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Holman's Funeral Service serves Oregon Families



PORTLAND, OR— Holman's Funeral Service is Oregon's second oldest continuously operating business. It was established in 1854 - before Abraham Lincoln was President and before Oregon was even a state!

Local cabinetmaker **Andrew P. Delin** opened A.P. Delin & Co., Undertakers

at First and Morrison Streets to serve the 3,000 residents of the prospering city of Portland. Within a year, Multnomah County was chartered, and he was appointed its first coroner.

Delin worked at the business with his son-in-law, **Edward Holman**, and even-

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Rocker-Cusack Mortuary Now Open in Florida



(L to R) C. Allen Cusack III, James E. Cusack and Rodney E. Rocker Sr.

LEESBURG, FL— Rocker-Cusack Mortuary officially opened its doors for business at 1022 East Main Street in November 2010. The venture is a new partnership between **Rodney E. Rocker Sr.** and **James E. Cusack**. As Rocker's and Cusack's families have been in funeral service for many years, their lives have long been intertwined.

In 1954, **Arthur J.** and **Edna Mack** operated a funeral home in Deland, FL and asked their friends,

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Send us any press release related to your firm which would be of interest to your fellow industry professionals.

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HAVE YOU SEEN THESE CHILDREN?

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

Endangered Missing
LEANNE MARIE HAUSBERG



Age Progression to 24 Years

Date of Birth: 8/9/1984
Date Missing: 3/18/1999
Missing From: Brooklyn, NY
Age at Disappearance: 14 Yrs
Age Now: 26 Yrs
Sex: Female
Race: Biracial
Height: 5'4"
Weight: 120 lbs
Hair: Brown
Eyes: Brown

Circumstances: Leanne's photo is shown age-progressed to 24 years. She may still be in the area. She has a small scar on her right cheek. Leanne is Biracial. She is American Indian and White.

Endangered Missing
JUSTIN PHILLIP HARRIS



Age Progression to 18 Years

Date of Birth: 8/20/1990
Date Missing: 2/15/2004
Missing From: Casper, WY
Age at Disappearance: 13 Yrs
Age Now: 20 Yrs
Sex: Male
Race: White
Height: 5'0"
Weight: 110 lbs
Hair: Blonde
Eyes: Green

Circumstances: Justin's photo is shown age-progressed to 18 years. He was last seen at his residence on February 15, 2004. He may still be in the local area. Justin is in need of medication which he does not have with him.

Non Family Abduction
CHRISTIE LYNN FARNI



Age Progression to 35 Years

Date of Birth: 1/18/1972
Date Missing: 12/14/1978
Missing From: Medford, OR
Age at Disappearance: 6 Yrs
Age Now: 38 Yrs
Sex: Female
Race: White
Height: 3'8"
Weight: 500 lbs
Hair: Brown
Eyes: Brown

Circumstances: Christie is shown age progressed to 35 years. She was last seen on December 14, 1978 and is missing under suspicious circumstances. She has pierced ears and a burn scar on her chest.

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

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

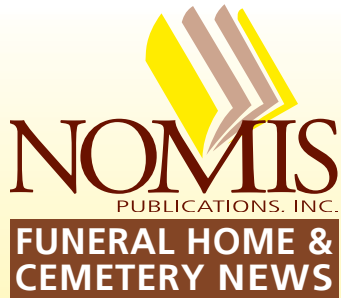


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NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A48 and Section B, which contains the Classified Advertising and consists of pages B1-B20. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

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Dube joins Hebrew Memorial Chapel



Otto Dube

OAK PARK, MI— Otto Benjamin Dube, a Jewish funeral director with more than 30 years experience, has joined **Hebrew Memorial Chapel** in Oak Park as managing funeral director.

"We are delighted to have Otto join us," said Rabbi **Boruch E. Levin**, the chapel's executive director. "Otto has an outstanding reputation in the Detroit area Jewish community and we know that given his professional experience and talents, he will be a tremendous asset to our organization."

Hebrew Memorial Chapel, the only non-profit funeral home in the area, has served Reform, Conservative, Orthodox and unaffiliated Jewish families since 1916.

Dube replaces **Robert H. Bodzin**, who is on medical leave after more than 20 years at Hebrew Memorial Chapel. During his career at Hebrew Memorial Chapel, Bodzin wrote *Why is Everyone Crying?* a critically-acclaimed book designed to help children and parents cope with death and dying.

"Bob made significant contributions as a loyal employee while at Hebrew Memorial Chapel," said Rabbi Levin. "Bob is a man of integrity and he is a much-valued friend.

Dafford takes delivery of New Federal Fleet



DUNN, NC— Dafford Funeral Home of Dunn, NC took delivery of their fleet of two 2011 Cadillac Federal Funeral Coaches and three Raised Roof Limousines on November 29, 2010. Pictured are **Dallas Dafford** (Left) and his associate **Kendrick McDougald**. Delivery was made by **Bill McKeithan**, representing **Crain Sales**, Mt. Gilead, NC and Woodstock, GA. This is the fifth fleet of Federal Coaches and Six Door Limousines that the Dafford Funeral Home has purchased since the Federal Coach vehicle was introduced to the funeral director in 1990.

We are very grateful for the years he was with us, and thank him for his service. We wish him and his family the best."

Before joining Hebrew Memorial Chapel, Dube served as a funeral director at the **Ira Kaufman Chapel** in Southfield, MI. A community activist, Dube has been a past board member of many organizations. He also served as a youth advisor for the B'nai B'rith Youth Organization, and he is a member of Congregation Shaarey Zedek, Temple Beth El, Adat Shalom Synagogue, the Jewish Community Relations Council, the Jewish War Veterans Auxiliary, and the David Horodoker Organization. He is also a volunteer for the National Council of Jewish Women's Meals on Wheels.

Dube and his wife, Shelly, live in Farmington Hills. They have four children.

BUILDING ON THE SUCCESS OF TWO RECORD-BREAKING CONVENTIONS, THE ICCFA CONTINUES TO GUIDE YOU TOWARD...

KEYNOTE PRESENTATIONS



The Art of Innovation
Guy Kawasaki

Best known for turning Apple into a successful and beloved brand, Guy knows what it takes for a company to capture the hearts of its customers and to take on seemingly unbeatable competition. He'll examine the process cemeteries and funeral homes need to undergo if they are to reinvent themselves and their ability to serve the marketplace of tomorrow.



The Secret Lives of Visionaries
Eric Haseltine

According to "Long Fuse, Big Bang" author Eric Haseltine, being a visionary doesn't mean seeing things others can't see. It means seeing the same things everyone else does, but seeing them in a different way. Haseltine will show you how to refocus and redefine the business realities and opportunities that exist right in front of you. He'll examine specific issues facing our industry and challenge you to re-envision them to achieve both short- and long-term market advantages.



Creating White Space
Juliet Funt

White space, also known as "breathing space," is the part of a printed page that has nothing on it. But it is *not* nothing. It is as critical to the message as the text and graphics—imagine a page with no line spaces, paragraph breaks, columns, margins or open areas. Similarly, the top complaint among successful business people today is having to cram too much into too little time. Juliet Funt will share simple yet powerful strategies to help you create the white space you need to make your "page" more effective and worth reading.



You Have to Know the Heights of Love to Understand the Depths of Loss
Dr. Marty Becker, "Good Morning America"

Known as "America's Veterinarian," Marty Becker will offer a fascinating exploration of the human-pet connection and its profound effect within the lives of pet owners. He will share his insights into how death care professionals can offer a skilled, warm hand to pet owners to validate their loss and gently guide them along the rocky road of grief.

40+ BREAKOUT SESSIONS LED BY INDUSTRY LEADERS



Strategic Planning That Works: A Skeptic's Story, *Gary Freytag, Gwen Mooney Funeral Home and Spring Grove Cemetery*

Gary will share how to develop and adopt a strategic plan that goes beyond lip service to produce results. Whether your company is large or small, whether you wish to develop a plan for the entire company or for a single department, you won't want to miss this presentation.



Recruiting: Building the Team of Tomorrow, *Barbara K. Milton, The Buchanan Group*—Discover ways your business can broaden its definition of "recruitment" through investments as simple as career days, internships, mentoring and serving on local educational boards.



Stop Praying for Talent ... and Start Predicting It!, *Anthony Casablanca, Batesville Casket Co.*—Whether you are hiring for an administrative assistant, a sales counselor, a maintenance worker, a funeral director or an executive, there are certain protocols that will greatly enhance your chances of bringing in the right talent for the position. In this session, Anthony will share his expertise on sound hiring practices.



The 4 Keys to Improving Employee Competence, *Ingrid Gudenas, Effective Training Solutions*—Ingrid Gudenas shares the 100% Proficiency approach to employee training. Close the gaps and



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move the majority of your workforce into the range of top performers.



Partnering with Hospice, *Kim Medici Shelquist, Homesteaders Life Co.*—Kim, a former hospice employee, uniquely understands the potential benefits and challenges involved in forming partnerships between funeral homes and hospice providers. Learn the basics of hospice operations, how to create relationships and how to initiate the preneed discussion in your community.



Waterless Embalming, *Mark E. Fisher, M.E. Fisher Funeral Home*—Waterless embalming may be one of the most controversial topics in embalming. Discover how this technique can be used to its best advantage.

Beating Burnout: Caring for the Caregiver, *R. Scott Boots, MPA, University of Illinois at Chicago*—Who cares for the care provider? Those who offer their compassion, skills and resources to those in need often are at risk for burnout, "compassion fatigue" and other trauma. Scott, a wellness expert, will take you through a series of experiential exercises to help you explore ways to manage your stress levels.



Strategies and Tactics for Capturing the 50+ Consumer

David Weigelt, Immersion Active—David will share how you as a marketer need to take charge of your online strategy and how you can successfully do so using identifiable principles that are proven to capture the hearts and minds of the 50+ consumer.



Cemetery Infrastructure: Building a Strong Foundation for Business

Thomas J. DeGrace, PE, PP, Prime Engineering—Cemetery developer Tom DeGrace will examine cemetery infrastructure and the issues that most affect your ability to maintain and manage a successful operation. He'll provide examples of good and poor conditions and offer expertise on how to prevent and correct potential problems.



...and many, many more!

The Second Annual Conference of the



Includes a special PLPA Reception, admission to all General Session and Expo Hall functions and numerous breakout sessions, including:

PLPA Discussion of Standards/Definitions/Education, *PLPA Co-Chairs Coleen Ellis and Bill Remkus*—Coleen and Bill will lead a discussion of the "State of the PLPA" and its work to increase educational opportunities and professionalism within the pet loss profession.



Pet Cremations: A Blueprint for Limiting Liability, *Poul Lemasters, Lemasters Consulting*—Attorney and funeral director Poul Lemasters will



discuss recent judicial decisions and their implications for pet loss providers and will introduce model forms, practices and procedures that can be used to limit liability.

Pet Care, Pet Loss: Working Together to Serve Families (veterinarian roundtable)—Join Drs. Marty Becker, Amir Shanan and other veterinarians for a roundtable discussion among veterinarians and pet loss professionals as we explore how we can work together to best serve families in their time of need.

Improving the Efficiency of Your Pet Crematory, *Jon Remkus, Hinsdale Animal Cemetery & Crematory; Ron Salvatore, Matthews Cremation Division*—There are certain laws of physics



you can use to ensure the most efficient operation of your retort. Jon and Ron will share their research into the body mass/makeup of pet breeds and practical ramifications of that data for your cremation business.

...and more!

Cremation COACHING CENTER



Includes the 3.5-hour series of sessions:
The Cremation Customer
Moderated by Julie A. Burn, CCrE, CSE

LIVE!

• **The Time to ACT Is Now**, *Nectar Ramirez, Options by Batesville*—Nectar will share up-to-date cremation consumer research and teach you the ACT Now system she uses to drive increased revenues and family satisfaction.



• **The New Arrangement Conference**, *Marty Strohofer, Aurora Casket Co.*—Today, families have already made a host of important decisions before ever meeting you. Learn how to get information into families' hands earlier and how to handle challenges such as preneed plans that need to be supplemented.



• **Making the Cremation Arrangement Conference More**



Efficient and Inviting, *Kara Ludlum, Lawton Ritter Gray Funeral Home; Marty Ludlum, University of Central Oklahoma*—Discover how to use the latest technology to make the presentation process more efficient, comfortable and inviting and to prevent mistakes.

• **How to Profit and Grow in a High-Cremation Market**, *Kent Roduck, Island Funeral Services Ltd.*—Kent's funeral home has found a way to grow and remain profitable in a 90 percent cremation market. He'll share with you a dozen secrets to his company's success.



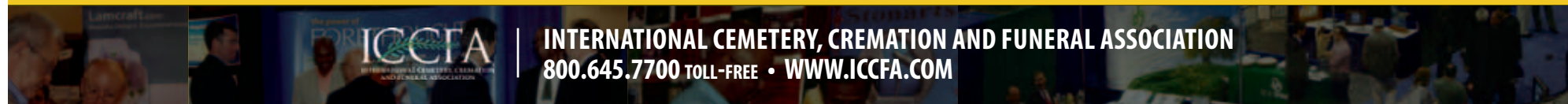
The Cremation Case: A Step-by-Step Guide to Avoiding Liability, *Jim Starks, J. Starks Consulting; Poul Lemasters, Lemasters Consulting*—Jim and Poul will take you step-by-step from the first call through the return of the cremated remains, providing a real-world look at the potential pitfalls along the way that can lead to legal action.



Alkaline Hydrolysis Summit, *Moderated by Poul Lemasters*—Alkaline hydrolysis is a form of disposition that has begun to receive a lot of attention. Join Poul and a panel of experts as they explore this innovation and its potential future implications for your business.



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"The Upside of Undertaking" by Catherine Olen

ATGLEN, PA— Catherine Olen has taken a taboo subject in polite society and shows how funny death can be. You won't want to put down this delicious collection of real-life tales of mortuary experiences in *The Upside of Undertaking*. These hilarious stories of the dead and living will keep you laughing for hours. Discover for yourselves that not every funeral is the serene and dignified event we imagine. Enjoy blunders and bizarre experiences of a longtime mortician, as she exposes foibles in the life of a present-day undertaker.

Catherine Olen has spent many years working in and around cemeteries and mortuaries in every capacity. In the early years, she worked as a family services counselor at several Southern California mortuar-

ies. Now, as a professional writer, she has gone back to her roots and composed this wonderful collection of stories along with her passion for celebrity grave hunting. With all that to occupy her time, somehow she found the time to put down here the funniest, strangest and most outlandish experiences and stories she's come across during two decades of researching the lives of Hollywood's A-List celebrities. Catherine currently resides in Los Angeles, CA with her family and continues working on her passion as a celebrity grave hunter. See more about Catherine at www.hollywoodgravehunter.com.

Catherine's book can be purchased through the publisher at www.schifferbooks.com or your local bookseller, as well as numerous online venues.



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Jones-Wynn Funeral Home supports Breast Cancer Awareness Month



Jones-Wynn Funeral Home Staff

VILLA RICA, GA— As a reminder of October's National Breast Cancer

Awareness Month and to show support for those whose lives have been

touched by this disease, the **Jones-Wynn Funeral Home** Family of Villa

Rica, GA has included the color pink in their dress code.

They wish to raise awareness in the hope that more women will be encouraged to have an annual mammogram, an important first step in helping to save lives. In addition to the first year of including pink in their dress code, the Jones-Wynn Funeral Home has also made a donation to the *Susan G. Komen 3-Day Walk for the Cure* in memory and honor of the lives who have been touched by this disease.

The Gift of Aftercare

By Sherry L. Williams

directors over the years that take things a step or two further. Some have sponsored Valentine's luncheons where there is nice music, a little entertainment and each person attending receives a rose or a small gift. It might be a small photo album, a photo frame, a package of "Forget me not" seeds, or a small planter. You'd be surprised what something so small means to people who feel lonely.

Then again there was one firm that did a special luncheon at a nursing home/senior center for all of the widows and widowers. They had someone play the piano and conduct a sing a long and they played name that tune and the winners received a prize.

You might consider sending a planter or a rose to each widow and widower you have served during the past year with a note that says they are remembered on this day and every day.

You don't have to have a big budget to make a difference in someone's life. Just a phone call can let them know that you are thinking of them and acknowledge that the holiday may be difficult for them and that they are not alone.

Now for those of you who are saying, "if I do something like that I'll just make them think of the person who died and upset them." Well, in case you didn't know it, they think about that person all of the time and very often people around them have quit talking about the person who died fearing that they will upset them. People who are grieving have what I call "heart squeezes" every day that is a holiday as they are reminded once again that their loved one is not with them. They have "heart squeezes" when they hear special songs or smell a special scent. You

are not causing them pain, you are letting them know that you are aware that their loved one lived, was loved and still is loved.

It's not always the big things that you do that have the most impact when a person is longing for the presence of a loved one that has died. It is the little things that touch the heart.

Take the time to remember those you serve on special days and holidays, it will only serve you well. In this day where people don't take time for one another, where we commute more by computer and voice mail than we do in person, we all need to reach out and touch someone. It is good for business and it is good for the soul.

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

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

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

I have traveled around from New Jersey to Chicago and in between this Holiday Season doing Holiday Help programs and Services of Remembrance. At each program, I was asked about other special days that were significant and invariably the one people dreaded the most was Valentine's Day. For everyone I spoke with, I heard just about the same comment, "This will be the first time in (25, 35, 60 years) that I won't be getting a Valentine from my sweetheart." Once again, I learned from people traveling the grief journey that they are confronted with the reality that their loved one died.

The reality is that Valentine's Day is a day that we reach out and remember those we love. So, for a grieving widow or widower, that empty hole in their heart just seems to get bigger on Valentine's Day. This gives you an opportunity to reach out and touch the hearts of those who have lost a spouse this year. You don't have to do anything fancy, you can just send a card that lets those individuals know that you remember them on this special day and that you continue to be with them in thought and service.

