathan Cain, Amanda Desmarais, Steve Everson, Brian Folsom, Jeffrey Gigliello, Louis Hebbelinc II, Robert Iannotti, David Kelleher, Kyle Kokosa, Tara McCarron, Christine Miller, Angelo Nardolillo, Kathryn Olander, Justin Souza, Jonathan Spagnolo, Madison Sullivan, Dan Thompson, Victor Watson** and **Daniel White**.

FINE congratulates all our FINEst students for their tremendous achievement.

## Emily Mannise receives CFSP Designation



Emily Mannise

**CLINTON, CT**— **Emily Mannise**, of **Swan Funeral Homes** in Clinton, Madison and Old Saybrook, CT, was recognized by the Academy of Professional Funeral Service Practice at the *National Funeral Directors Association* Convention in Boston for becoming a Certified Funeral Service Practitioner.

Emily graduated Phi Theta Kappa from the Mortuary Science Program at *Briarwood College* in Southington, CT and has been licensed in

Connecticut since 2006. In addition to her devotion to client families, she is also very active in the community as a frequent presenter of both the Dignity Memorial Smart and Safe Living and Escape

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School Programs. Emily also provides informational instruction on topics including death and dying to students at Madison High School. In hopes of furthering her funeral career, she also recently attended Wilson Learning Managing For Excellence, a multi-day leadership development program.

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# Educational NEWS CONTINUED

## Gupton-Jones College holds Commencement



President Patty Hutcheson with Valedictorian Ionna Farber.



Salutatorian Cecile Rowe with Dean of Students James Hinz.



Perfect Attendance Awardees Cecile Rowe and Kyle Mayes.

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**DECATUR, GA**— Commencement exercises were recently held for the August 2009, graduating students of **Gupton-Jones College of Funeral Service** at the Berean Christian Church in Stone Mountain, GA. The graduation speaker was **Mr. John D. Reed, Sr.** of Webster Springs, WV. Mr. Reed is connected with **Dodd & Reed Funeral Home** in Webster Springs, and he is also President of the *National Funeral Directors Association*. His speech offered great inspiration and encouragement to the graduating students as well as to all others.

Gupton-Jones President **Patty S. Hutcheson**, presented awards to the students having the top two scholastic averages during their quarters of study. The Valedictorian Award was presented to **Ms. Ionna C. McKinnie Farber** of Atlanta, GA. The Salutatorian Award was presented to **Ms. Cecile Denise Rowe** of Forest Park, GA.

The Bill Pierce Award was presented by the Board of Trustees Vice Chairman, **Mrs. Nancy Pierce Barber**, to that graduate who, by vote of the members of the graduating class, best represents the funeral service profession in terms of professionalism. The honored recipient was **Mrs. Linette C. Ward** of Newnan, GA.

The Distinguished Service Award was presented by Gupton-Jones College President, Patty S. Hutcheson, to **Mr. John D. Reed, Sr.** for his outstanding contributions to the funeral service profession. In addition, another honored recipient for an award was **Ms. Emma Ruth White** of Forest Park, GA, who received the Russell Millison Award. Also, the Charles Wynn award went to **Mr. Jason Robert Abner** of Manchester, KY. The Daniel E. Buchanan Award went to **Brian Keith Conyers** of Greenwood, SC.

The Academic Achievement Awards were presented to those students who maintained a 93 percent or above average. The following were recipients of this award: **Ionna C. McKinnie Farber** of Atlanta, GA; **Danielle L. Higgs** of Bel Air, MD; **Brianna Michelle Lyons** of Preston,

CONTINUED ON PAGE A29

# Educational NEWS CONTINUED

## Director of NCDE Sees Troubles and Triumphs in Zimbabwe



Before her trip last February, Carol Wogrin raised \$26,000 raised through the Hospice and Palliative Care Federation of Massachusetts which she was able to present to the Island Hospice's Young Carers Program.

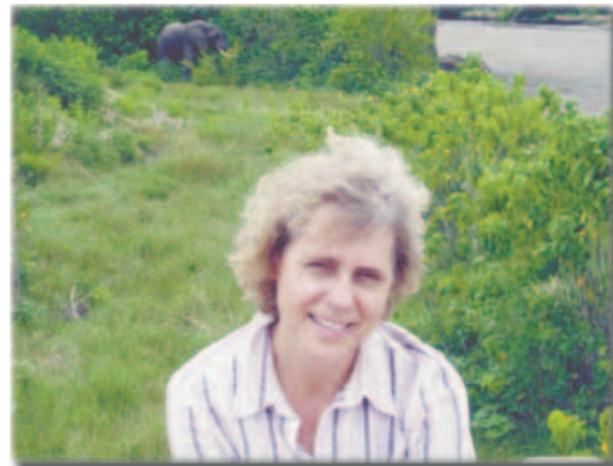
**NEWTON, MA**— The country of Zimbabwe, located in southeast Africa, has the highest orphan-to-adult ratio on the continent. Electricity in some parts of the capital, Harare, is shut off from five to ten in the evening. Water service is sporadic.

Not exactly what you'd consider a vacation destination. But that's where **Carol Wogrin**, director of the *National Center for Death Education (NCDE)* at *Mount Ida College*, spent seven weeks last winter, working at the Island Hospice in Harare.

"I met Island Hospice's director through the International Work Group on Death, Dying and Bereavement, an organization I've been involved with since 2001," says Wogrin. "She invited me to come to Zimbabwe and see what they do."

Wogrin organized the trip, with support from the College, to conduct staff trainings and co-facilitate bereavement groups. It was an eye-opening experience. "The life expectancy for women is mid-30s, due to AIDS," she says. "Out of need, they run a Young Carers program to teach children as young as nine or ten the skills they need to care for a dying parent or relative."

Though Wogrin had heard statistics on the ravages of AIDS in sub-Saharan Africa, "to see it really hammers it in," she says. "These children have



Carol Wogrin

to prepare for the death of people who are taking care of them."

It's also not uncommon for families in Zimbabwe to grow to 10 or 14 children, as relatives, neighbors and friends take in those who are orphaned. And while it's

**CONTINUED ON PAGE A30**

## Gupton-Jones College Commencement

*Continued from Page A28*



Academic Achievement Awards (L to R) Danielle Higgins, Brandi Wellons, Ionna Farber and Cecile Rowe.

MD; **Cecile Denise Rowe** of Forest Park, GA; and **Brandi Nicole Wellons** of Snow Camp, NC.

The Mu Sigma Alpha Award went to the top ten percent of the graduating class. The honored individuals were: **Ionna C. McKinnie Farber** of Atlanta, GA; **Brianna Michelle Lyons** of Preston, MD; **Cecile Denise Rowe** of Forest Park, GA; and **Brandi Nicole Wellons** of Snow Camp, NC.