I do have to say that I have talked with several funeral

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New Providers join Veterans Funeral Care’s Network

CLEARWATER, FL— Veterans Funeral Care is proud to announce that the following have joined its ever-growing network of providers: **Monaghan Funeral Home**, Red Hill PA; **Oliver Bair Funeral Home**, Upper Darby PA; **Jardine Funeral Home**, Strongsville OH; and **Northern Indiana Funeral Care**, Ft. Wayne IN.

Established in Clearwater in 2000, Veterans Funeral Care started off as just one funeral home in Clearwater. “Our area has many veterans and retired military in addition to two National Cemeteries and two VA Hospitals,” says **Jim Rudolph**, Veterans Funeral Care’s President. “Almost immediately after we opened our Clearwater location, we began to get phone calls from Veterans around the country asking if there was a funeral home in their area that offered services like ours.”

Seeing there was a need to advocate for more Veteran-friendly funeral services throughout the country, Veterans Funeral Care decided to expand its network. Today, the network consists of 100 providers throughout 39 states—and that number continues to grow. The network’s mission is to help funeral provid-

ers 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.

To find out how you can become an exclusive Veterans Funeral Care licensee, contact **Karen Golden** at 1-800-467-7850 or visit www.VeteransFuneralCare.com.

Funeral Divas Start Mentorship Program

PHILADELPHIA, PA— A **Funeral Diva™** is a strong, confident and successful woman who works in the funeral service industry. She is not ashamed of her career. She is proud to serve hurting families. She is an embalmer, funeral director or employee at a funeral home. She is a grief counselor, casket sales woman or apprentice embalmer. She is a woman who supports all women in funeral service. Simply put, the Funeral Diva™ loves her career in funeral service.

The Funeral Diva’s™ purpose is to encourage and uplift every woman in funeral service with annual retreats, meetings, newsletters and Funeral Diva™ Mentorship Program. We are also well known for our products; our products include t-shirts, hooded sweaters, mugs, glassware, tote bags, bumper stickers and umbrellas.

The Funeral Diva mentorship program is a fun yet progressive program created to assist young Funeral Diva’s in becoming licensed funeral directors. Mentees are mentored through email, phone calls, group meetings or during Funeral Diva Re-

treats. Mentorship starts at the time the mentee is approved into the mentorship program and ends when the mentee becomes a licensed funeral director. Mentors must be licensed funeral directors and willing to be a part of the program for one full year. Mentees and mentors are paired based on location and licensure requirements.

Eternal Enterprises, Inc. is the parent company of Funeral Divas, *Funerals Today Magazine*, the *Helping Hurting Hearts Network* and *First Generation Funeral Directors Association*. Funeral Diva™ was founded by **Muneerah N. Warner**, funeral director and owner of the **Warner Funeral Home** in Philadelphia, PA. Muneerah is a first generation funeral director and graduate of *Pittsburgh Institute of Mortuary Science*. She is also a member of the National Press Corporation in Washington, DC, the *Association of Women Funeral Directors* and Editor-In-Chief of *Funerals Today Magazine*. For more information please visit www.FuneralDivas.com, www.Facebook.com/FuneralDivas or email FuneralDivas@EternalEnterprisesInc.com.

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

You Spoke Loud and Clear!

In my November 2010 column I asked my readers to please send me their comments regarding the thought by some in our profession, that funeral service has been reduced to a commodity. You spoke loud and clear. The response I received was tremendous with hundreds replying to me via e-mail.

Eighty two percent (82%) of you stated, in one way or another, that you firmly believed *funeral service is not a commodity*. You strongly felt what we offer as a profession is singularly unique and highly valued by the American public. According to a recently released and significant funeral service study you would be correct. The telephone study was conducted in April 2010 by Harris Interactive on behalf of the Funeral and Memorial Information Council (FAMIC). The study showed an overwhelming majority of Americans over the age of

40 who have attended funerals believe that funeral and memorial services are a valuable and important part of commemorating the life of a love one.

The study also showed, in overwhelming terms, that consumers feel funerals matter more than ever; their relationship with their funeral home of choice is key, and that funeral pre-planning is something consumers see great value in eliminating unnecessary worry and stress on their loved ones and easing the way for survivors after they are gone.

Here is what does disturb me. Eighteen percent (18%) of those who responded to my question did feel that funeral service has become a commodity in today’s modern society. They classified what funeral directors provide families are oftentimes mass produced and unspecialized. One funeral director stated to me that at his funeral home “all funeral services look, feel and sound alike.” Another funeral director stated to me that “funeral service, as we have known it, is quickly becoming obsolete.” Reading what many in this minority had to say made me feel as if they felt the funeral profession is on the road to disintegration and ultimate extinction. WOW!

If this is what you honestly feel, I might suggest you find another career which you view more hopefully. To think that 18% of those in our profession see nothing but doom and gloom ahead is distressing to say the least. These funeral service professionals need an attitude adjustment. They need an intervention to help them see what the consumers we serve every day already know. The funeral profession plays a crucial role in helping families accept and work through their grief and loss in a positive way, which helps them begin the all-important long term

healing process. The manner in which we accomplish this for each individual should be as unique as they are. Not an off the shelf commodity; but rather singularly and personally built from the ground floor up each and every time.

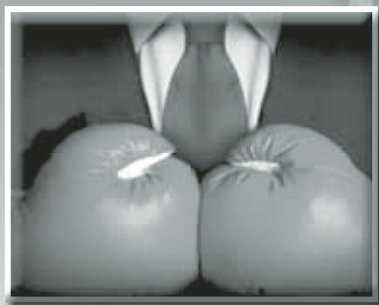
I would like to sincerely thank everyone who took the time to e-mail me their thoughts and comments. I found it most inspiring. My wish for you in 2011 is that it will prove to be the very best year of your life. See you next month!

Christopher Kuhnen is Vice President of Marketing and Corporate Communications for The Outlook Group, Inc., Franklin, Ohio.

He has 25 years experience in the field of funeral directing, pre-arrangement planning and training. He also has considerable experience in public relations, marketing, consumer and business to business sales. He is a trusted advisor to those in the death care industry. As an insider into excellence Chris provides comprehensive consultation, education and positive support to funeral directors nationwide to help them coordinate and develop their business strategies.

Christopher is a Kentucky Licensed Funeral Director, Life Insurance Agent, Certified Preplanning Consultant (CPC), In-Sight Institute Certified Celebrant and Certified Marketing Specialist. He can be reached at (800) 331-6270 or ckuhnen@theoutlookgroup.com.

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Carriage Services names David Adams as Director, Strategic Development

HOUSTON, TX— Carriage Services, Inc. (NYSE: CSV) has announced that David Adams has joined the company as Director, Strategic Development. Mr. Adams' role is to identify acquisition candidates and execute successful transactions for the Company. He will report to J. Bradley Green, Carriage's Executive Vice President, Strategic Development and General Counsel.

Mr. Adams comes to Carriage from a leading manufacturer of burial and cremation products, which he re-joined in 2004 after an initial 18-year tenure at the company from 1984 to 2002. Most recently, he served as Director, Strategic Accounts, and was responsible for sales strategy related to the company's leading customers. Earlier in his career, Mr. Adams served as Vice President, Sales and Marketing for a large company that owned and developed funeral homes and cemeteries in the greater San Francisco Bay area. Mr. Adams began his career as an owner of an independent funeral home in the Midwest.

J. Bradley Green stated, "We are very pleased with the addition of David to our Company. With 35 years of experience, David has built a strong reputation and has established deep and extensive relationships with leading, high-quality

funeral home operators throughout the industry. We intend to build on these relationships as we continue to successfully execute our acquisition strategy. I look forward to working closely with David, and I am confident that he will make significant contributions to our business."

Carriage Services is a leading provider of death care services and products. Carriage operates 146 funeral homes in 25 states and 33 cemeteries in 12 states.

SCI announces Quarterly Dividend

HOUSTON, TX— Service Corporation International (NYSE: SCI) 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 31, 2011 to shareholders of record at the close of business on January 14, 2011. While the Company intends to pay regular quarterly cash dividends for the foreseeable future, all subsequent dividends, and the establishment of record and payment dates, are subject to final determination by the Board of Directors each quarter after its review of the Company's financial performance.

Service Corporation International, headquartered in Houston, Texas, is North America's leading provider of deathcare products and services. At September 30, 2010, the company owned and operated 1,405 funeral homes and 382 cemeteries (of which 218 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. For more information about Service Corporation International, please visit our website at www.sci-corp.com

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Changing Lives Through Laughter

By Nancy Weil

The year begins and with it, renewed hope and expectations. Perhaps also a little trepidation of what the year may bring. We reflect over the year that has passed and wonder how it could be over so quickly. We note our successes and assess our errors. We begin to make plans for the year ahead in many areas – financial, personal, relationships, health. Each area of our lives and our businesses are once again open to scrutiny and goals to be set. The year has begun – 2011 is a fresh start – not!

Let's get real. January 1st is just a date. There is no mystical turning of the page. There are no do-overs or fresh starts. At least not any more than there were on December 31st or August 9th or any other random date you choose. The date is just a date like 364 other dates. Each day presents new possibilities and opportunities to pursue. We create the ceremony associated with the New Year. Beyond a reason to celebrate and drink, it is also a natural moment to stop and consider where we are and where we are going.

If you are like me, you have made many New Year's resolution lists that sit unaccomplished. In fact I just roll mine over with only a few minor tweaks from year to year. The goals I set throughout the year are more likely to be met than the ones written hastily as the year begins. It is the heartfelt goals that stick. Those that I vow to see finished because their achievement will bring me something I want or need. I find it more effective to be making resolutions throughout the year

as needed, to stay rooted in introspection, than to simply decided to lose 20 pounds, eat a healthier diet, read more, walk more, watch TV less, etc. etc. It is at the end of each day when I have gotten outside or to the gym, when I have cooked a healthy dinner and have opened that novel that was sitting on my bookshelf, that I have met my resolve, but only for that day. Each day I begin again. Every single day. 365 days a year.

New Year's Day is just a day. 2011 is just a year. However if your fiscal year begins with the turning of the calendar page, then by all means take some time to set goals and resolve to change what was not working and institute new policies and practices to move your business forward. As the standard saying goes, "Out with the old, in with the new." No matter what goals you set, your business plan cannot wait until the books close out at the end of the year for assessment. Schedule regular intervals to look at the numbers. Run statistics on your figures. Talk to your staff or co-workers and determine what shifts can be made to create opportunities to succeed.

Most of all don't lose sight of the most important factor in all of your resolutions – people. We share our lives with people – family, friends, colleagues, clients. Each brings to us their own set of gifts and challenges. We must make time for the people in our lives. Beyond the numbers and goals are the people we care about. We cannot get so caught up in running our business that we forget to embrace those around us. We must remain balanced in order to have the "Happy" new year we desire.

Our industry is a people centered business. Our colleagues depend upon us to do our job correctly. They need to know that we are there to help out, to bounce ideas off of, or to turn to as a trusted friend. We, in turn, know that we can rely upon those we work with. We help our clients when they are in need and we stay in touch with them as time goes by. We know that they appreciate our skills and assistance. We receive satisfaction at the end of the day from knowing that we have made a difference.

These are the things that cannot be measured. They cannot be placed on paper as goals. They are our inner heart being displayed by exterior action. Our integrity, our authenticity and our passion for the work we do. These things are not resolutions. They are intangible, yet more

important than any random list of New Year's goals. Who we are matters. This is something we strengthen each day by our actions, our introspection and our desire to be a better person than we were the day before. Over time these small changes can be seen by how we conduct ourselves in business and at home.

So on January 1st and beyond, work on your inner being and your outer world will find itself aligning into balance. You will find your goals being achieved through focused intent and effort. Enjoy the start of this new year, but also celebrate the beginning of each new day. With every morning comes the same opportunity for meeting our desires and at the end of each day comes the chance to assess how well we did. I propose that instead of focusing on the "New" in New Year's Day, focus on the "Day" instead.

With wishes for a healthy, happy, abundant, blessed 2011...all 365 days of it.

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.

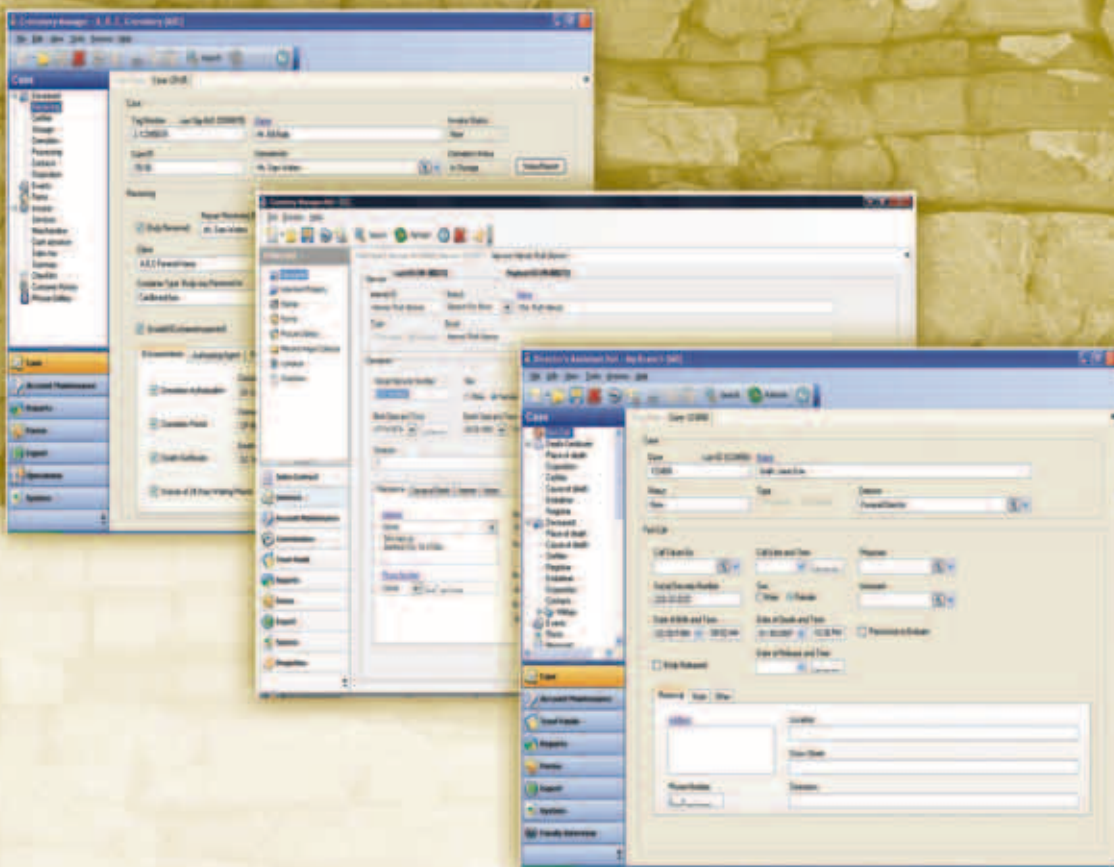
You can contact Nancy at nancyw@mountcalvarycemetery.com or visit her website at www.thelaughacademy.com.

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Rocker-Cusack Mortuary now open in Florida

Continued from Front Page

Charles and Ruth Cusack and their sons, Charles "Chuck" Jr. and James, to join them. In 1970, the Cusack family put up a parcel of land for the construction of a new funeral home on Stone Street. At this point, the Macks and Cusacks became partners. Ruth passed away in 1975, and Charles Sr. passed away in 1977. James E. Cusack became manager in 1979 and purchased the firm in 1997. In 2002, Charles "Allen" Cusack, III was promoted to manag-



(L to R) Back Row: James E. Cusack, C. Allen Cusack III and Rodney E. Rocker Sr. Front Row: Brenda B. Cusack, Karen D. Cusack and Darlene Rocker.



The Staff at the Dedication and Open House



Rocker-Cusack Mortuary



er. While attending *Saint Petersburg College of Funeral Service*, Allen connected with family friend, Rodney Rocker, Sr. Rodney joined the business in 2007, and Charles "Chuck" Jr. passed away in 2009. In 2010, Rodney partnered with James E., forming the newly opened Rocker-Cusack Mortuary.

The funeral home serves all faiths in the Leeburg community of 30,000 residents. Formerly a private home, the renovated 2300-square-foot facility has a chapel that can accommodate 50 people, a selection room, and offices. Preparations are performed at **J.E. Cusack Mortuary** at 727 Stone Street in Deland, FL.

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Legal Speak

By Atty. Harvey I. Lapin

Even if You Are Careful You Can Be Sued

A cemetery and funeral home were sued even though neither one of them did anything wrong. The case ended up in the Court of Appeals in Michigan so a lot of time and expense was involved. The citation for the case is *Kogelshatz v. Gendernalik Funeral Home, Inc.*, 2010 WL 4628678 (Mich.App.). The cemetery is the White Chapel Memorial Cemetery and it had a crematory.

The three Plaintiffs are siblings and their mother died of natural causes on April 23, 2007. On that date, the Plaintiff contracted with the funeral home to perform funeral services, cremate the remains and burial of the cremated remains at the Cemetery. The Cemetery had no contact with the Plaintiffs and relied on information obtained by the Funeral Home and provided to it by employees of the Funeral Home. One of the Plaintiffs signed the cremation authorization.

A Cemetery employee filled out the Cremation Order and Interment Order based on the information provided by a Funeral Home employee. The deceased had two spaces at the Cemetery. One contained the remains of her deceased husband and the other was available. The space where the husband was buried had sufficient room for the cremated remains to be buried. The Interment Order was not filled in with the space to be used and was not signed.

Since the Cemetery did not have a signed Interment Order or the necessary information, it stored the cremated remains in an urn in its mausoleum. Subsequently several months later and in accordance with its customary practices, the Cemetery contacted the Plaintiffs for instructions and upon its receipt of the signed Interment Order buried the mother's cremated remains in the space with her husband.

The Plaintiffs sued the Funeral Home and the Cemetery for gross negligence, negligence, negligent infliction of emotional distress, breach of contract, conver-

sion, and violation of the Michigan Consumer Law Act. The Funeral Home was dismissed out of the case by stipulation in the lower court proceeding. Thereafter the Cemetery filed a Motion to Dismiss that was granted by the lower court. The Court of Appeals affirmed the lower court decision and in the process reviewed the allegations by the Plaintiffs and determined there was no dispute over the material facts and the Cemetery had not been negligent or violated the Michigan consumer fraud laws.

While the Appeals Court determined that the Cemetery acted properly, the case did illustrate one of the problems that can occur when a funeral home controls the documentation for a cemetery. The author in previous articles has usually recommended that the industry entity that is responsible for the activity should control the documents and the communications with the consumer. When this is done problems illustrated by this case should be avoided.

Special Announcement: Future Issues of the Cemetery & Funeral Business and Legal Guide will be available in an electronic PDF version beginning January 1, 2010. The Subscription price will be \$99.00 per year. CB is offering a special introductory rate of \$75.00 to readers of YB News until April 1, 2011. Readers that wish to subscribe at the special introductory rate should indicate they read this offer and send a check in the amount of \$75.00 payable to CB Legal Publishing Corporation along with the name of the subscribing individual and the email address to be used.

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 resolved 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. Ten issues on different topics are published on an annual basis.

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have been made in America for the last 114 years. Chelsea's are known as timekeepers of the sea for the US military and have graced ocean yachts and also stood watch at meetings between heads of state. These clocks are treasured by passionate collectors and are cherished from one generation to the next. From Ships to Boardrooms, the Chelsea name is synonymous with top quality and we want these time keeping mementoes to be part of our white glove service level during sea burials."

Currently, at the close of the service, loved ones receive a commemorative distinguished frameable keepsake burial certificate, indicating the date, time, depth and exact latitude and longitude of the ceremony so that area can be visited at a later date. In 2011, Captain White said, "We now offer Chelsea Clocks to families that can be beautifully engraved with the same information and these mementoes typically become family heirlooms that can be passed down from generation to generation."

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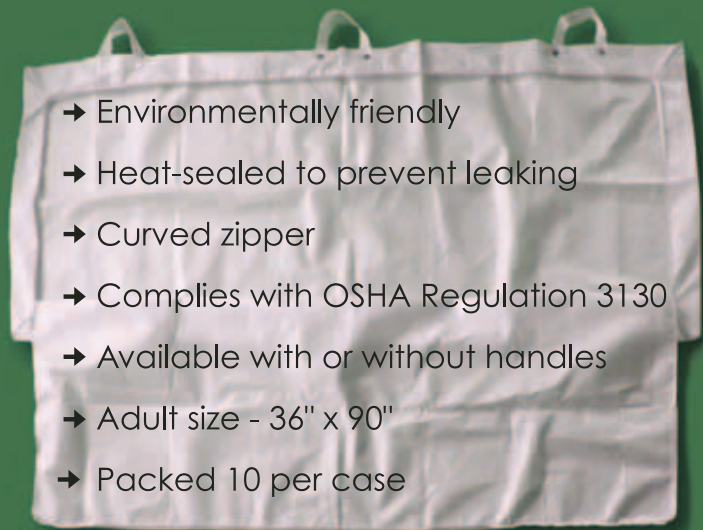
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Varsity Research Shines Light on How Mature Consumers View Death Care Options



HARRISBURG, PA— According to the U.S. Census Bureau, today's "mature" market (individuals over age 55) controls 75 percent of the nation's wealth, 70 percent of its disposable income, and represents one fourth of the total population. Those numbers alone should make those in the death care industry take notice and realize that tapping into the perspectives of the mature market is critical to success in the years to come.

That perspective was recently brought to light through research conducted by **Varsity**, a national full-service marketing communications agency specializing in the mature market. According to **John Bassounas**, Varsity's director of client services, the research helped gain insight on the role death care plays in the lives of consumers ages 60 and above. All ideas and insights were gained through a variety of methods, including

CONTINUED ON PAGE A19



Observations

By Steven Palmer

Fighting Back

"I tell you, my friends; it's a sin to pray for the U.S.A. And nobody that's intelligent, and that fears God, will fly the American flag any way but upside-down, the international signal of distress... It's too late to pray for the U.S.A."—Fred Phelps, 2001

Matthew Snyder wanted to be a Marine. Upon his graduation from Westminster High School in 2003 he achieved his goal and completed training at Parris Island and Camp Lejeune. He was deployed to Iraq in February of 2006. He was killed when his Humvee overturned in the Al Anbar province, Iraq on March 26, 2006.

His funeral in Westminster, Maryland drew thousands of people to pay their respects to this fallen soldier, to support the family in their loss and to be sure they realized they appreciated his sacrifice.

However some attendees had a different agenda. The Westboro Baptist Church of Topeka, Kansas attended Matthew Snyder's funeral for another reason. They came to spread their malevolent view that all combat deaths are due to the military's tolerance of gays in the military.

The Westboro Baptist Church, headed by Fred Phelps, disbarred attorney, is an independent Baptist Church, discredited by most mainstream Baptist associations. His church consists of family members.

They are not stating that Snyder or the many other fallen soldier funerals they protest are gay, but that the military is not condemning homosexuality by not excluding it. Therefore in their view, the military is allowing homosexuality to ruin our nation and our world. Their virulent placards at these funerals declaring "Semper Fi Fags", "God Hates Fags" and "God Loves IEDs" and "God Loves Dead Soldiers" were the disturbing sight parents of a child, or spouse of a soldier, lost in the heroic service of their country, would see as they laid their loved one to rest.

Albert Snyder, Matthews's father drew the line for decency. He filed suit against Fred Phelps, Westboro Baptist Church and two of Phelps's daughters, Rebekah Phelps-Davis and Shirley Phelps-Roper, for defamation, intrusion upon seclusion, publicity given to private life, in-

tentional infliction of emotional distress and civil conspiracy. The claim of publicity given to private life was similarly dismissed since his obituary listed information about his divorce and his Catholic faith. The case proceeded to trial on the remaining three counts.

On October 31, 2007, a jury found for Snyder and awarded Snyder's father \$2.9 million in compensatory damages, later adding a decision to award \$6 million in punitive damages for invasion of privacy and an additional \$2 million for causing emotional distress (a total of \$10.9 million). On February 4, 2008, the judge upheld the verdict but reduced the punitive damages from \$8 million to \$2.1 million. The total judgment then stood at \$5 million.

Upon appeal by Phelps and the Church, the Fourth Circuit Court of Appeals reversed the jury verdict and set aside the lower court's \$5 million judgment. The Court of Appeals for the Fourth Circuit ordered Snyder to pay \$16,510 to Fred Phelps for court costs. Talk show host Bill O'Reilly and others offered to pay the cost.

The two-page decision supplied by attorneys for Albert Snyder of York, PA, offered no details on how the court came to its decision.

Snyder then asked the Supreme Court to hear the case. Considerations the court heard as it listened to testimony were: whether the freedom of speech guaranteed by the First Amendment trumps its freedom of religion and peaceful assembly; and whether an individual attending a family member's funeral constitutes a "captive audience" who is entitled to state protection from unwanted communication. It will be several months before the court makes a ruling in the case.

Phelps and Westboro Church have also protested at the funerals of Michael Jackson, Heather Ledger, Bernie Mac, and designer Alexander McQueen.

There are many exasperated at the antics of the Phelps. 49 states attorneys general call Phelps's tactics "psychological terrorism."

Sgt. First Class C. J. Sadell, 34, of Weston, Missouri, died from injuries suffered in combat in Afghanistan. His funeral was targeted for protest by the Westboro Baptist Church. Residents arrived at the funeral site early and took every available parking spot and vantage point. The church protesters left. In 2006, Mundy Township, Michigan billed the Westboro Baptist Church for the extra protection that would have been needed for their protest at fallen hero's funeral; the church group never showed.

In 2008, a six person protest from the church picketed the University of Wisconsin where students had

died in a house fire. The church claimed that the parents were to blame for teaching their children to be "whores and bastards"; one thousand student counter protesters ended their rally and sent them retreating.

Many fellow residents of these fallen heroes are holding large flags blocking the protesters. The Patriot Guard Motorcycle Groups and others rev up their engines to block the chants of the protesters.

Former Marine and Iraq veteran Jerry Bacidore represents the disgust of the indignity of these protests. He and several followers have taken on the Westboro Baptist Church in their own turf. They regularly show up in front of the church, much to the support of many Topekans.

"As a Marine, I was taught to take the fight to the enemy. We don't defend, we counter attack."

John Metzger, wife Joan and 12 year old son Robert drove seven hours to honor Army Sgt. Jason McCluskey who died November 4 from wound suffered in combat in Afghanistan. The Metzger's saw that the church was planning to protest at the funeral. They wanted their son to know that it is your right to protest, but a fallen soldier's last honor was not the time or place.

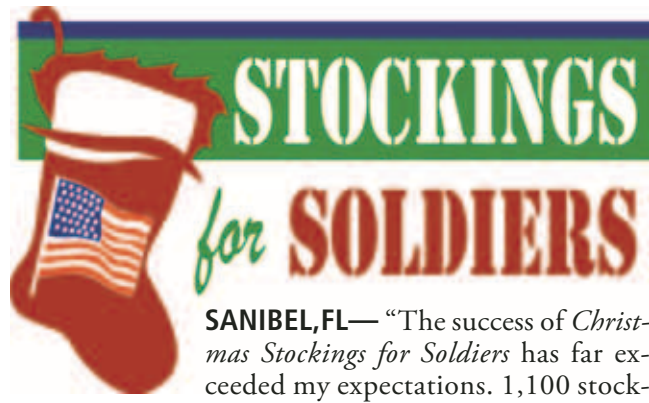
Young Robert observed, "I don't understand how people can do that (protest) when the soldier's family is nearby. My dad and mom taught me that everyone has a right to their opinion, but they can't infringe on other's rights."

Robert, your young wisdom needs to be heard by the land's highest court.

"Why should the First Amendment tolerate exploiting this Marine's family when you have so many other forums for getting your message across?" —Justice Ruth Bader Ginsburg

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

Veterans & Family Memorial Care Providers Winning Hearts & Minds



SANIBEL, FL— “The success of *Christmas Stockings for Soldiers* has far exceeded my expectations. 1,100 stockings (at least) in! Upon seeing the piles of stockings, people took pictures, offered to help box them up, even cried. A fantastic concept, deserving recipients, and a PR home run! We are proud!” wrote **Jeff Barnhart, Barnhart Funeral Homes, Greensburg, PA.**

“This is what it all boils down to,” says **Mark Davis, CEO of Valmark Memorial Group.** “As the United States continues to prosecute the War on Terror, across the nation Americans continue to display their pride and patriotism to a degree not witnessed since the World War II era.”

Christmas Stockings for Soldiers is just one of several signature public relations programs developed by **Veterans & Family Memorial Care** founder, Mark Davis. Nearly 1000 VFMC Providers nationwide are winning the hearts and minds of their communities by participating in VFMC’s strategic partnerships with Cell Phones for Soldiers and Wreaths Across America as well as their own signature programs Operation Valentine, Sweaters for Veterans and Stockings for Soldiers.

Good public relations is about telling a good story and VFMC Providers tell a great story. VFMC provides their members with all of the tools and materials necessary to deliver their story to their community. Included with membership are the VFMC Proudly Serving Those Who Have Proudly Served brochures, membership certificates and posters, window clings and a listing in the VFMC Veterans Provider Directory on the VFMC website VeteransHonored.com.

For each VFMC public relations and community outreach program VFMC provides press releases, newspapers ads, flyers and a radio commercial. Each VFMC community outreach initiative is designed to stimulate a response or action from the community. “We are not about institutional advertising,” said Mark Davis. “Every funeral home boasts of a beautiful facility, exceptional service, affordable prices and longevity of service. So what makes your funeral home different from the one down the street? How do you influence those who have used another funeral home in the

CONTINUED ON PAGE A15



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Duker & Haugh Funeral Home purchases Superior Cadillac Statesman Coach

QUINCY, IL— Ann Haugh, partner in Duker & Haugh Funeral Home, Quincy, IL, takes delivery and keys of their new 2011 Superior Cadillac Statesman Funeral Coach from Joe Molina of Royal Coachworks, Inc. of St. Louis, MO, as co-partner Jared Haugh looks on.



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"How Do We Tell the Children?" helps understand and communicate with Children who have Experienced a Loss

NEW YORK, NY—Dan Schaefer, Ph.D., a consultant with military and police survivors and a former funeral director, answers the tough questions in *How Do We Tell the Children?: A Step-By-Step Guide For Helping Children Two to Teen Cope When Someone Dies* (Published June 2010, Newmarket Press). He has expanded the book, now in its fourth edition, to include new material to help adults as well as children cope with the impact of traumatic events, providing adults with strategies to assist children with grief and trauma and offer time-tested advice and language that children can understand.

Dan Schaefer, Ph.D. has served as a guest faculty member at the College of Physicians and Surgeons, Columbia University, and the graduate schools at New York, Adelphi, Hofstra and Rutgers universities.

He has consulted with both military and police survivors. For more than thirty years he managed a family-owned funeral home that served families for four generations. "How do we tell the children?" was the question most often asked by grieving parents. His invaluable past experience and current work as president of Peak Performance Strategies have contributed to this practical and wise new edition.

Now in its fourth edition, practical guide for anyone who works or lives with children deals with questions about loss and change, fear and sadness, and life and death.

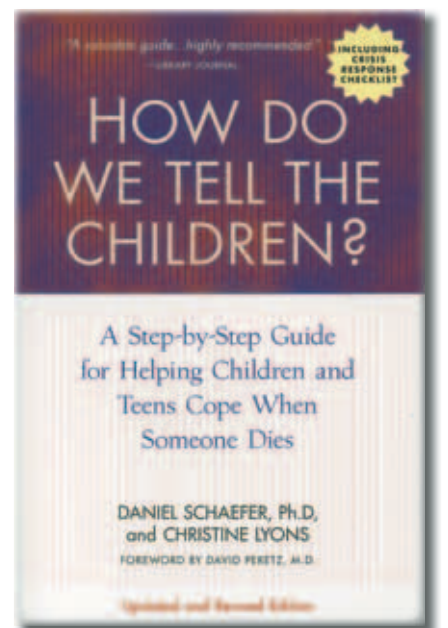
Co-author **Christine Lyons** is a journalist and reporter whose work has appeared in *The New York Times* and *The New York Post*, among other publications.

In five chapters, the book includes sections on: what children think about death; explaining death to children, discussing feelings of fear, confusion, and sadness, as well as complicated issues like AIDS and suicide; grief and healing; the funeral and saying goodbye; and personal stories of parenting through trauma.

Dr. Schaefer also includes a Crisis Checklist, intended to serve as a quick reference to the information given in more detail throughout the book. In this section, he provides strategies to confront the problem of telling your child about death:

1. Accept that it's not easy. You may be upset and stressed, lack energy, feel unable to concentrate, worry about how your emotions will affect your child, be concerned about the effect of death on your child, want to protect your child from pain, and not know how much your child understands about death.
2. Be prepared for resistance from others. People may say of your children: they don't know what's going on; wait until later to tell them; make up a story; don't say anything; send them away until the funeral is over; why do you want to put them through this?
3. Consider saying to these people: I really could use your help; I believe that what I am doing is the right thing for my child and me; you can help me by reinforcing what I am telling them, or by saying nothing; don't undermine my effort.
4. Parents should know that children will: read emotions around them, respond to body language, overhear conversations, and ask questions directly or indirectly.

How Do We Tell the Children? is available wherever books are sold or can be ordered directly from the publisher by calling 800-669-3903, ext. 19.



OSHA Compliance

By Gary Finch

The Next Nightmare

I imagine most of you have heard a bed bug story by now. My own expertise started when I was five years old. It was the first song I ever learned, and it was about "Roaches and Bed Bugs Playing a Game of Ball." "The score was 9 to nothing, the roaches were ahead. The bed bugs hit a home run, and knocked me out of bed." I've sang it a thousand times, but enough of that dribble.

Bug infestations have been found in some prominent hotels and product lines. Some blame it on textile and fabric imports from India and Asia. For our purpose, it doesn't matter.

Not only is the threat real, imagine the impact of a publicly disclosed infestation on a funeral home. The actual infestation could be handled easily enough. The public image that was created would be disastrous.

"Mom died. Do you want to use the same funeral home we did for dad?"

"No way, didn't you read about that place having bed bugs?"

It would be bad enough if the above were a single instance. I can imagine it being repeated over and over and over. So while this may not be a problem right now, it is a potential major problem for any funeral home. Funeral homes receive visitors from all walks of life. There is no way to screen out visitors wearing clothes with bed bugs. You make first calls at residences. Some of those are infested. The potential for bed bugs in your business is real.

Recognizing this, I attempted to write an article in my newsletter to alert my customers about the potential damage. The subject was more exhaustive than I

had planned. Preventive treatment was also difficult. Having a regular or monthly extermination service is not much of a deterrent to bed bugs. It takes a special treatment into crevices and cracks with extended life pesticides.

This subject proved so involved that we inserted two booklets into our newsletter. Both were linked off of the EPA website to Virginia Tech fact sheets. The two booklets are:

- Bed Bug Prevention Methods
- Bed Bug Treatment Using Insecticides

You can download these fact sheets from the Internet at the following links:

- <http://www.vdacs.virginia.gov/pesticides/pdffiles/bb-prevention1.pdf>
- <http://www.vdacs.virginia.gov/pesticides/pdffiles/bb-treatment1.pdf>

There is additional information on bed bugs on the EPA home page. If getting involved is too much for you, then ask your exterminator to do whatever preventive maintenance is necessary to reduce the chance of an infestation.

Bed bugs love first class facilities. Don't think your facility is too classy.

Do you segregate your waste? If so, you may qualify for our "Green Workplace Award". Call Compliance Plus at (800) 950-1101 or email Gary Finch at gfinch@kisscompliance.net and ask how you can qualify for this award.

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.