During the Ceremony, certain members of the graduating class, who distinguished themselves throughout the school year, were recognized with Perfect Attendance Awards. These awards were presented to: **Peter E. Larrabee II** of Lexington, SC; **Kyle Elliott Mayes** of Bremen, GA; and **Cecile Denise Rowe** of Forest Park, GA.

During the ceremonies, forty students were recipients of the Associate of Science Degree in the Funeral Service ceremony. They were: **Jason Robert Abner** of Manchester, KY; **Fredie Lee Adams II** of Chattahoochee, FL; **John Alan Ansley** of Thomson, GA; **Andrew Paul Bonds** of Dalton, GA; **Barbara Ann Butts** of Lithonia, GA; **Kortez Carter** of Unadilla, GA; **Andre L. Coates** of Conyers, GA; **Bryan Keith Conyers** of Greenwood, SC; **Bonnie**

**Yi Dalberg** of Augusta, GA; **Crystal Janeé Deloach** of Tucker, GA; **Jaynelle Y. Dixon** of Little Rock, AR; **Henry Stevens Dunbar II** of Spartanburg, SC; **Wendy Nicole Eidson** of Social Circle, GA; **Ionna C. McKinnie Farber** of Atlanta, GA; **Kermit Justin Goodson** of Lake City, FL; **Van Raul Gray** of Atlanta, GA; **Justin Mays Grubbs** of Griffin, GA; **Mary Elizabeth Heizer** of Columbus, GA; **Danielle L. Higgins** of Bel Air, MD; **Michael Dorian Ingram** of Durham, NC; **LaMario Ivery Johnson** of Thomasville, GA; **Ben Hamilton King** of Calhoun, GA; **Peter E. Larrabee II** of Lexington, SC; **Brianna Michelle Lyons** of Preston, MD; **Kyle Elliott Mayes** of Bremen, GA; **Theresa Melton** of Kingstree, SC; **Joni Elizabeth Moss** of Conyers, GA; **Nathan Vance Newlin** of Graham, NC; **Courtney Sophia Oxley** of Brooklyn, NY; **Kristy Sharell Ragland** of Ellenwood, GA; **Cecile Denise Rowe** of Forest Park, GA; **Arthur J. Terry, Jr.** of East Point, GA; **Jamila C. Vance** of Decatur, GA; **Jarryd Alexander Walters** of Columbia, SC; **Linette C. Ward** of Newnan, GA; **Brandi Nicole Wellons** of Snow Camp, NC; **Emma Ruth White** of Forest Park, GA; **Nekita Joy Wilchcombe** of Nassau, Bahamas; and **Akeia Cyrise Wylie** of Winnsboro, SC.

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My family has been extremely blessed by funeral service. I still cannot believe how much it has allowed us to do. Each day I'm so thankful for the career choice I made, so giving back to the profession I love is only natural, and it's the right thing to do. I support the Funeral Service Foundation to ensure a bright future for those that will follow us."

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# Educational NEWS CONTINUED

## Piedmont Technical College to begin Pet Cremation Services

**GREENWOOD, SC**— The South Carolina Center for Funeral Service Education, also known as the Funeral Service curriculum at Piedmont Technical College, is taking one of the current cutting-edge trends in the industry and using it to teach students.

Beginning in the spring, the program will begin offering pet cremation services through the **People That Care Pet Crematory**. This is the first pet crematory at any of the 56 accredited funeral service programs in the country.

"Pet death care is a growing business, and more and more families view their pet as a part of their family," said **Dedrick Gantt**, funeral service instructor at Piedmont Technical College.

The idea came about because of the rising interest in cremation services. **David Martin**, funeral service program director at PTC, said the focus of the crematory would be the education of the students.

"We will be working closely with area veterinarians and funeral homes needing assistance, but the cases will be used to train the students in a continually growing portion of the industry," said Martin.

While the rules governing the cremation of a person are stricter than for animals, Martin said the procedures used will mirror the human requirements.

"When our students enter the field, we want to make sure they are trained and prepared for all aspects of funeral services," Gantt said.

For more information, contact the PTC Funeral Service program at (864) 941-8774.



Pictured with the new equipment are (L to R) David Martin, funeral service program director at PTC, and Dedrick Gantt, instructor.

## Director of NCDE Sees Troubles and Triumphs in Zimbabwe

*Continued from Page A29*

commendable, Wogrin worries about the outcome for parents and children. "We need to do more to prepare these families for the bereavement needs of those children," she says.

"It's hard to witness the situations that they're living under when we, as the human race, have the ability to make sure this doesn't go on. And yet it does," she says, noting the ready availability of anti-retroviral drugs to battle AIDS in the developed world. "That part hits you hard. It's inconceivable — Island Hospice has great challenges and very few resources to meet needs very different than what we have here."

*Hard Times*

Life in Zimbabwe is difficult now, but it hasn't always been that way. "It used to be the bread basket of sub-Saharan Africa," Wogrin explains. "Harare is the very first world city." Today, unfortunately, however, the country is plagued by widespread political, economic and health care crises, with unemployment hovering around 90 percent.

Despite the hardships, Wogrin enjoyed her time in Zimbabwe. "It's such a beautiful country. People are so warm and friendly," she says. "The Hospice staff was so welcoming — and people were eager to teach me about their culture. It was an incredible learning experience. After seven weeks, I wasn't ready to leave. There's so much more I wanted to do."

Wogrin will have the chance to start some of that work when she heads back in January for two weeks. "I want to help the staff to write up some program outcomes for publication and develop some research," she says. "When you apply for grants, it helps that you can demonstrate the impact of these programs."

In that way, Wogrin's work in Zimbabwe has sparked her interest in research and publishing back in the States. "Since I've returned, I've been looking to up my academic output," she explains. "I'm very interested in global and cultural issues involved in end-of-life care."

Founded in 1899, Mount Ida College is a private, coeducational, undergraduate and graduate institution, located 8 miles from downtown Boston in Newton, Massachusetts. As a fully accredited college, Mount Ida currently enrolls 1,430 students in more than 25 degree programs that combine the liberal arts with professional preparation. For more information, visit us on the Web at [www.mountida.edu](http://www.mountida.edu).

The National Center for Death Education at Mount Ida College is dedicated to promoting knowledge and understanding in the field of thanatology. Its goal is to assist care-giving professionals and students in acquiring and maintaining a current knowledge base and in developing creative and useful skills for providing care associated with end of life, bereavement and loss.



## Klicker's Crosswords

*Learning does not have to be a chore, it can even be fun!*

By Ralph L. Klicker, Ph.D.

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](mailto:Thanosinst@aol.com).

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- Decrease in value
- Check not cashed
- Kill by suffocation
- Wagon for casket
- Decaying flesh
- Apprentice
- Black death
- Earned income
- Mound of stone memorial
- Holds money

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c	p	l	a	g	u	e	g	i	n	c	c	i	b	g	a	c
e	a	a	a	n	n	x	a	f	z	v	g	t	x	i	a	o
n	u	r	u	j	b	q	a	h	w	l	n	k	s	t	c	u
w	k	c	r	l	u	q	w	o	x	p	l	s	a	c	e	t
e	k	a	h	i	d	a	c	y	s	g	o	b	h	q	x	s
s	k	w	f	r	o	f	m	n	z	n	y	m	s	e	m	t
f	p	l	b	l	o	n	q	k	v	t	e	l	o	d	d	a
l	g	k	n	n	c	n	x	y	h	l	o	w	o	a	f	n
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s	e	a	h	v	c	f	i	g	o	e	w	a	a	n	b	v
e	c	a	i	r	n	w	z	q	t	l	c	u	s	l	g	x

ANSWERS ON PAGE A44

# Association NEWS

## CFSA Fall Conference attendance increases for Second Year



CFSA Past Presidents at the 2009 Fall Conference & Trade Show. (L to R) First Row: Mark Pennington (Halo Intl. Corp.); Michael L. Fleming (Keith M. Merrick Co.); Stephen F. Duffy (Matthews Casket Division); David A. Beck (Clark Grave Vault Co.); and David R. Christian (AMPCOR II). Second Row: Joel P. VerPlank (VerPlank Enterprises); Robert McCabe (W & M Mfg. Co.); Louis F. Tobia (New England Casket Co.); David A. Hazelett (Astral Industries); Dennis W. McEntire (Capital City Casket Co.); Charles B. Shaw (Astral Industries); Robert C. Galletly Jr. (Tiedemann-Bevs Industries); and Wm. T. Fretwell (Freeman Metal Products).

**LAKE BLUFF, IL**— The Casket & Funeral Supply Association of America's (CFSA) 2009 Fall Conference and Trade Show held on November 16-17 in Indianapolis, IN grew for the second year in a row despite the financial pressures placed on funeral suppliers. Attendance and exhibit spaces

both increased by nearly 10 percent since 2008. The annual event features exhibits and educational programs focusing on suppliers to the death care industry including casket and urn manufacturers, distributors and importers, parts manufacturers, business consultants, textile manufacturers,

printing companies and keepsakes distributors.

A highlight of the event was the lineup of educational programs. Two point-counterpoint sessions were filled to capacity as industry leaders predicted where funeral service is heading. First up was Funeral Director vs. Supplier: Friends or Foes? featuring moderator **Mike Beardsley** (Thacker Casket Manufacturing) with panelists **Doug Gober** (Matthews Casket Div.) and **Curt Rostad** (Indiana Funeral Directors Association) who exchanged experiences of the supplier/customer relationship from each perspective. For example, when asked why funeral directors don't show more interest in purchasing products at trade shows, Mr. Rostad suggested that exhibits and exhibit personnel often lack new products, good customer service practices and adequate at-show purchase incentives. Mr. Gober agreed that many exhibitors have room for improvement, but noted that trade shows will generate

**CONTINUED ON PAGE A32**

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**MORE CFSA PHOTOS ON NEXT PAGE**

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### CFSA Fall Conference attendance increases for Second Year

*Continued from Page A31*

enthusiasm from attendees only when program content provides guidance about how funeral homes can succeed using products and innovative services.

In the second point-counterpoint session, Suppliers Influence Funeral Service Trends: Fact or Fiction?, moderator **Dave Hazelett (Astral Industries)** guided leaders of "The Big Three" casket companies through a discussion of some challenges and opportunities present in funeral service from a supplier's perspective. For instance, Mr. Reichert addressed the downward trend of funeral merchandise by saying, "How

many of you have had success buying an anniversary gift based on what is cheapest?" Mr. Doyle added, "If we allow funeral service to become a commodity, everything in it will become a commodity as well." Mr. Raver noted, "We need to change our behavior by adding value and communicating that funerals are important." Mr. Hazelett said, "The true value of a funeral is the community we experience when we honor a deceased friend or loved one. Until we stress this value, the reality is families will not want to spend money on an event they dread attending."

Two funeral supply veterans received 2009 CFSA Lifetime Recognition Awards on November 17 during the Fall Conference & Trade Show. Friends and colleagues gathered to honor **David A. Beck, Clark Grave Vault Co.**, and **Charles B. Shaw, Astral Industries**, for their many years of innovation and contributions to the funeral supply community. Each award recipient implemented recognized advancements in the manufacture and distribution of death care products.

Mr. Beck is the third generation of the Beck family to own and manage the Clark Grave Vault Company. The company started in 1898 by Dave's grandfather, **Allen F. Beck**, in 1913. Dave purchased control of the company in 1989. He served on committees with NFDA and ICCFA, was a member of the IMSA board for 30 years, including 20 years as secretary/treasurer, and is a past president of CFSA. Dave is married to Nancy and has three sons, **David II, Mark** and **Doug**, who are each involved in the business.

Charles B. Shaw has been in the casket industry since 1965 when he purchased **Indiana Metallic Casket Co.** from **C.R. Jackson**. He founded Astral Industries in 1972.

Charlie purchased a larger facility in 1977 after the original facility burned in 1975. He has been a member of CFSA since 1975 and served as president in 2005-2006. He also owns and operates Winchester Speedway, a premiere short track auto racing facility, and one of the oldest in the United States. He is the father of three and grandfather of three.

CFSA members elected new officers and directors for the 2009-2010 Board of Directors on November 17. The Board is as follows:

Officers: President **Scott M. Jones, Service Casket Co.**, Columbus, GA; Vice President **Kevin L. Thomson, Dixline Corp.**, Galva, IL; Treasurer **John Malone, Mac Machine & Metal Works**, Connerville, IN; and Past President **Kaye Starnes, Edgcombe Casket Co.**, Rocky Mount, NC.

Directors: **John Cooper, Thacker Casket Co.**, Florence, AL; **Billy Emrick, Astral Industries**, Lynn, IN; **Kyle A. Grimes, Keith M. Merrick Co.**, Sibley, IA; **James D. Hiester, W & M Manufacturing Co.**, Portland, IN; **Robert Hoaglund, Messenger**, Auburn, IN; **Pamela Soper, Tiedemann-Bevs Industries**, Richmond, IN; **James F. Strouse, Schuykill Haven Casket Co.**, Schuykill Haven, PA; **Len Weber, Aurora Casket Co.**, Aurora, IN; and **Scott Wright, Matthews Intl.**, Richmond, IN.