Watson Mortuary Service takes delivery of new Dodge Combination



JERSEY CITY, NJ— John and Candace Watson of Watson Mortuary Service in Jersey City, NJ, along with John Muster, taking delivery of their new Dodge First Call Flower Car Coach combination unit, sold by John Mus-

ter of Muster Coaches of Calhoun, KY. The Watsons operate their family owned funeral home in North Jersey and were the winners of the Muster Coaches "Run for the Roses" 2009 Kentucky Derby Contest.

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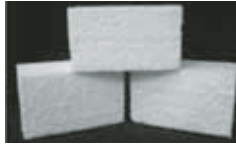


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Veterans & Family Memorial Care Providers Winning Hearts & Minds

Continued from Page A13
past to choose yours now? The answer to both questions is simple... deliver a differentiating message! We are focused on driving people through the front doors of funeral homes for reasons other than a funeral. These individuals are receptive and approachable. In essence VFMC creates opportunities. Funeral home staffers have an opportunity to hand out a VFMC brochure, offer a cup of coffee and a tour of the facility and open the conversation about preneed. Unlike retail or many other business models funeral homes cannot run a sale or advertise a two for one to get the public through the door. Our programs offer a winning combination which benefit Veterans, Active Duty Military, the Community and the Funeral Business all at the same time. We are undeniably the largest, most focused, results driven public relations company in the funeral industry. Visit us on Facebook to read more VFMC Provider success stories." To learn more about VFMC or to get info on becoming an Exclusive VFMC Provider visit VeteransHonored.com or call ValMark Memorial Group (866) 770-6791.

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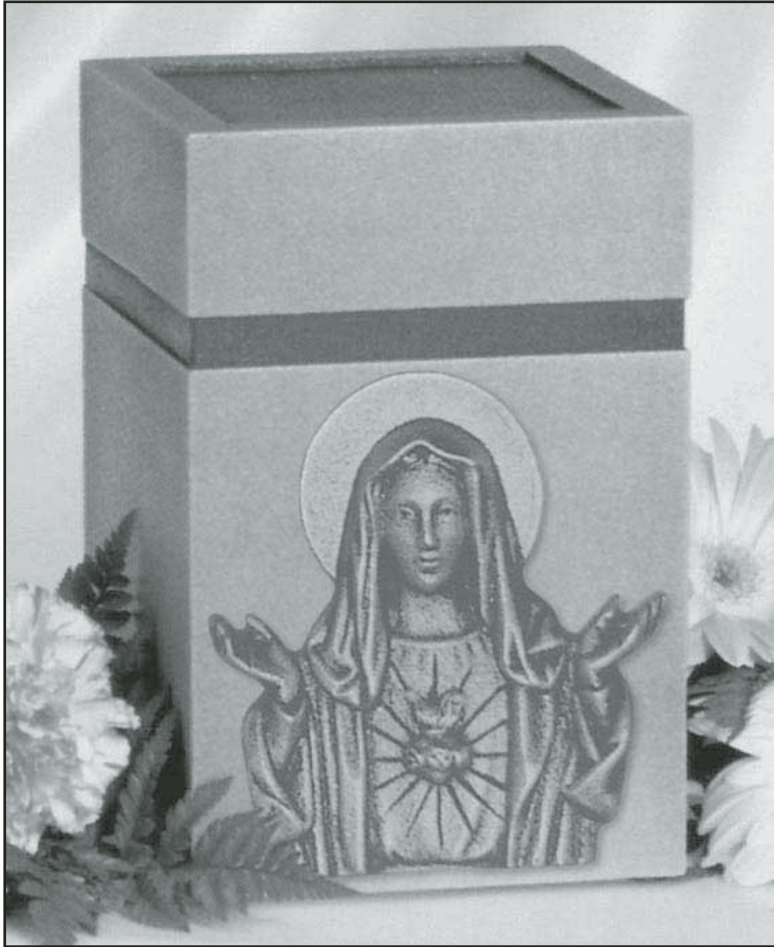
2010 African American Funeral Home Hall of Fame

"Progress is the activity of today, and the assurance of tomorrow must, for the sake of permanence, have its roots embedded in yesterday."

The 100 Black Women of Funeral Service celebrates 17 years of Excellence in 2010 and proudly presents the American Legacy in Funeral Service, which salutes African American Funeral Establishments that are over 100 years old and still operating around the country. We have found a total of 38 firms established as early as 1833 through 1910. They will be inducted in the First Historic African American Funeral Home Hall of Fame, in conjunction with the 86th year organizational celebration of the National Funeral Directors and Morticians Association, Inc., our parent organization, at their 73rd Annual Convention in Fort Lauderdale, FL. Many of these historic firms are currently being run by third, fourth, fifth and sixth generation family members as well as highly qualified management teams who are continuing the legacy of dedication, professional care, family values and determination to serve those in need – the same values of their founders more than 100 years ago. Enjoy a stroll down memory lane with the 2010 honorees to the Hall of Fame.



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



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After the Civil War, J.W. Jones left Kentucky for Kansas City, Kansas where he operated a grocery store at 4th and Oakland Avenue. With the eastern migration of blacks and segregation strictly enforced, Jones saw that the community of approximately 5500 blacks needed a funeral home.



J.W. Jones

In 1900, Jones sold the grocery business and opened **Kansas City Embalming and Casket Company** at 440 State



Mrs. J.W. Jones

Avenue. Along with a partner, he also operated a livery stables company next door. The livery offered horses for carriages, heavy hauling, house moving, and funeral services. The firm was known for its magnificent three horse-drawn hearses: a white hearse with white horses carried deceased people under the age of twenty-five; a gray one drawn by gray horses was for those from twenty-five to fifty; and a black one with black horses was reserved for older people.

When Jones fell ill in 1917, his wife **Mary Ann** became involved in the funeral business. She took ownership when he passed away in 1921, and carrying on in his tradition, was there in anyone's time of need. She saw the funeral home through the Great Depression through bartering, with many families paying with eggs, poultry, and livestock. The business grew and many improvements were made to the facility until Mrs. Jones was forced to move due to an Urban Renewal Project. The business was relocated to 2110 North 5th Street on the city's northeast side.

Upon Mrs. Jones' death in 1963, the funeral home was bequeathed to her two young assistants, **Clyde M. Frey** and **Robert E. Powell**, and a lifelong friend, **Mrs. Katie Daniels**. In 1973, the funeral home moved to its current location at 703 N. 10th Street. In 1974 Powell and Frey proudly dedicated the new funeral home as Mrs. J.W. Jones Memorial Chapel, Inc. in her honor. In the early 1980s, Powell's daughter, **Peggy**, joined the firm. She was a licensed funeral director and embalmer and also provided administrative assistant services to the business.

CONTINUED ON PAGE A19

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Holman's Funeral Service serves Oregon Families

Continued from Front Page

tually sold it to him. Holman changed the name to **Edward Holman & Co., Undertakers**, and relocated the firm to a larger building at Fourth and Yamhill Streets to accommodate the livery stables for the horse-drawn hearses. Many years later, when Edward's son **Walter** joined the family business, it was renamed **Edward Holman & Son** and moved once again, to the downtown location of Third and Salmon Streets.

Edward passed away in 1920, and Walter succumbed to kidney disease the following year. The business was left to Walter's wife **Mabel**, who continued its operation with the help of their four sons. With an increase in the city's population and the invention of automobile, the Holmans recognized the need for parking and began looking for a new location for the funeral home.

The family decided on the Burrell Mansion on Hawthorne Boulevard on Portland's east side and relocated the business there. Built in 1901 by a wealthy capitalist, Walter F. Burrell, the 14,416-square-

foot home boasts more than twenty rooms, three floors and a full basement. It was designed by the premiere architectural firm of Whidden and Lewis, who also designed area landmarks like Portland City Hall and the Multnomah County Courthouse. The first of its kind in the area, the Prairie style mansion became known as the House of Holman.

In 1946, Walter and Mabel's son **Howard** became president of the company and oversaw its operation for the following 40 years. Upon Howard's death in 1985, his wife **Margaret** stepped in as sole owner. Because Howard and Margaret had no children, when she passed away in 2005, the business was acquired by longtime employee and general manager, **Daniel Holmes**.

Today, Holman's Funeral Service remains locally owned and operated, proudly providing personal, caring and affordable service. The longtime staff honors the Holman Family by serving the Portland community in the style, tradition, and knowledge passed down by each preceding generation.

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- 80" L x 30" W x 38-1/2" H; max load - 600 lbs.



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PGMS presents Awards to Grounds Professionals

BALTIMORE, MD— The Professional Grounds Management Society (PGMS) honored several grounds professionals with numerous awards as part of their annual Awards Dinner that took place Friday, October 29 during the 2010 School of Grounds Management & GIE+EXPO held in Louisville, KY.

John Deere Company was presented the 2010 PGMS Gold Medal. First presented in 1926 to a noted horticulturist *William Kleinheinz* of Cheltenham Township, NJ, the PGMS Gold Medal is given to an individual or entity to recognize them for outstanding and long-term achievements and/or contributions

to the green industry. John Deere is to be saluted for its unending support of PGMS, PLANET and other Green Industry organizations as well as for its numerous initiatives including new ones associated with sustainability of the landscape.

Jeffrey Bourne, chief, division of facilities and capital programs, Montgomery County (MD) Department of Recreation received the PGMS E. Earl Wilson Award. This award is given, "when appropriate," for outstanding and sustained service and dedication to the Society and the green industry as a whole.

Marion Bolick, CGM of Lexington Medical Center in West Columbia, SC and *John Doiron* of Concord Hospital in Concord, NH both received a President's Award from outgoing President *Monica Higgins*, CGM. Each year the PGMS President is asked to give a President's Award to a member or members they feel have shown outstanding service and contributions to the Society.

In the Cemetery or Memorial Park category of the Society's 2010 Green Star Awards competition **Jacob's Dream**, on the campus of Abilene Christian University in Abilene, TX, received an Honor Award for its exceptional grounds operations. Many visitors enjoy Jacob's Dream memorial park because of its lush, green grounds and welcoming environment. The baptismal pool is used by many to cool off and relax as the water cascades down the face of the limestone fountain. Several forms of plant material are used from trees, shrubs, grasses and ground-covers to help give the landscape beds visual interest.

The Green Star Awards program brings national recognition to grounds maintained with a high degree of excellence, complementing other national landscape award programs that recognize outstanding landscape design and construction. This year's program acknowledged the nation's top manicured grounds in settings ranging from government buildings to universities.

Overall, PGMS presented seven Grand Awards, its highest honor, as well as 14 Honor Awards and 12 Merit Awards in 13 categories of competition. Founded in 1911, PGMS is an individual membership society of grounds professionals dedicated to advancing the grounds management profession through education and professional development. Further information on PGMS, the GIE+EXPO or the Awards Program is available online at www.PGMS.org.

Stewart Quarterly Dividend

JEFFERSON, LA— **Stewart Enterprises, Inc.** (Nasdaq:STEL) reported that its Board of Directors has declared its regular quarterly cash dividend of \$0.030 per share. The Board has accelerated this payment, typically paid in January, to be payable on December 29, 2010, to holders of record of Class A and Class B Common Stock as of the close of business on December 15, 2010.

Founded in 1910, Stewart Enterprises, Inc. is the second largest provider of products and services in the death care industry in the United States, currently owning and operating 218 funeral homes and 141 cemeteries. Through its subsidiaries, the Company provides a complete range of funeral and cremation merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis.

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Varsity releases Research on Mature Consumers

Continued from Page A12

focus groups, surveys and in-depth interviews with consumers who had or had not purchased pre-need death care services.

The research increased understanding of when senior consumers first begin to think about purchasing a death care service or product; whether or not they choose to plan before death is imminent; and what preferences they have in how their final choice is carried out. Particular attention was paid to consumer trends affecting perceptions of pre-need planning.

Four key themes emerged from the research.

1. A Unique Marketing Challenge

Marketing death care services is a unique challenge on many levels. Often a cremation or burial service will be one of the most difficult purchases a consumer makes. It will often be the consumer's only time buying that product or service, which means they have little to no experience in shopping in that category.

Bassounas notes that one key point that emerged is that, overall, Americans' perceptions of the death care industry are very good. "More than two-thirds of those studied who used pre-need services reported they were happy with their overall death care experience and would not change anything in how that experience was handled." He adds that mature consumers are willing to pay more to receive what they view as a better product or service. "Our subjects indicated that they want the highest quality services available, and they want them from local, independently owned funeral homes that they can trust. Interestingly, of those surveyed, women tended to have the strongest opinions on options, while Hispanics had the least strong opinions on where they would purchase their funeral arrangements."

2. The Planning Process

Bassounas also notes that, during the research process, it became obvious that consumers did not readily want to discuss their death and how they would plan for their own funerals. "Obviously, this poses an obstacle for service providers to start that dialogue with potential customers."

Nevertheless, the research also indicated that preplanning is not only gaining acceptance, but quickly becoming the preferred option. Currently, only one-third of those studied reported to have been involved in preplanning, but most indicated they had some knowledge of the option. While this may not seem significant, it translates to roughly 20 million individuals over age 50 that have preplanned for funerals or burials. Of those who do preplan, women most commonly choose this option.

CONTINUED ON PAGE A20

J. W. Jones serves Families for over 100 Years

Continued from Page A16

Upon Frey's death in 1983, Powell and his daughter operated the business, until her death in 1993. At that time, Powell persuaded his sister, **Shirley Gamble**, and her daughter, **Stephanie Swait**, to join the firm. After Powell's death in 1995, the business was left to Gamble and Swait, who ran it until the untimely passing of Swait in November of 2002, and Gamble in January of 2003.

Current funeral staff includes owners **Joe Miller** and **John McCulloch**; general manger, licensed funeral director and embalmer **Ms. Bobby Witcher Pearson**; chief embalmer and fu-



Clyde M. Frey



Robert Powell

neral director **Larry Love**; funeral director **Edward Powell**; and administrative staff **Laura Wallace** and **Joan Bilberry**, who is a first cousin to Powell and Gamble. Devoted to the supposition, "Giving reverence to

the dead through service to the living," they strive to enhance the standards of excellence, professionalism and compassion pursued by their predecessors.



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– Jeff Barnhart
Barnhart Funeral Homes, Greensburg, PA

I have had an amazing response to Stockings for Soldiers from churches, boy scout troops, girl scout troops and the local high school! This is definitely going to become an annual event. Thanks!

– Scott A. Hebert, Owner of
Fletcher Funeral Homes, Gardner, MA

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Recently, I had the privilege of teaching at a training seminar. It was fun, focused, energizing, and above all, dedicated to the discussion of how to serve families better. As I normally do in such groups, I posed the thought-provoking question, "What do you think is the greatest threat and challenge facing funeral service today?" Some of the responses were casket stores, WalMart, cremation increase, lost casket sales, government regulations, poor recruitment efforts, changed people, changed demographics, changed value systems, funeral director wannabes butting in, aggressive sales



Todd Van Beck

techniques, and general malaise and apathy concerning detailed funeral service. One courageous funeral professional even remarked that he thought one of the major problems is "preachers who did not know how to preach and hence, ruin all the good work of the funeral home!"

It was a great discussion, and all the responses were valid to one degree or another. But the one that was completely overlooked was

dwindling time. Dwindling time is the erosion of the time that people spend these days in funeral and cemetery activities, in rites rituals and ceremonies, and in saying their final farewells. It is the phrase I use to describe this silent force that is having, and will continue to have, a tremendous impact on cemetery and funeral service. This dwindling of time haunts me, and I believe we are already experiencing the consequences, and believe me, they are not favorable.

To illustrate the difference of funerals in the past and those today, I will share my own personal experience: When I was fourteen, my grandfather died in Southwestern Iowa. He was 90-something. We did not know how old he actually was because he was born in Holland and never had a birth certificate. He did not even have a Social Security number, and he could not read or write English. He smoked 20 cigars a day and had seven children. I adored him.

Upon his death we called the trusty old **Blust Bros.** to come out to the farm to get his body. What a nice way to describe an undertaker – trusty and old. Later that day my grandmother and I, along with a few select family members, picked out the casket in the showroom in the back of the furniture store. Everything came to \$800.

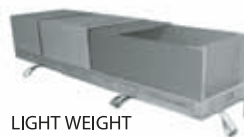
My grandfather had kind of prearranged his funeral without the help of the Blust Bros. by putting ten \$100.00 bills

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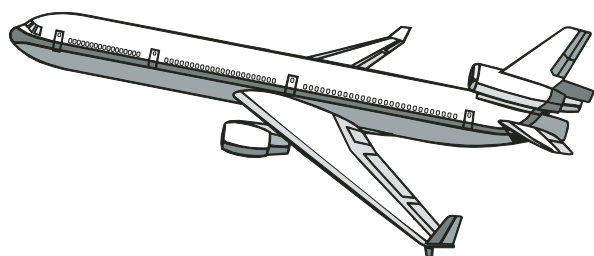
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Let's Chat

By Kristan Dean

at their clubs, veterans groups, and senior centers.

Coffee Bunch members give Rodney and his team an understanding and perspective that makes them better funeral directors. Rodney thanks the Coffee Bunch for "helping him and his team create a culture of patience." Their ability to "take the long term perspective vs. reacting to the short term emergency," gives Colonial Chapel "the ability to put all aspects of a challenge on the table and allow answers to come vs. letting stress and fear dictate their direction."

Thanks to their time at the coffee shop Rodney's team knows, "We need to be in the same gear the family is in to learn how we can best serve." This is an understanding that helps every family who walks into a Colonial Chapel location. It is a way of being that helped one young man, who needed to unload all of his frustrations, hostility, and anger onto Rodney, find a man who did not react by fighting back.

Thanks to the Coffee Bunch Rodney knew that this man needed "A welcoming heart able to answer the call of another's frustration by letting him release his anger, hostility and grief to a man that was able to let him put everything on the table, drop his baggage, and feel safe and cared for." Thanks to gifts Rodney received from the Coffee Bunch this young man is beginning to heal.

I cannot wait to hear what your community gives you. Please give me a ring at 781-331-5308 or if you prefer email me at kristan@mooneytunco.com.