CFSA appreciates the dedicated service each of the following outgoing Board members provided during the past few years and looks forward their ongoing participation in the Association: **Stephen F. Duffy, Matthews Casket Division**, Richmond, IN; **Kelly Greenwood, Cardinal Casket Co.**, Orlando, FL; and **W.C. (Bill) Strangward, Langenau Manufacturing Co.**, Cleveland, OH.

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- 1½ tsp. sugar
- ¼ cup salad oil
- 1 garlic clove, minced
- ¼ tsp. dried basil, crushed
- ¼ tsp. cumin
- ¼ tsp. dry mustard
- Dash bottled hot pepper sauce

Cut each tomato into 8 wedges. In a bowl, combine tomatoes, cucumber, green pepper, onion and parsley. For dressing, in a screw-top jar combine oil, vinegar, sugar, garlic, basil, cumin, mustard and pepper sauce. Shake well. Pour over vegetable mixture; toss lightly to coat. Cover and chill for 2 to 3 hours, stirring occasionally. Transfer to a salad bowl. Garnish with croutons and avocado slices, if desired.

### CRAB CAKES

- 1 egg, lightly beaten
- ¼ cup fat-free mayonnaise
- ¼ cup soft bread crumbs
- 2 green onions, chopped
- 1 Tbs. minced parsley
- 1 tsp. dry mustard
- ¼ tsp. each salt and pepper
- 4 cans (6 oz each) crabmeat, drained and flaked
- Seafood sauce

In a bowl, combine all ingredients except butter, oil, crab and sauce. Add crab; mix gently. Shape rounded tablespoons into patties. In a large nonstick skillet, cook patties in butter and oil over medium heat 3-5 minutes on each side or until golden brown. Serve with seafood sauce.

Good Eating!

# Association NEWS CONTINUED

## New 100 BWFS Members bring Leadership, Diversity, Education, Experience and Commitment

*"Women are making inroads into many professions once considered off limits. It used to be that fathers who owned funeral establishments would not consider the business to be left to daughters. Now some of the oldest funeral legacies are being handed to daughters who take it with great pride."*

**LONGWOOD, FL**— Funeral service is an increasingly complex profession and we need women in leadership roles who are powerful communicators and who want to build a legacy of leadership for themselves, the organization and those students entering the profession. Our new members, along with the current active membership of the **100 Black Women of Funeral Service** are leading the way on how we do business as professionals and bring exquisite skills that empower other women. Our women today want to produce ground breaking results in how they do business where many are currently opening up their own firms and become very successful in their communities immediately.



Shelley Challenger

Many bring invaluable business experience, influence others through their success, know how to navigate a path of success through intrapersonal business relations and have a desire and the perseverance to fulfill their potential and lifelong dream as well as leave their mark in funeral service.

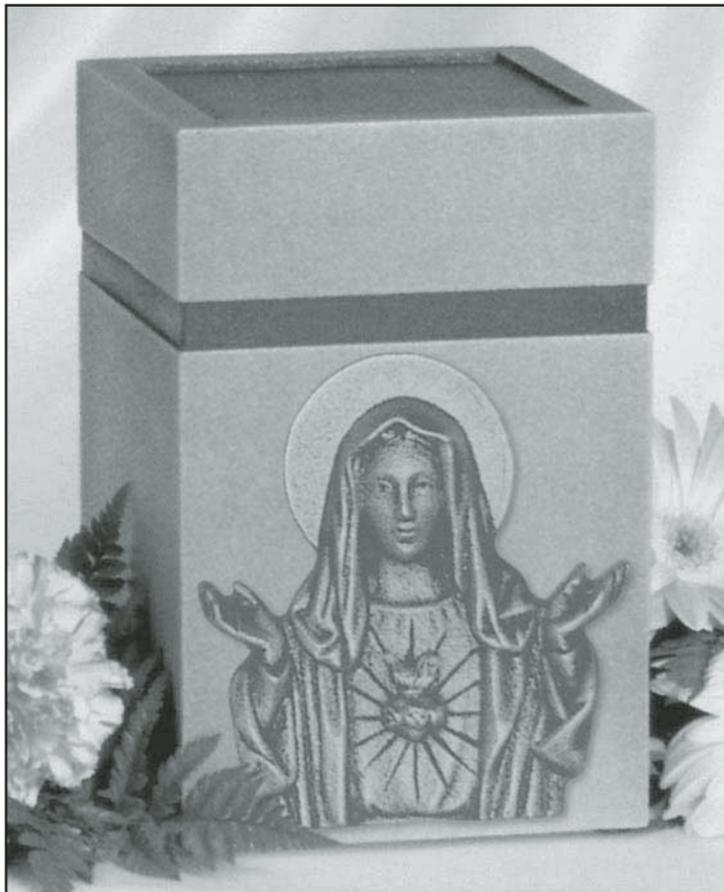
"It is common sight to see the women of the 100BWFS help younger entrepreneurs



Regina M. Mugongo

navigate the paths of leadership, licensure, and ownership through our active mentoring program. This is done through women role models who are successful and willing to provide guidance to others," states President **Dotie Hector**. "Our new members understand the impor-

CONTINUED ON PAGE A34



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- Cemetery Funeral Supply Company
- Cemetery Planning Resource Alliance
- Christy Vault Company
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- Clark Grave Vault Company
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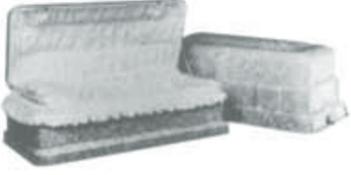
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# Association NEWS CONTINUED

## New 100BWFS Members bring Leadership, Diversity, Education, Experience

*Continued from Page A33*



Kimberley Briscoe Tonic



Vera Bowser



Minnelle Williams



Diane Fountain

tant role that women play by working together as a team, serving on boards, helping the organization become diverse in its membership and advocate our position that women are a natural for the funeral service profession. Women bring a necessary element to the role as care-

takers for a deceased family loved one. If we all know our history, it was women who washed and shaved and dressed the dead before the modern day embalming.”