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

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

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

Happy New Year! Wow 2011, a new decade full of new possibilities. It makes me wonder: how do you reach out to the people in your community so that they can help you grow your company's culture in a direction that allows you and your team to serve your families even better than you do today? If you are like *Rodney Sims*, General Manager, *Colonial Chapel, Inc.* in Laurel, Mississippi, your best answers come with a cup of coffee.

No I am not talking about the Starbucks slogan: "Bring on the day." This month I would like to chat about how Rodney and his team became a part of what he calls the "Coffee Bunch" – a group of people, mostly retirees, who meet at the coffee house every day to discuss world events, their communities, and what is happening in their lives, that Rodney met when Colonial Chapel opened a new location.

Being a new funeral home in town Colonial Chapel needed to let people know they were there. More than that, they needed to become a part of their new community. Rodney's best answer to these needs was a cup of coffee. Ok, many many cups of coffee at the local coffee house where Rodney and his team became active members of the Coffee Bunch, or should I say Bunches, since today associates in all 23 locations meet with the coffee bunch at their local coffee houses too.

Why so many Bunches? Turns out members of the Coffee Bunch do more than give insight into world events, more than take an interest in the funeral home, more than seek answers to their own pre-need, cremation, and after care questions. Members even do more than become clients and provide business opportunities by inviting Rodney and his team to give presentations

Varsity Shines Light on How Mature Consumers View Death Care Options

Continued from Page A19

Despite this awareness, 60 percent reported they have never been contacted about preplanning. "Our respondents indicated that they are aware of most of those options through word-of-mouth from friends or family or by searching for information themselves," says Bassounas, "but that they were rarely contacted directly through direct mail or other means."

3. The Role of Cremation

One growing trend within the mature market is the demand for cremation. According to the U.S. Department of Commerce, roughly 35 percent of deaths in the U.S. now lead to cremations, with that number projected to rise to nearly 45 percent by 2025. Again, women are more likely to select this option.

"That demand for cremation services brings with it new challenges for service providers," notes Bassounas. "Marketing these services requires a versatile and human touch. Service providers should understand that while financial considerations are the most common reason for choosing cremation over burial, other reasons exist as well. Many of our respondents stated that they believe cremation to be more environmentally friendly. One participant even said, 'I don't want to be remembered sitting in a coffin, dressed up in someone else's clothes.'"

4. Looking to Boomers

Finally, the research showed that the Baby Boomer generation represents a significant portion of the at-need and pre-need funeral service market. Insight into their perceptions of death care will allow providers to capitalize on a vital opportunity in marketing to this demographic. Studies have shown that this generation will prefer to have a range of options in hopes of creating unique, one-of-a-kind funeral experiences, as they did with their weddings.

Clearly, the mature consumer has learned to think about death care in a new light. And, while most are hesitant to have a conversation about purchasing products and services, they have concrete ideas of their wants and needs for their "last wish." Knowing and understanding the mature consumer's perspective is essential for providers who sell burials, cremations, headstones, funerals and other related products.

To receive a copy of the white paper entitled "The last decision: how mature consumers view death care options," contact **Matt Bekelja** at 717-525-4401 or mbekelja@varsitybranding.com. For more information, visit www.varsitybranding.com.

Funeral Service Foundation elects New Leadership



Alan Creedy



Shaun Myers



Jerry Reichert



Scott Anthony

BROOKFIELD,WI— The **Funeral Service Foundation** (FSF) elected a new slate of leadership at its 2010 Annual Meeting on October 9, 2010, in New Orleans, LA. Assuming the FSF chairmanship is **Alan Creedy, Trust100**, Raleigh, NC. **Shaun Myers, Myers Mortuary** in Ogden, UT, was elected Chair-elect of the Foundation, and **Jerry Reichert, Aurora Casket Company**, Aurora, IN, was elected to the position of Secretary/Treasurer. Former FSF Chair **Scott Anthony, Anthony Funeral Chapels**, Webster, NY, rounds out the Executive Committee as Immediate Past Chair.

"I'm honored to be working with such an outstanding team of funeral service professionals," FSF Chair Alan Creedy said. "By funeral service, for funeral service, the Funeral Service Foundation is working to help raise the profession through groundbreaking research, educational opportunities, and other vehicles to success. I'm proud to be taking the chair at such an exciting time."

Creedy, Myers, Reichert and Anthony will serve as the FSF Executive Committee through October, 2011.

During a career spanning more than 30 years in the DeathCare profession, Alan Creedy has combined his formal training as a Certified Public Accountant with hands on experience to become one of the most widely recognized figures in the industry. Having begun with the turnaround of **OGR Service Corporation**, he has served as the President of a small regional funeral home consolidator and President of Trust 100, one of the oldest and largest preneed marketers. Today, while continuing as President of Trust 100, his primary focus is as an independent strategist specializing in the DeathCare professions. His association with **Johnson Consulting Group** provides pinpoint access to cutting edge tools for each of the primary disciplines today's practitioners must have to be successful. Creedy is a frequent convention speaker and author for all the major trade journals.

Shaun Myers is president of Myers Mortuary in Ogden, UT. A licensed funeral director for 25 years, Myers has committed himself to the funeral service profession on the state and national level. He served on the *Utah*

Funeral Directors Association's Executive Board from 1999 to 2001, and was president from 2002 to 2003. Nationally, Myers has served as an At-large Representative on the NFDA Executive Board, as Utah's representative on the NFDA Policy Board, and as a member of several professional committees. He graduated

CONTINUED ON PAGE A24

Bereavement Aftercare Program now available in Spanish

BOISE,ID— **Resources for Grief**, a company supplying quality bereavement aftercare materials, has translated its popular *Grief Support Mailings*™ into Spanish. "Requests for Spanish bereavement materials has been growing," reports **Rebecca S. Hauder**, founder and president of Resources For Grief. "Funeral Homes that understand the significant customer base Hispanics bring to the industry, make strategic and compassionate attempts to reach out to this growing and vital sector in every community," she says.

The Grief Support Mailings, a 12-month series of compassionate letters and accompanying educational enclosures, is available on a CD for printing on local funeral home station-



Rebecca Hauder

ary. "If you are looking for an opportunity to enhance your visibility in the community while at the same time creating goodwill and support for the bereaved, the Grief Support Mailings are for you," says Hauder.

New customers or customers already using the Grief Support Mailings can purchase the new Spanish version. Also, request a free handout, How to Help Someone Who Is Grieving.

Rebecca Hauder is a Registered Nurse, Licensed Clinical Professional Counselor, and Marriage and Family Therapist. She has more than 25 years of experience in helping the bereaved, both in private practice and in the hospice setting. Rebecca has a passion for helping the bereaved and equipping organizations for doing the same. More information about Resources for Grief Products that can assist funeral homes in providing quality, cost-effective bereavement aftercare is available at www.resourcesforgrief.com.

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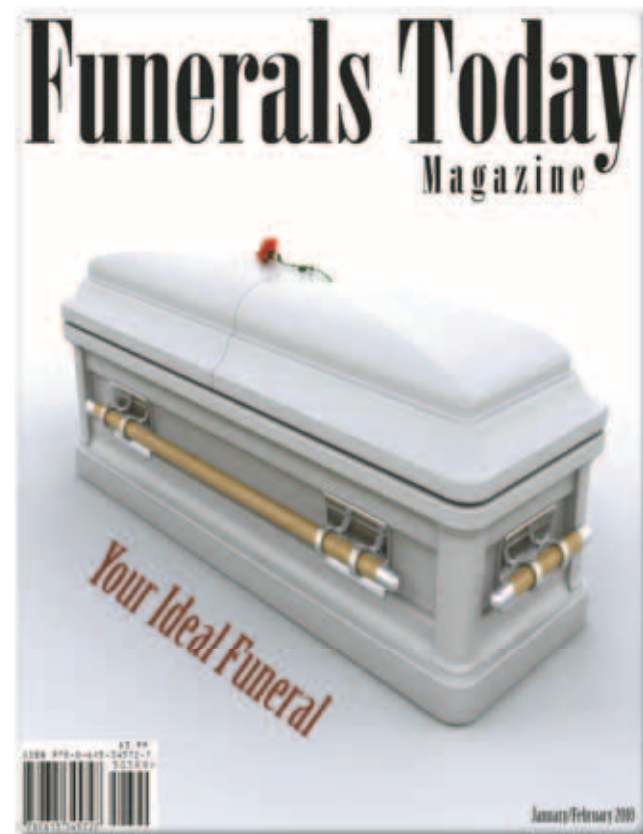
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Funerals Today Magazine has One Year in Print



PHILADELPHIA, PA— *Funerals Today* is grateful to announce that January 17, 2011 commemorates their first year as a print publication. *Funerals Today* began as a free digital magazine with subscribers across the globe. After achieving global success they decided to become a print publication. *Funerals Today* has helped countless families, served as an information resource for mortuary students and entertained funeral convention attendees all during its one year reign. *Funerals Today* has also been the first to release breaking news regarding celebrity deaths.

Funerals Today is the go-to guide for the elderly community and their families. They seek *Funerals Today* for change, innovation, progress and life making decisions regarding final tributes. *Funerals Today* is the first magazine geared toward educating families about the funeral service industry and their goal is to educate, enlighten and entertain every day. Funeral directors, mortuary schools, conventions and individuals also subscribe to *Funerals Today*.

The January/February 2011 issue will be filled with stories from families from around the world, puzzles, helpful resources, celebrity death news, the latest funeral industry news and information you've always wanted to know. The staff looks forward to years of innovative ideas that will keep funeral professionals and families well informed and able to advance in an ever-growing industry.

Eternal Enterprises, Inc. is the parent company of *Funerals Today Magazine*, the *Helping Hurting Hearts Network*, *Funeral Divas*™ and *First Generation Funeral Directors Association*. **Muneeerah N. Warner** is the CEO of Eternal Enterprises, Inc., Editor-In-Chief of *Funerals Today* and the funeral director/owner of the **Warner Funeral Home** in Philadelphia, PA. To subscribe, advertise or receive the *Funerals Today* free e-newsletter please email info@FuneralsTodayMag.com or sign-up at www.FuneralsTodayMag.com. You may also 'Like' us on Facebook or join us on LinkedIn.

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Cremation Issues and Answers

By Ronald Salvatore
Matthews
INTERNATIONAL
CREMATION DIVISION

An Alternative to Flame Based Cremation

Imagine performing a "cremation" with no Mercury vapor emissions, without destroying medical implants allowing them to possibly be recycled, using approximately one-fifth the electricity and having a carbon footprint that is four times less than traditional flame based cremation systems. Sounds futuristic? Well, actually it's not. It's a process (alkaline hydrolysis) that is available today and is known among other trade names as Bio Cremation or Resomation. It is, and forgive the pun, a hot topic in death care.

What exactly is Bio Cremation? I'll explain that in detail but before we begin, let's look at traditional burial and flame based cremation as methods of disposition. Knowing their similarities will help the reader better understand how Bio Cremation, burial and flame cremation are related.

First, let's be honest and accept that there is no "pretty" transition from body to bone. A body decomposing in the ground is not any more attractive than a body burning inside a cremation chamber. All that has happened is we have become comfortable with these methods of preparing bodies for Memorialization, and to a great degree, no longer have that "ick" response when discussing them.

Second and this is important to remember, whether it is burial or flame cremation, both are chemical reactions. The only appreciable differences are the time it takes to transition from body to bone and the catalysts. In burial, the time will vary depending upon many factors but is generally between 5-20 years, and the catalysts are enzymes and bacteria in the body, and microorganisms in the soil. With cremation, the transition is about 2 hours and the catalyst is the fuel (natural gas or propane) used to supply the energy to perform the cremation.

Bio Cremation is also a chemical reaction. Its transition time from body to bone is about 3 hours and its catalysts are water and potassium hydroxide (KOH).

What is potassium hydroxide? It is an inorganic compound, colorless solid. It is a strong base, not an acid. KOH has many industrial and niche applications and is noteworthy as the precursor to numerous health & beauty cosmetics, soft soaps and cleaning supplies you would find at home.

More 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.

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.

Beggs Funeral Home, Ltd. in Canada: Uniting Service and Community

THESSALON, ONTARIO—Some 400 miles northwest of Toronto, between Sault Ste. Marie and Sudbury on the north shore of Lake Huron, sits the small town of Thessalon, a community built on timber and tourism. And that is where the Beggs family established their first funeral home.

Keith Beggs, a 1961 graduate of the *Banting Institute, Canadian School of Embalming* at the University of Toronto, assumed ownership of the then **Fullerton Funeral Home** in 1965. His son, **Loyal**, became the second generation in funeral service after his graduation from *Humber College* in 1995. Together the Beggs have since served over 2,000 families from communities across in the North Shore.

The story doesn't end there. To serve their community better, Loyal and his wife, **Sara**, built a new facility which they celebrated with a grand opening May 30, 2010. Very much a family enterprise, the new funeral home was designed by Sara's father, **Jerald Theodorson**, and constructed by **True North Contracting** of Thessalon.

A vital component of the project was the preparation room which the Beggs entrusted to **Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists. "The single station embalming room has been a tremendous addition for us," Loyal Beggs comments, "coming from what would have been a century-old room next year. With the PrepAir HVAC system, the dif-



Beggs Funeral Home, Ltd.



Loyal Beggs in the Embalming Room

ference in air quality and lighting is a huge change for us, as is the lift."

The Grand Opening involved the entire community with local clergy participating in the ribbon cutting ceremony and candlelight dedication of the family's 45 years of service. More than 300 guests toured the funeral home including the em-

balming room, prompting area coroners to comment favorably on the state-of-the-art facility and what the Beggs have to offer. The tremendous feedback also recognized the technological features including webcasting and recording capabilities.

In keeping with the homey, local atmosphere, and

CONTINUED ON PAGE A24

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Funeral Service Foundation elects New Leadership

Continued from Page A21

with distinction from the *University of Minnesota* with a B.S. in Mortuary Science.

In July, 2004 Jerry Reichert became the Chief Operating Officer of Aurora Casket Company, Inc. (Aurora) following 27 years working with the Aurora leadership team in a business advisory capacity. Prior to joining Aurora, Jerry was a partner in the public accounting firms of Deloitte and Touche (2002 - 2004) and Arthur

Andersen & Company (1977 - 2002). Jerry's public accounting career focused on providing business advisory services to family-owned business. Areas of expertise included strategic planning, mergers and acquisitions, financing, profit improvement and family wealth planning. Jerry is a 1977 accounting and finance graduate of Baldwin-Wallace College.

Scott Anthony is co-owner of Anthony Funeral & Cremation Chapels in Rochester, NY. In addition to his leadership on the Funeral Service Foundation board, he has been active at the state level, and is a past president of the *New York State Funeral Directors Association*. He currently serves as New York's representative to the NFDA Policy Board. He's a 1974 graduate of The Citadel and a 1982 graduate of the *Simmons School of Mortuary Science*.

The Funeral Service Foundation, through grants, scholarships and research initiatives, supports career and professional development in funeral service, the advancement of funeral service and allied professions, public awareness and education, and the improvement of children's lives. For more information, visit www.funeralservicefoundation.org.

Beggs Funeral Home, Ltd. in Canada: Uniting Service and Community

Continued from Page A23



Scene with funeral coach. Artist, Suzanne Lindsay

the feeling of community unity, the Beggs included works of local artists in the décor. A scene of a horse drawn funeral coach on a country road evokes a sense of the area. Renderings of local area churches are displayed in the chapel.

"Through it all, we remain proudly family owned and operated which we believe allows us to provide a level of service that people in small rural communities are accustomed to," Loyal Beggs affirms.

Menard Funeral Home, a second firm owned by the Beggs in nearby Blind River, is managed by Funeral Director **Ryan Whitehead**.

By an uncanny coincidence, a **Beggs Funeral**

Home exists in the state of Georgia, and is owned by **Keith Beggs**. There is no relationship between the two Keith Beggs families, although they have met during travel.

Loyal and Sara Beggs are both semi-professional musicians and often perform at area events and conventions. The Beggs are active in local organizations, among them local Junior "R" Hockey, Thessalon Minor Hockey and the Local Community Choir and the Masonic Lodge of Thessalon.

Beggs Funeral Home, Ltd. is located at 175 Main Street, Thessalon, Ontario, Canada. Postal code, POR 1LO. Tel 705 842 2520.

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The Basics of 21st Century Temporary Preservation Technology (Part 15)

By John A. Chew

We abruptly closed Basics 14 with a statement that formaldehyde may be the best chemical disinfectant for soil restoration. However, we must consider the internal effect it has when applied to the human body tissue. During life, the body is actually sterile. At death this condition changes when the natural defense mechanisms break down.

This begins with a process referred to as Algor Mortis which is the cooling of the body or loss of body heat. This is not a uniform process due to the variable physical properties of the body mass. Artificial cooling of the body retards enzyme action. This seems to be the best starting point for initial injection of a conditioning formulation.

Example number one is a 36 index fluid as mentioned previously. At full strength, it will react with the tissue so fast that it creates a walling off action preventing depth preservation of the preservative formulation

It is a common fact that dilutions as little as 1 percent will wall off the vascular network preventing depth preservation at the cellular level. This leads to internal breakdown and soft spots which indicate decomposition changes and require special treatment.

For example when dealing with the average body, we will use a minus one percent dilution following

a pre-injection flush. The initial injection would be injected at a rate of flow of 12.8 ounces per minute using a pressure between four and eight pounds. This, of course, would vary according to individual body and embalmers choice (experience).

As a starting point, this would provide an individual embalmer the opportunity to develop his or her own technique. The question often asked is how much formulated solution can an average body retain. This is a variable factor according to methodology but an average would be 6 to 7 gallons using closed drainage. My preference is to use closed drainage following flushing.

The formulation will vary according to specific needs of the body. This is where the embalmer may use special purpose fluids to treat dehydration, extreme emaciation, jaundice, edema, donor or trauma cases.

In all cases the primary purpose is distribution, saturation and depth preservation. Remember basics can only provide a starting point. Experience based on quality cognitive training results in quality embalming.