Since the 100BWFS has become international in membership, diversity in the organization is very important



Queen Scarborough



Andrea Brookins



Sharon Vaughn



Shaye Nelson



Pamela Miller Dabney



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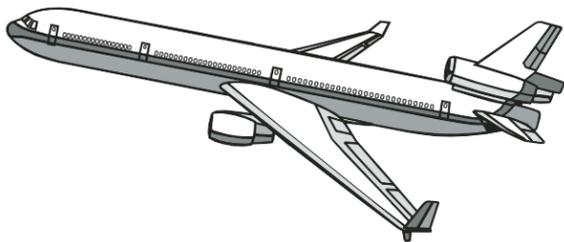
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because funeral service affects everyone, and the United States is a Mecca of color and ethnic backgrounds. The national conventions of the NFDMA, NFDA and the ICCFA, Inc. bring in hundreds of nations around the world who are craving for knowledge, education and the system of how we do business. “We have that same diversity in our membership from the continent of Africa to the Caribbean islands as well as central and South America. We learn so much from each other’s association and the convention is a wonderful time to meet and share and talk about each others’ needs,” states **Crisma Henriquez** of the Netherlands Antilles, Curacao. The 100 BWFS has become a known

group that is a source of support, network for learning and socializing, educating our neighbors and a place for solutions for our sisters in the funeral service profession and business world. The new members are banding together to understand each other’s cultures in an effort for women to achieve equality of rights and eradicate prejudice at home and abroad to help our profession grow in understanding and increase awareness through membership concerns nationwide.

The 100BWFS welcomes their new members and makes the organization available both in the national and international work place in the funeral service profession. Through memberships we are able to

**CONTINUED ON PAGE A36**

# Association NEWS CONTINUED

## NFDA International Convention & Expo sets records, including Selling Majority of 2010 Expo Space

**BROOKFIELD,WI**— The **National Funeral Directors Association (NFDA)** 2009 International Convention & Expo, October 25-28 in Boston, MA, drew 6,056 total attendees and 365 exhibiting companies. Moreover, anticipation for next year's event in New Orleans resulted in the association selling more than 61% of the NFDA 2010 Expo floor in just three days.

The breakdown for the 2009 NFDA International Convention & Expo attendance is as follows: Total attendance: 6,056. Attendee registration was 3,918, the highest in more than a decade, which includes: Non-licensure/spouse/guest registrations: 721; International funeral service professionals: 304, representing a record 41 countries outside of the United States; and Mortuary student/spouse registrations: 178. Exhibitor/supplier registrations: 2,138, representing 365 exhibiting companies.

Attendees classified their positions within funeral service as follows: Owners: 54.3%, Managers: 22.2%, and Staff: 14.5%.

In addition to owning/operating a funeral home, attendees indicated that they also own/operate the following businesses: Monument company: 48.3%, Crematory: 47.4%, Cemetery: 33.5%, Insurance company: 25.4% and Flower shop: 19.1%.

Other data concerning NFDA's 2009 International Convention & Expo:

- 60.0% of attendees indicated they make purchasing decisions on the NFDA Expo floor
- 57.3% of attendees intend to make a purchase one to three months after NFDA's convention; 15.4% intend to do so four to 12 months after.
- 77.1% of attendees indicated they are either very or somewhat more likely to buy products and services from companies that exhibit at the NFDA Expo.
- 23.0% of attendees offer green funerals
- 17.7% of attendees offer pet services
- 13.4% of attendees own/operate a community/family center
- 27 media outlets covered NFDA's 2009 International Convention & Expo, including representatives of the Boston Globe, the Boston Herald, Exhibit City News, the Financial Times, FOX, and Tokyo TV.

Said NFDA CEO **Christine Pepper**, CAE, about this year's convention: "Despite challenging economic

times, record numbers of funeral professionals attended NFDA's premier annual event to discover practical solutions they can immediately implement in their businesses to increase profitability, secure their future and better serve the evolving needs of families."

During this year's convention, exhibitors and suppliers were given the opportunity to select exhibit space for NFDA's 2010 International Convention & Expo, October 10-13 in New Orleans, LA. In just three days, 155 suppliers exhibiting in Boston purchased 61.6% percent (44,800 sq. ft.) of the available exhibit space for next year's gathering in "The Crescent City," another record for the association. In addition, 11 exhibiting companies increased the size of their NFDA Expo space.

For more information about NFDA's 2010 International Convention & Expo in New Orleans, including information for businesses interested in exhibiting at the world's largest annual funeral service exposition, please visit [www.nfda.org/NewOrleans2010](http://www.nfda.org/NewOrleans2010).

## NFDA Presents 2009 Best of Show Awards at International Convention

**BROOKFIELD,WI**— During the 2009 **National Funeral Directors Association (NFDA)** International Convention & Expo, October 25-28 in Boston, MA, four exhibiting companies received NFDA's 2009 Best of Show Award in recognition of their new, unique and innovative products to help funeral professionals better serve families.

As in previous years, convention attendees again selected the winners of the Best of Show Award, which recognizes the best new urns and memorialization/keepsake items available at the NFDA Expo. Convention attendees vote for their favorite products in four categories using their spare change; the product in each category receiving the highest dollar amount by the close of the competition wins the award. As in the past, 100% of the money

collected through NFDA's Best of Show contest is donated to charity, which this year was Habitat for Humanity of Greater Boston.

The recipients of NFDA's 2009 Best of Show Award are: Urn – **The Dodge Company**; Memorialization/Keepsake Item – **Madelyn Company**; Pet Urn – **Trigard**; and Pet Memorialization/Keepsake Item – **Funeral Home Gifts**.

NFDA is the world's leading funeral service association, serving 19,000 individual members who represent more than 10,200 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division 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](http://www.nfda.org).



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## NFDA Supports the "Bereaved Consumer's Bill of Rights Act of 2009"

**BROOKFIELD, WI**— The **National Funeral Directors Association (NFDA)** sent a letter of support to *Rep. Bobby L. Rush*, D-Ill., for the "Bereaved Consumer's Bill of Rights Act of 2009" (H.R. 3655), which he introduced in the U.S. House of Representatives in late-September.

Rush's bill, which comes on the heels of the scandal at Burr Oak Cemetery in suburban Chicago, IL, would require the Federal Trade Commission (FTC) to initiate a separate rule that would cover cemeteries and all other sellers of funeral goods and services.

Funeral Rule or initiate a separate rule to cover cemeteries, crematories and other sellers of funeral or burial goods and services to the public. The letter further states that absent congressional involvement, consumers will remain at-risk when dealing with these entities until the FTC adopts a practice and disclosure rule similar to the Funeral Rule, which governs the nation's funeral homes.

The letter states: "In our view, H.R. 3655 outlines for the FTC a rule which we have long argued was necessary, given a dramatically changed marketplace, with new and non-traditional sellers, many more choices for consumers to purchase funeral or burial goods or services, and the risks they take in dealing with them in a lightly, or even unregulated environment... We recognize that the most egregious scandals involving Burr Oak, Menorah Gardens and Tri-State Crematory would not necessarily have been prevented by such a rule. However, with uniform federal practice and disclosure standards, the regulatory and compliance bar will be raised for both state regulators and for cemetery and crematory owners and operators, as well as other sellers of funeral or burial goods or services... NFDA stands ready to support any and all efforts to have H.R. 3655 signed into law."