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

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Sparacio takes delivery of two Hearses



BROOKLYN, NY— Joe Sparacio of Brooklyn, NY shown with John Muster accepting delivery of one of the two new hearses sold by Muster Coaches of Calhoun, KY. Mr. Sparacio operates a funeral livery in the five boroughs of New York City with his office in Brooklyn.

Dwindling Time

Continued from Page A20

in an envelope labeled "Funeral". My grandmother simply handed Henry Blust the entire envelope and said, "Take out of that what you will need." Mr. Blust counted out eight one hundred dollar bills and handed the rest back to my grandmother. What a transaction – win/win in 1964! Until the day she died, my grandmother thought that Henry Blust was a saint from heaven because she received a "refund" on her husband's funeral – two hundred dollars! Trusty old undertaker Mr. Henry Blust did not take all her money – now there is a refreshing idea.

I will tell you that The Van Becks weren't, and are not today, the Waltons. Some members of my family hated each other and had not talked to each other for years even though they only lived maybe seven miles apart. The first day our horribly dysfunctional family gathered in the large room at the Blust Bros. for the viewing, and spent the next six hours crying.

The next day new people started showing up. There were tears for some, but basically we were all standing around getting all the most recent family updates and gossip. You know the drill – who is drinking too much, who is cheating on his spouse, who got kicked out of high school, who just lost his driver's license, who is still borrowing money, and so on.

The third day at the funeral home, it looked like we were having a party. Food was everywhere, people were laughing, some still were crying, but most were just talking about what a long and useful life my grandfather had lived. One thing we could all agree upon: knowing he had a good life was both a comfort and blessing.

On the fourth day, we held his funeral precisely at 2:00 p.m. You see, in our little community, 2:00 p.m. is the time Protestants went to Heaven. We then buried him in the Oak Hill Cemetery. After the funeral we all returned to the basement of the church, where the church ladies, as usual, had prepared a funeral feast. Trust me, folks, Iowa church ladies know how to put on a funeral feast – nothing better, not even at the Tavern on the Green in New York City.

My grandfather's funeral was not the most elaborate. The casket was a cloth covered wood, and it looked real nice. The outer box at the cemetery was made of wood from an old railroad shipping case. There were nice flowers, and the preacher did a nice job. It was a nice funeral, a nice experience, and in three days our entire family had moved from crying to celebrating. But that is because we were given three full days to mourn our loss.

From a funeral service perspective, there was a huge difference in how funerals are handled today. The Blust Bros. building was used for three full days. The lights were on, the air conditioners were running full blast,

taped music was playing, the register book was out, the public was showing up by the tens of hundreds. The Blust Bros. were on the floor of the funeral home, not sitting in a coffee lounge watching a soap opera or Bob Barker giving away a new car. They had embalmed my grandfather, and he looked great. They had dressed him, and he looked really spiffy. And they had not put on too much cosmetics. Looking back at my grandfather's funeral, it was full of meaning. It was full of memories; it was full of emotion; and it was full of life. It was definitely worth \$800.

I have related this experience to thousands of funeral and cemetery professionals across North America, and when I tell this story everyone gets a peaceful smile and pensive look on their faces. When I ask, "Do you think this was a valuable experience," they all nod in the affirmative – yes, indeed.

Last week when I was doing my seminar I flew into my old hometown Cincinnati – "The Queen City." I miss Cincinnati terribly. I was getting my rental car and looked at the morning issue of the local newspaper and started reading the obituaries. Here is one that caught my attention and sent chills down my spine. "Calling hours at the mortuary starting at 11:00 a.m. funeral will begin at noon." Just one hour! One hour! Now in these times, add to this immediate cremation, immediate burials, private graveside service, private service, service at convenience of family – well, here is a question: If we have gone from memorializing our dead for three days of time say 35 years ago, down to 3 – 5 hours of time today, what will be the time that people use for funerals in the year 2020? Three days down to three hours! Dwindling...less people attending funerals, less time being spent memorializing our dead – dwindling.

I personally believe that dwindling time is the greatest threat to the future of the funeral. Without time or without our making the precious little time we have to serve a family absolutely the most meaningful that it can be, I believe we will continue to see the erosion of the funeral experience. Funerals need time. They always have and always will.

To this end I believe that just simple awareness on our parts of this silent issue is tantamount to our improving this situation. Our awareness of this dwindling time will stimulate professionals in funeral service and cemetery work to adapt, and adopt the new and improved methods which are being promoted every place and every day to serve families to the best of our abilities within the time constraints that modern people and times are imposing upon us. We can and do have an influence on the decisions that our families make.

Anyway that is one old undertaker's opinion.

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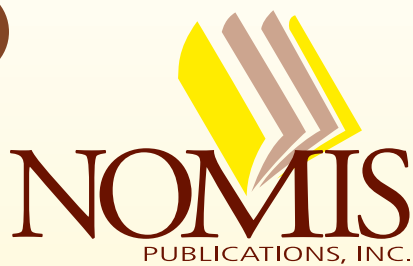
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Educational NEWS

Death-Care Conferences in Las Vegas Win High Marks



Bill McQueen, co-owner of Anderson-McQueen Funeral Homes in St. Petersburg, speaks at the Forum

WALL, NJ— The *Funeral Service Business Forum*, held by **Kates-Boylston Publications**, has been gaining momentum from its first meeting five years ago. This year's forum once again brought together innovative death-care professionals and engaging profit builders.

The Funeral Service Business Forum followed the Cemetery Directors Conference and the Crematory Operators Certification Conference, which was held in conjunction with the *Cremation Association of North America* and **Matthews Cremation Division**.

Both the certification conference and the Fifth Annual Funeral Service Business Forum were held at the Palazzo Resort at the Venetian, right on the famous Las Vegas strip. Sponsors for the two events were **Homesteaders Life Co.**, **Aurora Casket Co.**, **Kelco Supply Co.**, **American Funeral Financial**, **Continental Computer Corp.** and **Matthews Cremation Division**.

From social networking to preneed economics, from marketing trends to pricing and merchandising, the Funeral Service Business Forum helped operators boost profits and serve families better by providing insights and business tips on how to respond to the new environment in funeral service.

"From time-tested business principles to innovative concepts for the future, this forum had something for everyone," said **Don Smith**, president of **Smith's Funeral Homes** in Canada and an attendee of the Business Forum.

"[I enjoyed] the opportunity to interact with funeral industry professionals that gave our firm different concepts other than our norm," said **Joseph Russo**, president of **Russo Funeral Service**.

Every seminar brought new ideas, and attendees were looking forward to implementing them upon their return home.

"It was very hard to quantify (which presentation) was the best," said **Adam Martin**, president of the **Martin Funeral Home and Cremation Center** in Michigan. "The entire conference is outstanding and will easily give you a year's worth of ideas and projects to get you through to the next business forum."

"The presenters were astounding," said **Tyrone P. Dixon**, owner of **Jones Joseph R. Funeral Home** in Chicago. "They provided lots of useful information."

Mark Smith, owner of **McAlister-Smith Funeral Homes** in Charleston, SC, said, "Congratulations on putting together an-

Parmalee concluded, "They say what happens in Vegas stays in Vegas, but the attendees who went to our program will be bringing back and implementing ideas to boost their businesses. They are going to remember and profit from this trip."

Kates-Boylston Publications publishes *American Funeral Director* and *American Cemetery* magazines as well as *Funeral Service Insider* and the *American Blue Book of Funeral Service*. The company has been helping funeral professionals succeed and serve since 1877.



Dan Isard, founder of The Foresight Companies, speaks at the Forum



Bruce Bratton, owner of IQbrew and president of Brown-Wilbert, speaks about pricing and merchandising at the Forum.

other 'must attend' conference for our profession." He added, "Current and relevant content was presented in a way for attendees to bring home and easily implement to ensure continued success."

Not only did the Funeral Service Business Forum bring useful information to attendees, it was located in one of the most exciting and enticing cities in the U.S. Attendees enjoyed first-class lunches and a cocktail reception, as well as shows, restaurants and shopping.

"This was our fifth annual Funeral Service Business Forum, and each year keeps getting better," said **Thomas Parmalee**, editorial director of Kates-Boylston Publications and the moderator of the conference. "People look forward to learning from top operators and thinkers, and the networking time built into our program is just as important as all the learning that takes place."

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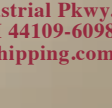
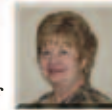
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Educational NEWS CONTINUED

Michigan Embalmers Society presents Winter Embalming Seminar

DETROIT, MI— The **Michigan Embalmers Society** presented its Winter 2010 embalming seminar Friday, November 5 in Detroit. The bi-annual event drew a statewide complement of MES members including numerous attendees from neighboring states. *Malcolm X College* in Chicago chartered a bus, allowing their mortuary science students to participate in this educational event.

The embalming seminar was held in the fourth floor auditorium of the Mortuary Science Building at *Wayne State University*. "I find extreme delight in seeing such an outstanding number of individuals from communities of interest within funeral service who filled the auditorium to capacity. I was especially pleased to greet not only practicing funeral service professionals but students who will serve as future leaders in this highly visible profession addressing

societal end of life issues," expressed **Peter D. Frade**, PhD, Chairman of the Department of Fundamental and Applied Sciences in the Eugene Applebaum College of Pharmacy and Health Sciences at Wayne State University.

Special thanks to **Frigid Fluid Company (Matt Smith)**, Malcolm X College Mortuary Science Department (**Karen Scott**, Director) and Wayne State University (**Sharon L. Gee**, Embalming Instructor and **Paula Walker**, Staff Secretary) for their special contributions to the event.

Professional speaker and embalmer, **Shun Newbern**, CFSP, and President of the *Los Angeles County Funeral Directors Association* presented a full day of programming. The two PowerPoint sessions focused on embalming

technical issues and matters concerning improving family service. The morning session centered on restoring the value of embalming and offered quality ways to handle the challenges faced by embalmers and funeral directors today. The afternoon session looked at the rewards that families receive when the embalmer commits to the skillful restoration of cases with edema, swelling

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and trauma. The sessions offered action plans to build credibility, create goals to improve family satisfaction and expand the practitioner's skill level. Continuing education credits were available for the seminar. For additional information on the sessions "Keys to Quality Embalming" and "The Psychology of the Funeral" or any other presentations you may contact Shun via email at shun.newbern@laverne.edu.

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Educational NEWS CONTINUED

The Academy announces 2011 Course Training Dates

FRANKLIN, OH— The Academy announced their 2011 training course schedule and dates. There will be four interactive, student oriented courses.

Advance Funeral Planning— Learn how to work effectively with today's consumer using Outlook's unique conversational pre-arrangement process. Proven effective by the funeral professions top pre-need producers. Advance Funeral Planning will be offered January 18-21, March 15-18, May 10-13, July 26-29, September 13-16, October 18-21, and January 17-20, 2012.

Continuing Care for the Advance Funeral Planner/Continuing Care Specialist— Do you ever wonder what contact source will replace your diminishing direct mail efforts? Continuing Care or Aftercare completes your funeral home's circle of service, builds on the exceptional service you have already provided, and helps assure the next generation will be served by your funeral home. Learn everything you need to know to provide a positive last touch and increase the number of families you pre-arrange. Continuing Care for the Advance Funeral Planner/Continuing Care Specialist will be offered January 25, April 19, July 19, and October 11.

Continuing Care Program Development for the Funeral Home Owner or Manager— If your Aftercare or Continuing Care program has yet to deliver the results you had in mind, or if you just want to know how to get started, this is a day you will not want to miss. Continuing Care Program Development for the Funeral Home Owner or Manager will be offered April 5, July 12, and September 20.


Financial Aspects of Advance Funeral Planning— Your customer's financial picture is more complex today. As an Advance Planner, families count on you for guidance. A well-executed funeral plan includes thoughtful provision

for how the family will pay for the plan. You will fund more funerals when you know enough to offer sound advice. Financial Aspects of Advance Funeral Planning will be offered April 12-13 and November 1-2.

Green Leads/Referrals— Learn how to link the family you just saw to the one you will see next. Anyone can do this...so why kill a forest to produce a few leads from direct mail when you can LINK? Green Leads/Referrals will be offered April 14 and October 13.

For more information or to register please contact Ms. Temeika Love at (800) 331-6270 or visit The Academy online at www.theoutlookgroup.com.

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International Order of the Golden Rule*Making Independent Funeral Homes Exceptional*

The International Order of the Golden Rule (OGR) reminds mortuary school students nearing completion of their mortuary science degree that applications for 2011 scholarship awards are due by Jan. 11, 2011.

Two scholarships will be awarded, one for \$3,500 and one for \$2,000. Scholarships are awarded based on merit as determined by a review panel of OGR members. Awards will be presented at OGR's 2011 Annual Conference & Supplier Showcase in Atlanta, April 8, 2011.

The Awards of Excellence Scholarship Program provides scholarships to students based on strong academic performance, funeral service experience and the strength of their essay.

To be eligible, applicants must currently be enrolled in a mortuary science degree program at an accredited mortuary school, be scheduled to graduate during 2011, have a cumulative GPA of 3.0 or higher and commit to working for an independently owned funeral home.

For information contact Lisa Krabbenhoft 800-637-8030, or lkrabbenhoft@ogr.org

Download application at <http://www.ogr.org/scholarships.php>

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**Educational NEWS CONTINUED****Graystone Associates, Inc. announces New Training Course**

Frank Sessions

MARLBORO, MA— Frank Sessions, principal at Graystone Associates, recently became certified in facilitating *Leading at the Speed of Trust*, a workshop offered by FranklinCovey, the leading global professional services firm providing solutions for today's business world. As a leader in the training and assessment field, Graystone Associates, Inc. specializes in empowering funeral service industry professionals to provide exceptional customer service to their client families. In addition to their expert analysis of market trends as well as individual and team

performance dynamics, Graystone is now partnering with FranklinCovey to offer this cutting-edge workshop as part of the diversified selection of services currently enjoyed by Graystone clients.

Trust: a nice-to-have "social virtue" or a measurable, economic driver that impacts performance and stakeholder value? Research clearly shows that customers buy more, buy more frequently, refer more, and stay longer with organizations and people they trust. Plus, these organizations actually outperform with less cost. As Columbia Business School Professor John Whitney says, "Mistrust doubles the cost of doing business." Because trust is the one thing that affects everything, it is, without question, the most important strategic lever we can focus on. Since this is the case, it is critical to understand the impact that trust is having on our organizations so that we can do something about it.

What would you give to know how the trust dynamic directly affects your employees' productivity and the overall way you conduct your business? We can quantify and measure organizational trust in three specific domains or categories:

The trust level inside the organization (trust levels): Most organizations don't formally measure trust. Those that do, tend to measure it in this first category but then stop there. Nonetheless, measurement in this category can be helpful in that it creates awareness and a starting place. While some organizations ask general 'trust' questions using various methods, our analysis is that a very effective question is to ask "Do you trust your boss?" to employees at all levels of an organization. But to only measure trust levels and not to measure the trust components or effects is to limit our ability to solve the problem or run with the opportunity.

Usually, most people already know when the trust is low and we don't need an employee survey to tell us that. What's valuable is for us to know why so that we can begin to behave ourselves out of a problem we may have behaved ourselves into.

The observable behaviors that create or destroy trust (trust components): When individuals, teams and organizations live the 13 Behaviors of High Trust Leaders, trust is created. The 4 Cores of Credibility—Integrity, Intent, Capabilities and Results—will correspondingly increase. When the opposite of these behaviors or the more common 'counterfeit' behaviors are displayed, trust erodes and the 4 Cores will decrease. Going beyond the general and focusing on which specific 'trust' behaviors are strengths and which are deficiencies is very valuable. We can then focus our training, communication, processes, systems, etc. to strengthen the behaviors, and ultimately the Cores, that create trust.

The economic impact of the trust level inside the organization (trust effects): Wouldn't it be great if "trust" showed up on the financial statements as either a 'tax' or a 'dividend'? Organizations would then use resources to eliminate the tax or create a larger dividend! Although a high trust or low trust culture doesn't literally show up on financial statements, it does show up in the following ways, which are measurable, observable and economically relevant (all of which make a strong "business case for trust"):

7 Low Trust**Organizational Taxes**

1. Redundancy
2. Bureaucracy
3. Politics
4. Disengagement
5. Turnover
6. Churn
7. Fraud

7 High Trust**Organizational Dividends**

1. Increased Value
2. Accelerated Growth
3. Enhanced Innovation
4. Improved Collaboration
5. Stronger Partnering
6. Better Execution
7. Heightened Loyalty

High trust companies elicit far greater loyalty from their primary stakeholders. Evidence for every one of these relationships is clear.

- Employees stay longer with high trust organizations.
- Customers remain customers of high trust organizations.
- Suppliers and distributors stay partnered longer with high trust organizations.
- Investors hold their investment longer with high trust organizations.

Bestselling author and creator of this program, Stephen M. R. Covey, has said, "As trust is manifest in each successive wave, the effect of trust becomes cumulative and exponential."

Graystone will assist your organization to reach its maximum potential and acquire new market share. With the expert guidance of Graystone Associates, your business can be well on its way to targeting roadblocks and turning them into positive gateways. If you would like to learn more about Graystone Associates, please visit our website www.graystoneassociates.com.

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Educational NEWS CONTINUED

Selected Independent Funeral Homes Educational Trust announces Second Scholarship Recipient

DEERFIELD, IL— **Selected Independent Funeral Homes Educational Trust** has awarded its second Second-Career Scholarship to **John Gawronski** of Norwich, NY, in the amount of \$1,500 toward his Mortuary Science coursework at *American Academy McAllister Institute of Funeral Service* (AAMI) in New York, NY. The scholarship was created to meet the educational needs of the increasing number of second-career professionals entering the funeral industry seeking positions as funeral directors, a role traditionally filled by the second generation within families who have owned and operated funeral firms for decades if not generations.



John Gawronski

The scholarship is the second to be awarded since the program's inception. The first recipient, **Robert Bogue** of Frankfort, IN, was announced in September.