According to the text of the bill: "The Federal Trade Commission's Funeral Industry Practices Trade Regulation Rule dictates consumer protections in the funeral home, but does not cover the practices of cemeteries, crematoria, or sellers of monuments, urns or caskets... State laws are inconsistent and frequently too weak to provide adequate consumer protections, creating a need for minimum federal standards in the area."

In its letter to Rush, NFDA details its long history of urging the FTC to amend the

NFDA is the world's leading funeral service association, serving 19,000 individual members who represent more than 10,200 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division 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](http://www.nfda.org).

## New 100BWFS Members

*Continued from Page A34*

reach others and make programs available. Through scholarships we are able to mentor and serve as role models for students interested in the funeral service profession and help them progress from the student level to their internship and our goal is to see each one licensed and bring their special talents to the profession.

"We are so excited about our new membership each year as their talents are limitless, their excitement about funeral service is contagious

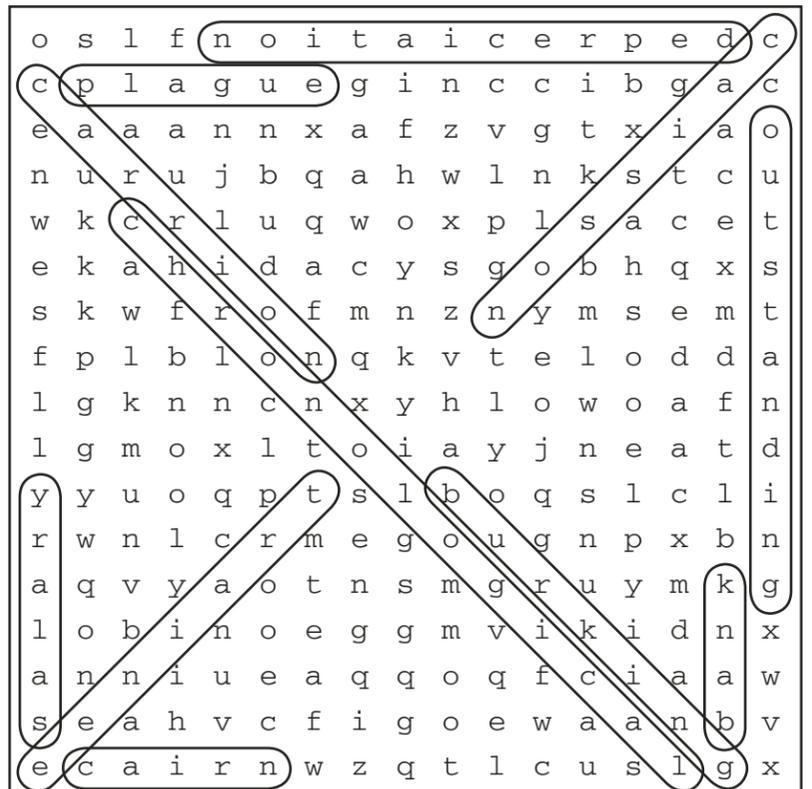
and they are the best of the best and because of them, the 100 BWFS is a premier organization for minority women who have chosen funeral service as their profession," states Eleanor Starks, founder of the 100BWFS.

Congratulations to the 2009-2010 new members of the 100BWFS. These beautiful and talented women are available to serve as mentors and role models for any student of fu-

**CONTINUED ON PAGE A37**

## Answers to Klicker's Crossword Puzzle on Page A30

- |  |                                  |  |
|--|----------------------------------|--|
| 1. CHRONOLOGICAL :<br>Record in order  | 5. CAISSON :<br>Wagon for casket | 9. SALARY :<br>Earned income           |
| 2. DEPRECIATION :<br>Decrease in value | 6. CARRION :<br>Decaying flesh   | 10. CAIRN :<br>Mound of stone memorial |
| 3. OUTSTANDING :<br>Check not cashed   | 7. TRAINEE :<br>Apprentice       | 11. BANK :<br>Holds money              |
| 4. BURKING :<br>Kill by suffocation    | 8. PLAGUE :<br>Black death       |  |



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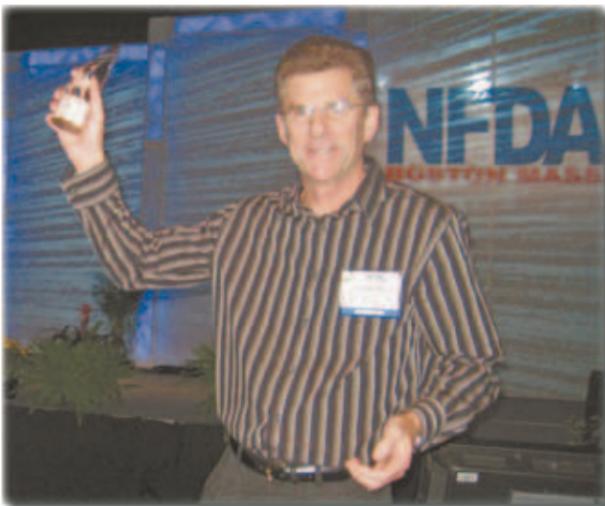
# Association NEWS CONTINUED

## Duncan Stuart Todd receives 2009 NFDA Innovation Award at Convention

**BROOKFIELD,WI**— During the 2009 National Funeral Directors Association (NFDA) International Convention & Expo, October 25-28 in Boston, MA, the association presented **Duncan Stuart Todd** with its 2009 *NFDA Innovation Award*— which recognizes the most innovative product, technology, service, process or piece of equipment introduced in the last year – for its wall-mounted trocar unit.

The *Todd Trocar Well* is a system for disinfecting and sterilizing trocars, and was designed to be mounted on a horizontal surface, such as a countertop. The product earning NFDA's 2009 Innovation Award – the Todd Trocar Well DST 522 – is designed to be installed on a vertical surface, such as a wall. The redesigned product offers funeral directors the flexibility to install the product in the most convenient location and is especially well suited for prep rooms in which counter space is at a premium.

The winner of NFDA's Innovation Award was selected by an independent panel of funeral service professionals. The review process was open to all 2009 NFDA exhibitors; businesses could submit products, technologies, processes, equipment and services that were commercially introduced after January 1, 2008, as well as new applications of existing products, technologies, processes, equipment and services developed after January 1, 2008.



Duncan Stuart Todd accepts the NFDA Innovation Award

NFDA will publish entry requirements and deadlines for the 2010 Innovation Award early in 2010.

NFDA is the world's leading funeral service association, serving 19,000 individual members who represent more than 10,200 funeral homes in the United States and inter-

nationally. From its headquarters in Brookfield, WI, and its Advocacy Division 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](http://www.nfda.org).

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## New 100BWFS Members bring Leadership, Diversity, Education, Experience and Commitment to Excellence for women in Funeral Service *Continued from Page A36*



Dimitra Johnson



Rosalee Johnson



Cynthia Blake Williams



Karla Cole



Christie Redmon



Octavia C. Turner



LaVita J. Spentz



Barbara Washington

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Interesting Women's Funeral Service Fact: **Lina Odou** was the first woman to push

for females in the industry. A protégé of Florence Nightingale, when she was in her early 30s she began studying embalming with Swiss experts and then at one of the

**CONTINUED ON PAGE A39**

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**FREDERICK A. KELLY** of Wakefield, MA died November 30, 2009 at the age of 70. He was a graduate of the *New England Institute of Applied Arts and Sciences* and a former funeral director in the Newton, MA area.

**BOB G. LEWIS** of Houston, TX died November 10, 2009 at the age of 86. After earning his funeral directors license, he joined his parents and three brothers in the **Geo. H. Lewis & Sons**, founded by his parents in 1936. Reprinted from *The Deadbeat*, Golden City, MO.

**JOHN H. WYLIE** of Marietta, GA died December 3, 2009 at the age of 86. For 53 years, he was a funeral director at the **Spring Hill Chapel of H.M. Patterson & Son Funeral Home**. He worked with *Mayes Ward-Dobbins Funeral Home* in Marietta after high school, and graduated from the *Gupton-Jones School of Embalming* in Nashville, TN.

**RUBY L. ECHOLS** of Atlanta, GA died November 21, 2009. She was the owner and operator of **Echols Mortuary** in Atlanta. She was a member of the *Georgia Funeral Service and Practitioners Association*, District Nine, and a former member of the *National Funeral Directors and Morticians Association*, Epsilon Nu Delta Mortuary Fraternity and the *100 Black Women of Funeral Service*.



**BARBARA MARIE COOK MELTON** of Beckley, WV died November 18, 2009 at the age of 63. She was an employee of **Melton Mortuary, Inc.**, Beckley, and a member of the *West Virginia Funeral Directors Association, District III*, and the *National Funeral Directors Association*. Courtesy West Virginia FDA, Charleston.

**MYRON DEAN MAXWELL** of Sacramento, CA died November 20, 2009 at the age of 62. He worked for **J. Morris Transportation Company** for 25 years.

**CHARLES EDWARD "NED" BERHEIDE** of Richmond, IN died November 23, 2009 at the age of 83. He retired as a partner and funeral director at **Stegall-Berheide-Orr Funeral Home**.

**CAMERON S. NERISON** of Tucson, AZ died November 23, 2009 at the age of 58. After attending mortuary school in Los Angeles, he worked for eight years in Phoenix prior to moving to Tucson where he enjoyed a thirty-two year career with **Bring Funeral Home, Inc.** He was a member of the *National Funeral Directors Association*; served as a Board Member and President of the *Arizona Funeral Directors Association*; named AFDA Funeral Director of the Year in 2002 and was a Board Member for the Diocese of Tucson Catholic Cemeteries.



**BLAINE LEONARD McIRVIN** of Portland, OR died November 26, 2009 at the age of 86. A graduate of the *San Francisco College of Mortuary Science*, he began a career working for **A.J. Rose and Sons** in Portland, and later **Wilhelm Funeral Home** in Portland, before his retirement.

**LUCY C. ROLLINS** of Kenova, WV died November 18, 2009 at the age of 81. She was owner and operator of **Rollins Funeral Home**, which she and her husband founded, for over 40 years. She was a member of the *National Funeral Directors Association, West Virginia Funeral Directors Association* District VII. Courtesy West Virginia FDA, Charleston.

**ERNST G. WINTER** of Hollywood, FL died December 1, 2009. After his graduation from the Cincinnati College of Embalming in November of 1955, he worked for **Kraeer Funeral Home** in Pompano, FL and **Lithgow Funeral Homes** in Miami, FL. In 1961, he purchased the **Alan Wright Funeral Home** in Hollywood and renamed it **Winter Wright Funeral Home**. In 1966, Ernie became partners with **Robert L. Kirby** and they opened a second funeral home in Hollywood, **Winter-Kirby Funeral Chapels**. Winter-Kirby Chapels purchased a third funeral home in 1971. In addition to being a funeral director and pilot, he practiced law in South Florida for 37 years, becoming Florida Bar Board Certified in Wills, Trusts, and Estates in 1993.

**VERNON "SPANKY" BAILEY** of Baltimore, MD died November 21, 2009 at the age of 71. He earned his degree in embalming from the *Eckels School of Mortuary Science* in Philadelphia in 1959. He began his professional career in 1963 at the **George G. Kelson Funeral Home** in Baltimore. He later inherited the business, which he renamed the **Vernon R. Bailey Funeral Home**. After closing the business in the late 1980s, he worked part time for **Herbert E. Nutter Funeral Home** and then the **Phillips Funeral Home**. He was a founder of **King Memorial Park** in Milford Mill, MD and past president of the *Funeral Directors and Morticians Association of Maryland*.



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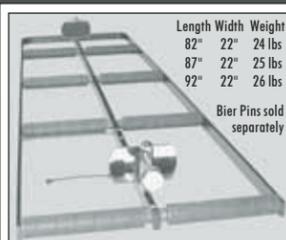
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# Association NEWS CONTINUED

## New 100BWFS Members

Continued from Page A37



Immaculate Nansubuga



Stacey Walker



Marcia Ferguson



Patricia Latimore



Karen McPherson

Photos were unavailable for the following new members: Simone Scott, Adriana Harrison, Casey St. Val, Felicia Beverly, Linda Lomax, Mary Joiner, Tiffany Sims, and Sharon Shuman.

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first NYC mortuary schools. At 36, she persuaded the proprietor of a funeral home to host an embalming school for women. In 1901, she partnered with **Frank Campbell** to open the *Lina D. Odou Embalming Institute*. She also founded the *Women's Licensed Embalmers Association*. A contemporary of Odou, **Lena R. Simmons**, co-founded a mortuary school with a male in Syracuse, NY in 1900. She is credited with introducing subcutaneous suturing known as the blind stitch into the art of embalming for viewing purposes. Lina Odou appears to have been the most vocal in her attempts to bring women into the funeral industry and we salute her with this little known history fact.