Gawronski is a father of three whose career has spanned the U.S. Congress to a national nonprofit organization to wireless communications. He holds a bachelor's degree from George Washington University in Washington, DC, and has earned a 3.85 grade point average during his three semesters at AAMI. He has long been drawn to the funeral service profession after experiencing a family tragedy resulting in the death of his 17-year-old brother from an auto accident when Gawronski was just 12 years old. It was this experience that made him realize what an important factor a funeral service plays in helping a family member cope with grief.

"As a future funeral director, I will consistently reflect on my own experience when considering whether I am offering each family superior service to ensure that I am helping to provide some degree of comfort to the bereaved," said Gawronski.

He is currently employed full-time at **Wilson Funeral Home, Inc.** in Norwich, which has been owned in whole or in part by the Wilson family for the past 50 years. Gawronski serves a number of roles in his current position, including (with supervision) oversight of visiting hours and funeral services and helping to manage the funeral home's finances and website. It is his goal to complete his education, pass the national board exam, fulfill New York's one-year residency requirement, pass the NY law exam, and own/operate the Wilson Funeral Home upon the current owner's retirement.

The Second-Career Scholarship is one of several programs of the Selected Educational Trust which was founded by Selected Independent Funeral Homes, a worldwide professional association of independent, locally-owned funeral homes founded in 1917. In order to be eligible for the scholarship, applicants must not be related to an owner of a funeral firm currently in op-

eration and must be currently enrolled in a Mortuary Science program at an accredited school. By creating the program, the Trust hopes to attract and assist future practitioners interested in entering the profession.

"John has proven to be a very worthy recipient, with sincere empathy for families who have experienced the loss of a loved one and sincerely wants to make a positive impact on the profession," said **Robert J. Paterkiewicz**, Administrative Trustee for the Selected Educational Trust. "We are very pleased to be able to assist John to help lessen the financial burden involved with completing his mortuary science studies."

"I am grateful to the Trust for extending me this very helpful and timely award," said Gawronski. "It will go a long way to ensure the well-being of my family of five, my continued progress through mortuary school, and my passionate desire to serve families well as a funeral director."

The Selected Educational Trust was established in 1982 as a charitable organization to develop and present educational programs on business management, counseling, personnel management and other topics of interest to the membership of Selected Independent Funeral Homes. Since then, it has expanded its role and funding opportunities to benefit the entire funeral home profession. More information on the Selected Educational Trust and its activities can be found on its all-new website at www.selectedtrust.org.



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Educational NEWS CONTINUED

Robin Heppell elected as APFSP Trustee

NEW ORLEANS, LA— **Robin Heppell**, CFSP, has been elected to serve on the Board of Trustees of the *Academy of Professional Funeral Service Practice*. Rob is the first international trustee elected to the board. He is a consultant and educator with www.FuneralFuturist.com which is a division of **Heppell Media Corporation** in Victoria, British Columbia. Equipped



Robin Heppell

with a degree in Bachelor of Commerce in Entrepreneurial Management, together with a focus on online marketing and technology, Rob will bring a unique perspective to the board and represent the many new Canadian members who have joined the Academy in the last few years.

Heppell stated, "I am honored to serve on the Board as I believe the Academy is the one place that funeral directors can declare and prove their ongoing commitment as funeral professionals. I feel that can leverage both my online platform and my International status to raise awareness and acceptance of the

CFSP designation.

"Before funeral service can be called a profession, its individual members must make a personal, ongoing commitment to be a professional and I see the CFSP designation as a mandatory first step. Then the more committed funeral professionals we have, the closer we will be to be seen and recognized as a profession."

Incorporated in 1976, the Academy of Professional Funeral Service Practice is one of the oldest organizations providing a program for professional certification in the United States. With almost 2,000 members worldwide, 1425 of whom have achieved the designation of Certified Funeral Service Practitioner, the Academy offers a voluntary certification program for funeral service practitioners to accomplish educational, professional, and community oriented goals in an organized fashion, recognizing funeral directors who raise and improve the standards of funeral service.

For more information about the Certified Funeral Service Practitioner designation, please contact **Kimberly A. Gehlert**, Executive Director, at (614) 899-6200.

FINE Mortuary College announces Dean's List for Fall 2010 Term

NORWOOD, MA— **FINE Mortuary College, LLC**: A Private Two Year College, Located at 150 Kerry Place in Norwood, MA is proud to announce the Dean's List for the Fall 2010 Term.

Louis Hebbelinck II, Kathryn Olander and Madison Sullivan earned Honors as full time students.

Christen Bergeson, Lee Ann Laorenza, Kelly Mahoney-Miller, Karalyn Rodrigues and Juliann Zinsner all earned High Honors as part time students.

Part-time students who made Honors are: **Stacey Alves, Cory Dell'Aquila, Katelyn Estes, James Farrell, Robert Fisher, Jeffrey Gigliello, Courtney Grid, Kyle Kokosa, Diane Leitao, Tara McCarron, Chris Northrop, Grainne O'Leary, Heather Reiter, Andrew Stern, Joseph Stevens, Yesenia Torres and Kimberly Wallace.**

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Educational NEWS CONTINUED

Theta Chapter Pi Sigma Eta Fraternity at Gupton-Jones College elects Officers



New officers of the Theta Chapter of Pi Sigma Eta Fraternity. (L to R) Jeff Seiple, Pi Sigma Eta Advisor; Janice Murphy, Worthy Scribe; Likseia Proby, Junior Artist; Kymm Rollins, Croesus; Corinne Brown, Tyler; Kharis Ellison, Senior Artist; John Morris, Chaplain; and Jerry Coughlin, Master Artist.

DECATUR, GA— The Theta Chapter of Pi Sigma Eta Fraternity at Gupton-Jones College of Mortuary Science recently held its

election of officers to guide the activities of the Chapter over the next six months. Elected to the Office of Master Artist was Jerry

Coughlin. Kharis Ellison was elected Senior Artist. The newly elected Junior Artist is Likseia Proby. Kymm Rollins was elected Croesus (Treasurer). Elected to the Office of Worthy Scribe (Secretary) was Janice Murphy. Corinne Brown was elected Tyler (Sergeant-at-Arms) of the Chapter. Elected to fill the post of Chaplain was John Morris.

Jeff Seiple, of Gupton-Jones College, serves as Chapter Advisor. About the officers elected, Mr. Seiple stated, "Under the capable leadership of this slate of officers, the Theta Chapter of Pi Sigma Eta will be in very good hands. They have a lot of great ideas for projects and other activities which should enhance the membership experience for all involved."

Organized in 1927, Pi Sigma Eta is a national fraternity available to students of mortuary science at schools

and programs around the nation which have a charter. Currently, there are seven chapters of Pi Sigma Eta at various mortuary colleges in the United States.

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Educational NEWS CONTINUED

MFD&MA helps Funeral Service Students attend NFDA Convention in New Orleans

SCOOPA, MS— When the Mississippi Funeral Directors and Morticians Association learned the Funeral Service Technology students at East Mississippi Community College in Scooba, MS were not being as successful as they needed to be in raising funds from Mississippi and neighboring state funeral homes so they might attend the National Funeral Directors Association Convention in New Orleans October 11-12, Greg Owens, Executive secretary of the MFD&MA contacted FST Director at EMCC Don Webb and informed him their organization would pledge \$1,000 toward the expenses of the trip.

“Your program and the students have always been faithful over the years in attending the MFD&MA Spring Conferences, and this is the least we can do,” iterated Owens. “We want to help you come to New Orleans.”

This major donation, along with ones given by



Greg Owens, Executive Secretary of the Mississippi Funeral Directors and Morticians Association presents a check for \$1000 to Don Webb, Advisor of the Sigma Phi Sigma fraternity to assist with the students' expenses in attending the NFDA Convention in New Orleans.

the 100 Black Women of Funeral Service, and a non-funeral service entity, the Mississippi Organ Recovery Agency, secured the reality of the trip for the students.

Officers of the Mississippi Funeral Directors and Morticians Association are: Board Chairman Jessie Crosby of Bay

Springs Funeral Home in Bay Springs; President Otis Wayne McMickle of Hattiesburg Century Funeral Home in Hattiesburg; Vice-President Damian Murriel of Jackson Memorial Funeral Home in Jackson; Treasurer Jerry Cooley of Cooley's Mortuary in Batesville; Executive Secretary Gregory Owens of International Mortuary Service in Jackson; and Recording Secretary Carolyn West of West Memorial Funeral Home in Starkville.

Don Webb, Director of the FST program at East Mississippi Community College, acknowledged the MFD&MA has always been a loyal support of the program. “They have always come through when we needed them.”

The Funeral Service Technology program at East Mississippi Community College in Scooba, MS is the oldest mortuary program in the state, having been established in 1975. It is accredited

by the American Board of Funeral Service Education (ABFSE) and is recognized by both the International Conference of Funeral Service Examining Boards (ICFSEB) and the Mississippi State Board of Funeral Service. Students throughout Mississippi including neighboring states desiring to attend mortuary college choose to enroll in the Funeral Service Technology program at EMCC in part due to the unique Block Class meeting schedule whereby the student need only attend class two days per week for four semesters thus allowing time to work full time in a funeral home establishment or at other employment which can accommodate their class schedule.

For additional information concerning the program contact Don Webb at (662) 476-5100 or Octavia Dickerson at (662) 476-5101. Or go online at www.eastms.edu/career_tech/FuneralServices.php.

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Association NEWS



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Quaker State FDA honors USCT Civil War Veterans



Funeral Directors pose with the Mayor of Philadelphia. (L to R) Claresta Campbell, Lydia Kirkland, Mayor Michael Nutter, Israel Ray Jr., Kenneth DuPree, Norman L. Johnson, and Margaret DuPree.

PHILADELPHIA, PA— On Sunday, November 14, 2010 the **Quaker State Funeral Directors Association (QSFDA)** participated in a Community Commutation and Wreath Laying Ceremony. This event was in honor of United States Colored Troops (USCT) Civil War Veterans. The program was held at historic **Eden Cemetery** in Collingdale, PA (just outside of Philadelphia). Greetings were sent from Pennsylvania Governor Edward Rendell. Remarks were made by State Representative Vanessa Lowery-Brown, and Philadelphia Mayor Michael Nutter. A graveside ceremony was followed by the laying of a wreath. An explanation of the ceremony was made by Private Becton, 3rd Regiment USCT, followed by a Rifle Salute and the playing of Taps. After the ceremony, a tour of civil war gravesites was conducted and a reception followed.

Eden Cemetery was founded in 1902. The remains of many African-American leaders and veterans, from as far back as 1849, were reinterred there from an assortment of other cemeteries.

Funeral directors from QSFDA were honored to be part of the program at Eden Cemetery for its historic significance to the African-American community. The cemetery is still available for burials.

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Association NEWS CONTINUED

FDAK assists with MIAP Veterans Funeral Services



LOUISVILLE, KY— On Flag Day, Monday, June 14, 2010, The Funeral Directors Association of Kentucky assisted with the funeral services for thirty-two veterans and nine of their wives. The cremated remains of the 41 individuals were found by *The Missing in America Project* (MIAP) investigators and volunteers in Louisville.

The MIAP is a registered non-profit corporation. Their mission is to locate, identify and inter the unclaimed remains of American veterans. The MIAP was launched nationwide in January, 2007. Through the joint efforts of private, state and federal organizations working in concert with their volunteer organi-

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zation, they provide honor and respect by securing a final resting place for these forgotten heroes.

This particular investigation began in 2008 at the abandoned **Eastern Cemetery** in Louisville, and ended at the University of Louisville Archaeology Department. The remains were eventually located in a University of Louisville owned warehouse on campus. They had been stored for over nine years.

Distraught over the cemetery's disrepair, several of the local members of MIAP, including a former police officer and Army veteran *Walt Oster*, began rallying volunteers to clean up the cemetery, placing flags and removing trash. They worked to identify some remains they found at the cemetery and then began to examine those at the University of Louisville, checking to see which ones could be veterans.

CONTINUED ON PAGE A38

Association NEWS CONTINUED

Casket and Funeral Supply Association Fall Conference



CFSA Board of Directors. (L to R) First Row: Pamela Soper, Scott M. Jones, Kevin L. Thomson, John Malone, Len Weber, and Michael Mims. Second Row: Scott Wright, Joseph Strubel, James Strouse, James Hiester, Kyle Grimes, Billy Emrick, and Chris Boots.

INDIANAPOLIS, IN— Attendance at the **Casket and Funeral Supply Association** Fall Conference and Trade Show, held on Nov. 15-16 at the Crowne Plaza Hotel at Union Station in Indianapolis, IN, grew for the third consecutive year, as did the number of exhibit booths. A total of 285 people attended the event and 43 companies exhibited their products and services.

According to program evaluations submitted, attendees and exhibitors rated the exposition as the most important feature of the Fall Conference and Trade Show. High

percentages of both groups felt they fulfilled their most important reason for attending—to enrich their professional knowledge. Two-thirds of attendees rated the panel

discussion, Industry Leaders' Forecasts and Responses to Threats Facing Funeral Suppliers (moderated by **Mike Beardsley, Thacker Casket Manufacturing**) as a "Don't



Miss It!" program. A nearly even number of exhibitors rated that session and the panel discussion, Thought Leaders Sessions (moderated by **Dave Hazelett, Astral Industries**) as "Don't Miss It!" programs.

CFSA appreciates the panelists who contributed their time to the educational programs. Joining moderator Mike Beardsley on Industry Leaders' Forecasts and Responses to Threats Facing Funeral Suppliers were: **Jim Doyle (Matthews International Corp.)**; **Mike Fleming (Keith M. Merrick Co.)**; **Pete Galletly (Tiedemann-Bevs Industries)**; **Dave Hazelett (Astral Industries)**; **Joe Raver (Batesville Casket Co.)**; **Jerry Reichert (Aurora Casket Co.)**; and **John Yopp (Southern Funeral Director and Alliance magazines)**.

Joining moderator Dave Hazelett on Thought Leaders Sessions were: **Gerald Davis (Vandor Group)**; **Kelly Greenwood (Cardinal Casket Co.)**; **Frank Kaiser (Eagle's Wings Air)**; **Jim Hiester (W & M Manufacturing Co.)**; **Jack Schmidt (Red Book)**; and **Kaye Starnes (Edgecombe Casket Co.)**.

CFSA also wishes to acknowledge the contributions of the generous support of 2010 Fall Conference and Trade Show sponsors including the following companies: **Astral Industries**; **Aurora** **CONTINUED ON PAGE A39**

All Photos Courtesy of Jack R. Schmidt, National Directory of Morticians, The Red Book, Chagrin Falls, OH



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Association NEWS CONTINUED

FDAK assists with MIAP Veterans Funeral Services

Continued from Page A36



Most of the veterans were of World War I, World War II and Korea. Col. Rick Schwarts, Fort Knox garrison commander, said "this marked the nation's largest recovery of cremated veterans." The remains include veterans from the Army, Navy, Air Force and Marines including those of several officers, with the highest ranking being a World War II Army Major.

On February 8, 2010, members of the MIAP, along with several other veterans' organizations, were granted a



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court order through the Jefferson County Circuit Court to take possession of the remains.

The Funeral Directors Association of Kentucky was contacted by Mr. Oster in late April to inform them about the recovery efforts and the upcoming services. FDAK asked if they could assist the MIAP or the State Veterans' Administration, and was told that a FDAK member, the **Louisville Memorial Gardens Funeral Home**, was working with the MIAP on storing the remains and on planning

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the appropriate funeral services. FDAK informed Mr. Oster that they would be available to assist if needed.

The services began on Sunday evening, June 13, 2010, with a memorial service at the funeral home. On Flag Day, Monday, June 14, after a brief ceremony, the funeral procession traveled the 30-plus mile route on Dixie Highway to the **Kentucky Veterans Cemetery Central** in Radcliff.

The funeral coach led a procession of over 40 police cars, vintage World War II vehicles and over 500 motorcycles.

You could see individuals from all of the local communities standing on overpasses and all along the road with flags raised honoring these men and women. It was an awesome sight to see! Several local fire districts were present with their ladder trucks raised flying the Stars and Stripes along with their personnel standing at attention. Dale LeMond, MIAP's Regional Director, said he was thrilled with the public outpouring of support.

As the funeral procession entered the cemetery, it drove under a giant American Flag suspended between two raised ladders of the local fire department's trucks and again at the top of the hill where the services were conducted.

The caravan was met by hundreds of men and women from veterans' groups, civic and military organizations, Boy Scout Troops, personnel representing the Marines, Army, Navy, Air Force, Coast Guard and numerous private citizens to pay their respects.

Services at the cemetery began at 11:00 a.m. The Army provided individual escorts for the veterans' remains along with a Women's Auxiliary Group serving as escorts for the spouses. Music was provided by a local bagpiper as all of the military units stood at full attention. These US Veterans were accorded interment with full military honors, including a color guard, followed by a 21-gun salute, a C-130 flyover and ending with the traditional playing of TAPS.

FDAK members and staff were on hand to assist as needed and to provide cold bottled water to the over 1,000 in attendance. It was inspiring to see that there are still people in this nation that honor and respect our fighting men and women in the military and pay tribute to those who so faithfully served this nation that we are so fortunate to call home.

CONTINUED ON PAGE A42

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Association NEWS CONTINUED

Casket and Funeral Supply Association Fall Conference

Continued from Page A37



Casket Co.; Casket Hardware Manufacturers; Dixline Corp.; Freeman Metal Products; Iron City Stamping; Keith M. Merrick Co.; Matthews International Corp.; New England Casket Co.; NorthStar Industries; Schuylkill Haven Casket Co.; Southern Craft Manufacturing; Tiedemann-Bevs Industries; and W & M Manufacturing Co.

CFSA elects 2010-2011 Board of Directors

CFSA members elected new officers and directors for the 2010-2011 term during the Business Meeting at the Conference. The complete Board is as follows. Officers are President **Kevin L. Thomson, Dixline Corp.**, Galva, IL; Vice-President **John Malone, Mac Machine & Metal Work**, Connersville, IN; Treasurer **Len Weber, Aurora Casket Co.**, Aurora, IN; and Past President **Scott M. Jones, Service Casket Co.**, Columbus, GA.