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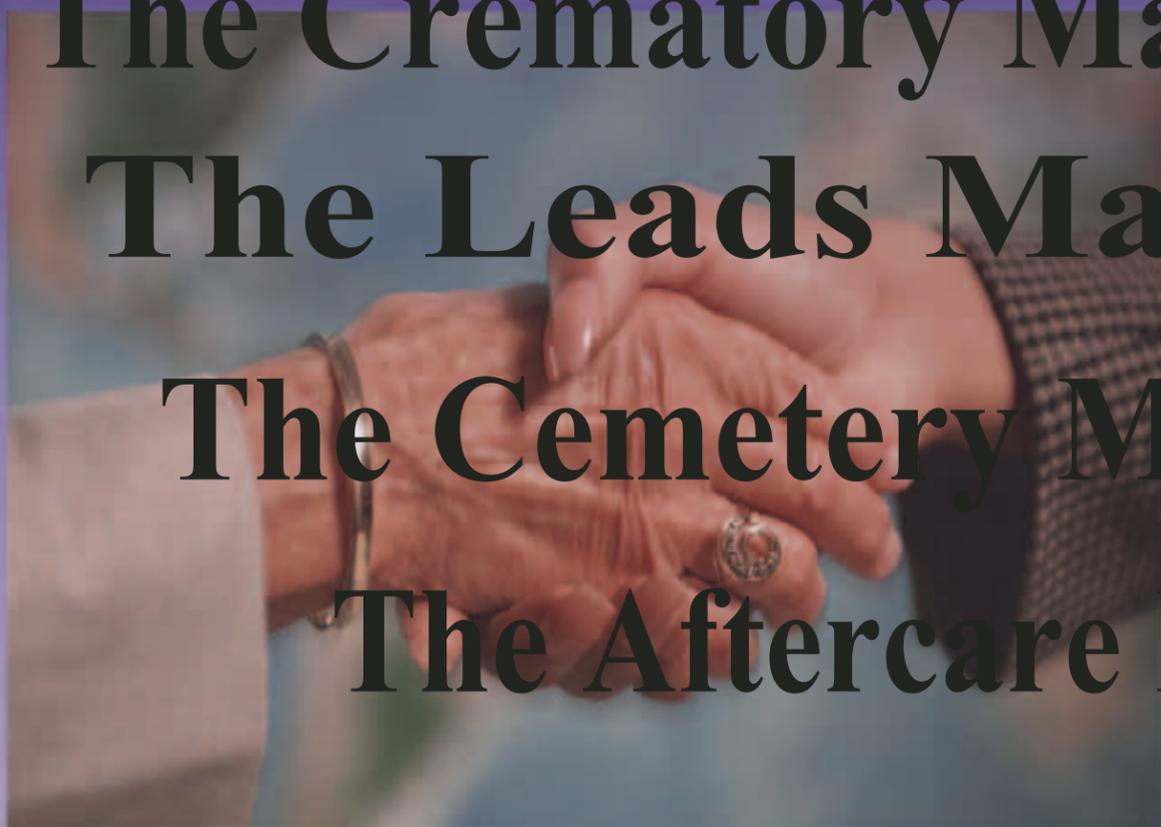
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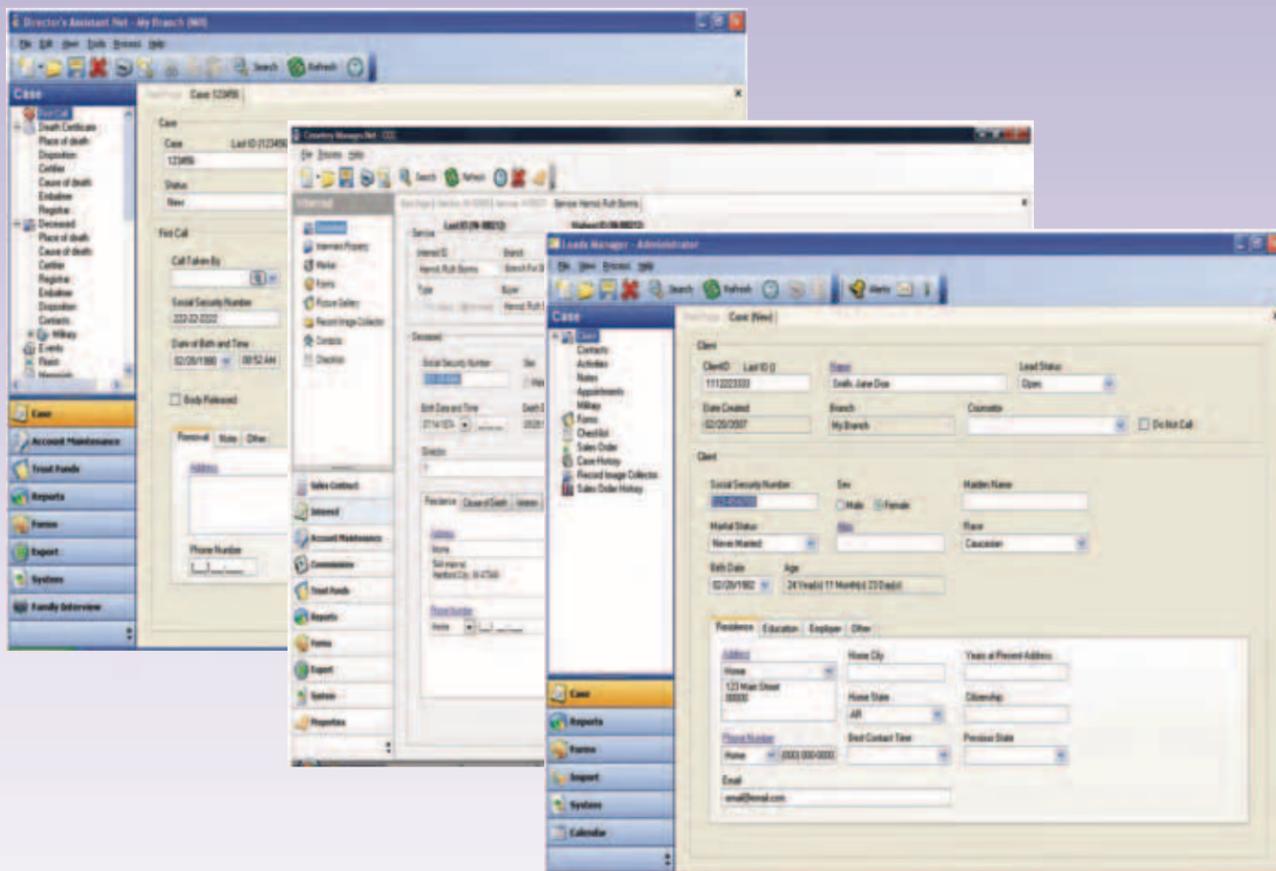
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