Directors are **Chris Boots, C.J. Boots Casket Co.**, Anderson, IN; **Billy Emrick, Astral Industries**, Lynn, IN; **Kyle A. Grimes, Keith M. Merrick Co.**, Sibley, IA; **James D. Hiester, W & M Manufacturing**, Portland, IN; **Michael Mims, Cher-**

okee Casket Co., Griffin, GA; **Pamela Soper, Tiedemann-Bevs Industries**, Richmond, IN; **James F. Strouse, Schuylkill Haven Casket Co.**, Schuylkill Haven, PA; **Joseph Strubel, Connersville Paint Co.**, Connersville, IN; **Scott Wright, Matthews International Corp.**, Richmond, IN.

CFSA appreciates the dedicated service each of the following outgoing Board members provided during the past few years and looks forward to their ongoing participation in the Association: **Kaye Starnes, Edgcombe Casket Co.**, Rocky Mount, NC; **John Cooper, Thacker Casket Manufacturing**, Florence, AL; and **Robert Hoaglund, Messenger**, Auburn, IN.

CONTINUED ON PAGE A44



Connecticut FDA collects Toys and Funds for "Operation E.L.F."

WETHERSFIELD, CT—Members of the **Connecticut Funeral Directors Association (CFDA)** from all over the state stepped forward to provide holiday cheer for Operation E.L.F.

Dozens of funeral directors arrived at CFDA's 122nd Annual Convention in Rocky Hill carrying toys, gift cards and checks for Operation E.L.F. (Embracing Lonely Families) a program that helps to support the families of Connecticut National Guard troops already deployed or preparing to deploy overseas, and who also suffer financial hardship as a result of their call to active duty. Within hours, members of the association collected \$3,000 in cash and toys for the cause.



(L to R) Patrick Lynch, NFDA President; Nicole I. Granados, CFSP, CPC, newly elected CFDA President and a funeral director at O'Brien Funeral Home in Bristol and Bailey Funeral Home in Plainville; Shauna K. Molloy, CFSP, CFDA Past President and Vice President of Molloy Funeral Home in West Hartford; and John Cascio, CFDA Executive Director.

Association NEWS CONTINUED

Connecticut Society for Association Executives presents award to CFDA for honoring Veterans

HARTFORD, CT— The *Connecticut Society of Association Executives* (CSAE) presented its 2010 “Community Service Award” to the **Connecticut Funeral Directors Association** (CFDA) for a statewide project that honors U.S. veterans. The presentation was made today at CSAE’s annual meeting luncheon at St. Clements Castle in Portland, CT.

The Connecticut Funeral Directors Association was recognized for spearheading an innovative partnership with the Connecticut Department of Veterans Affairs and the Missing in America Project (MIAP) that established the nation’s first protocol to identify unclaimed cremains (cremated remains) of U.S. veterans in funeral homes and then provide them with military burials. Connecticut has become the model for other states that are now developing their own process to honor veterans.



(L to R) Lisa Steimer, CSAE President, Lorna Bolduc, CSAE Executive Director, Shauna K. Molloy, CFDA President, John Cascio, CFDA Executive Director and Paul F. Barry, Director of Burial & Memorial Services for the Connecticut Department of Veterans Affairs.

Lisa Steimer, President of the CSAE and Senior Staff Associate for Professional Development for the Connecticut Association of Boards of Education, and **Lorna Bolduc**, Executive Director of the CSAE, were on hand to present the award to **Shauna K. Molloy**, President of the CFDA and Vice President of **Molloy Funeral Home** in West Hartford, and **John Cascio**, Executive Director of the CFDA. Also present was **Paul F. Barry**, Director of Burial & Memorial Services for the Connecticut Department of Veterans Affairs.


The Connecticut Society of Association Executives (CSAE) has served as the “association of association professionals” in Connecticut since its founding in 1982. CSAE members either manage trade, professional and philanthropic associations or work for associate member companies which provide products and services to the association community. Visit www.csaenet.org.

The Connecticut Funeral Directors Association is comprised of funeral directors at more than 220 funeral homes. Founded in 1889, the Wethersfield-based association is committed to the promotion and advocacy of high ethical standards in funeral service. Visit www.ctfda.org.

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

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

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4. _____ : remove	l p b l i h g o e v l u m e j
5. _____ : secure, close	e i i d b x a i i e t d p o e
6. _____ : dread	l r a c u p n n u e e a t d c
7. _____ : expressed in symbols	k a b n x o w a a s a p i l t
8. _____ : expression	r t w u t p m t s s n r f z g
9. _____ : small amount	o e s n n c r i a t i r k d n
10. _____ : insert	w t d g t b c l s x c a i w c
11. _____ : artery	f r a k n a u j o y l e s t q
12. _____ : two units	e h y t t m b r y f c x f t j
	i b d i r z e m a s v a r f c
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	g n f s u t u r i n g y k g h

ANSWERS ON PAGE A44

First Generation Funeral Directors Association: Leading the Way, Leaving a Legacy

PHILADELPHIA, PA— A new association has formed. **First Generation Funeral Directors Association** (FGFDA) is ready for take-off. The FGFDA is full of networking opportunities, resources and business growth strategies. They can design a step-by-step, cost-effective plan for you to achieve optimum ongoing productivity for the First Generation Funeral Director.

Success is inevitable for First Generation Funeral Directors because they have a vision for growth. In this new age of technology they are the first to be open to a new way of doing things. First Generation Funeral Directors have the power to lead the way and leave a legacy.

Many First Generation Funeral Directors have been in business for 30 years or more while others have only been licensed for a few months. FGFDA was created to help guide more seasoned funeral directors as well as newcomers to new levels, stay competitive in today’s fast-paced world, plan for the future and enhance their business growth. Don’t let limited knowledge undermine your success.

At the FGFDA there are three membership types; student memberships, first generation funeral director memberships and supporter/sponsor memberships. Member benefits include: bi-monthly chapter meetings with guest speakers, full year subscription of *Funerals Today Magazine*, bi-monthly conference calls featuring experts in the funeral industry, biennial conferences, monthly newsletters, discounts on *Funeral Diva* products and retreats, discounts on *Funerals Today Magazine* advertisements and conventions and so much more.

Local FGFDA chapters have been forming over the last few months. To start a local chapter in your area, join FGFDA or for additional information please visit our site at www.FGFDA.org or email FGFDA@EternalEnterprisesInc.com. You may also ‘Like’ us on Facebook or join us on LinkedIn.

Eternal Enterprises, Inc. is the parent company of First Generation Funeral Directors Association, *Funerals Today Magazine*, *Funeral Divas* and the *Helping Hurting Hearts Network*.

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Association NEWS CONTINUED

NFDA Recognizes First Recipients of Green Funeral Practices Certificate

BROOKFIELD, WI— The **National Funeral Directors Association** (NFDA) is pleased to recognize the first recipients of its Green Funeral Practices™ Certificate. Four NFDA-member firms have earned the Certificate, which has been available since August 27, 2010: **Prout Funeral Home**, Verona, NJ, the inaugural recipient of the NFDA Green Funeral Practices Certificate; **Lippert-Olson Funeral Home**, Sheboygan, WI; **Moore Funeral Home**, Brazil, IN; and **Feeney Funeral Home**, Ridge-wood, NJ.

The NFDA Green Funeral Practices Certificate Program was created by NFDA-member funeral directors for member funeral homes. It is a comprehensive green recognition program that encompasses both service to families and green business practices. NFDA is the first national funeral service association to offer this type of member recognition.

To earn an NFDA Green Funeral Practices Certificate, the funeral home had to:

- Reaffirm their commitment to NFDA's Code of Professional Conduct.

- Share copies of all Federal Trade Commission-compliant price lists which show evidence that the firm offers itemized green funeral goods and services, as well as one or more green funeral packages; one or more sustainable, biodegradable caskets; one or more sustainable, biodegradable urns; and one or more temporary preservation options.
- Attest that all employees have received training related to the Federal Trade Commission Funeral Rule, and that at least two employees of the funeral home have participated in educational programs related to green funerals, burials or business practices.
- Affirm that it is in compliance with applicable OSHA standards and all applicable federal, state and local environmental laws and regulations.
- Share a green responsibility plan for the funeral home which outlines the firm's commitment to actively working with employees, customers and the community it serves to create a healthier

environment. Minimally, the plan must address the reduction of waste and energy use, water conservation, recycling, and the use of environmentally friendly products.

Funeral professionals can learn more about the NFDA Green Funeral Practices Certificate Program by visiting www.nfda.org/greenresources. This web page also contains information and resources to help funeral directors better understand green funerals and green business practices.

NFDA is the world's leading funeral service association, serving 18,500

individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA is the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity. For more information, visit www.nfda.org.

Matt Smith speaks at NFDA Convention

NEW ORLEANS, LA— **Matt Smith** of the **Frigid Fluid Co.** was invited to speak at the *National Funeral Directors Association* Convention in October, where he presented to over 300 funeral directors and embalmers from six continents and several countries. Matt would like to formally thank all that attended, with special thanks to **Vernie Fountain** of the **Fountain Academy** and **Robert G. Mayer**, author of *Embalming History, Theory, and Practice*, Editions 1-4. Matt's two-hour program focused on difficult case embalming with emphasis on Major Reconstruction, Restorative Art and Creating the Smile. Matt travels the country teaching his easy techniques on keeping caskets open. According to **Chris Lawson**, an embalmer from Kentucky, "Even the most difficult cases come together with ease."

With international recognition, Matt applies new and aggressive methodology to transforming the un-viewable into viewable. Embalmers from novice to expert become better prepared to offer not only an open casket viewing, but a much better overall presentation of the deceased.

Matt is available to present to schools and funeral homes (corporate and private) as well as state, national and international associations. Look for Matt on Facebook under Frigid Fluid. To schedule a speaking engagement with Matt, please contact John Smith today toll free (866) 708-8586.

FDAK assists with MIAP Veterans Funeral Services

Continued from Page A38

Thank you to **Shirley Mae Watters** and her staff at the Louisville Memorial Gardens Funeral Home for an outstanding job; **David Owen** of the **Owen Funeral Home** for coordinating many of the motorcycle groups; **Billy Butcher** of the **Kentucky Mortuary Service**; **Brent Gaunce** of the **Mathers-Gaunce Funeral Home**; and to the FDAK staff who were on site to help out on this day that no one will soon forget.

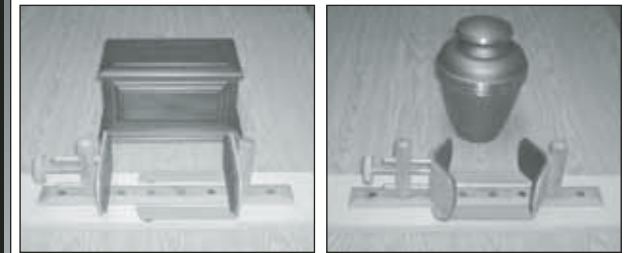
FDAK would also like to thank the MIAP volunteer investigators and veterans who conducted this operation: Dale LeMond, US Marine-MIAP Regional Coordinator; Walt Oster, Investigator US Army Veterans representing the DAV Chapter 6, Louisville, KY, Team; 12 retired Louisville Police Detectives; American Legion Post 229; and Chet Needy, US Army Vietnam Veterans-Team 12 Investigator and Funeral Escort Ride Captain.

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- ¼ cup butter
- 1 cup chopped celery
- ¼ cup flour
- 1 cup chunky peanut butter
- 1/3 cup chopped onion
- 3 cans chicken broth
- 2 cups cream or whole milk
- Pepper – season to taste

In 4-quart saucepan, sauté celery and onion until tender, about 3 minutes. Remove from heat. Add flour and peanut butter, stirring until peanut butter is melted. Gradually stir in broth. Bring to boiling; reduce heat and simmer, uncovered 10 min., stirring occasionally. Just before serving, add the milk or cream and simmer until heated thoroughly. Garnish with sprinkling of chopped peanuts. Service with French bread heated until crisp.

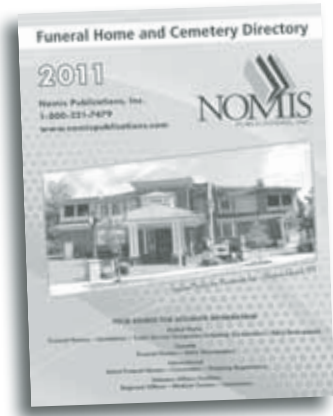
- 1 pound cooked, shelled shrimp
- 1 15-ounce can black beans, drained
- ½ cup thinly sliced celery
- 1 small green pepper, cut in strips
- 2/3 cup mild picante sauce
- 1/3 cup thinly sliced red onion
- 2 Tbsp. chopped cilantro
- 2 tbsp. oil
- 2 tbsp. honey
- 1 tsp. lime peel,
- 2 tsp. lime juice
- Lettuce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

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

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Association NEWS CONTINUED

Harris Study for National Funeral Industry Group underscores importance and value of Memorialization to the Bereaved

DEERFIELD, IL— According to a recently released and significant funeral industry study, an overwhelming majority of Americans over the age of 40 who have attended funerals believe that funeral and memorial services are a valuable and important part of commemorating the life of a loved one. The nationwide study was conducted by

Findings Correlate to Resources on New Website Geared at Consumers

telephone in April by *Harris Interactive* on behalf of the **Funeral and Memorial Information Council (FAMIC)**.

“This important survey demonstrates yet again that the funeral industry plays a key role in helping families through the grief that comes with the death of a loved one,” FAMIC President **Kaye Starnes** said, “and the funeral director remains the most important partner in that process. Even with the changing dynamics faced by families today, the funeral director plays a central role at a critical time.”

Other survey findings include the following:

- Funerals matter more than ever
 - 92% of those 40 and older said the funeral industry provides meaning and value to the arrangement process, an increase from 86% in 2004
 - 95% said that the service was helpful in paying tribute to or commemorating the life of a loved one, a 6% increase from 2004
 - 87% said that the service was an important part in helping them begin the healing process after the death of a loved one, a 9-point increase from 2004
- Relationship with funeral home is key
 - Funeral attendees prefer privately held independent funeral homes over publicly held corporations
 - The majority of respondents would use the same funeral home in the future, and wouldn't change anything about their own personal funeral home experience
- Interest in cremation as means of disposition continues to rise
 - Over a 20-year period, those who report being likely to choose cremation for a loved one has increased by more than 50 percent
 - 94% of those most likely to choose cremation for a loved one indicated they planned to have some sort of funeral or memorial service
- Use of technology rises with young Americans, but funeral director still key
 - Younger funeral attendees were much more likely (51% to 32% for the general population) to find an obituary online and to have taken part in a “virtual memorialization” than their older counterparts
 - When it comes to making arrangements, this group relies on friends and relatives and others more familiar with the experience for guidance at much larger ratios
- Pre-planning funerals continues to register with consumers
 - 66% of respondents indicate they would pre-arrange their own funeral and those that have do so most often so that others do not have to worry, eliminating stress for their loved ones and easing the way after they are gone

- The importance of a funeral and how best to make arrangements that suit the family's needs as well as those of the loved one
- Extensive bereavement support information to help in the grieving process
- Unique insight into many of the world's religious and cultural funeral customs
- What consumers need to know about dealing with funeral homes, their rights under the law and choosing the right service provider for their needs

“What we have created is an invaluable resource for consumers that clearly responds to their perspectives about the funeral industry in general and funeral directors in particular based on the findings in the FAMIC study,” said **John J. Horan** of **Horan & McConaty** in Denver, CO, 2011 President of *Selected Independent Funeral Homes*.

The website offers information to industry insiders as well, with sections specifically geared to Selected members and prospective members, respectively. While the site has been the result of a great deal of research and insight into consumer and member preference, it will be dynamic and evolve in the months to come.

“Our members understand the unique needs of the families they serve and we're here to help inform and educate in an effort to respond to those needs,” said Horan.

For more information about Selected Independent Funeral Homes, visit the website at www.SelectedFuneralHomes.org or call them at 1-800-323-4219. For more information about the FAMIC report, visit the FAMIC website, www.famic.org, or call the FAMIC headquarters at 262-814-1544.

The survey's findings go hand-in-hand with the resources available from a new website offered by Selected Independent Funeral Homes, the nation's oldest professional association of independent, locally-owned funeral homes, at www.SelectedFuneralHomes.org. Designed with consumers in mind – and their unique needs before, during and after the loss of a loved one – the site offers information that will help them be better prepared to make important decisions in their time of need.

In addition to a search engine that allows users to locate a Selected member by name, city, state or zip code, the site offers helpful articles and research on topics such as:

CFSA Fall Conference

Continued from Page A39

CFSA Welcomes New Members

CFSA is pleased to announce the following new members. Voting Members include **Brothers Enterprises LLC**, Sioux Center, IA, a manufacturer of casket handling equipment used by casket manufacturers, distributors and funeral homes, and **Marion Body Works, Inc.**, Marion, WI, an independent, family-owned manufacturer of truck bodies and casket transportation vehicles.

Associate Members include **The Golden Casket**, Lyme, CT, a newly-formed division of **The Golden Collection LLC**, manufactures high-

end 24-karat gold luxury caskets and urns manufactured by hand in the USA from American Cherry wood; **Peacedise Enterprises**, Shrewsbury, MA, an established casket distributor/importer throughout Europe that is expanding its operations to the United States; and **RLC Acquisitions & Management**, Atlanta, GA.

Upcoming Winter Seminar

The 2011 Winter Seminar will be held directly following the *International Cemetery Crematory and Funeral Association* Annual Convention and Exposition, March 10-12 at Mandaly Bay Resort and Spa in Las Vegas, NV.

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Answers to Klicker's Crossword

Puzzle on Page A40

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

Massachusetts FDA's "Building a Better Business" Sessions Continue



(L to R) Paul Fioretti, David Walkinshaw, Michael Norton, William Moore.

EAST WEYMOUTH, MA— Over 150 Massachusetts Funeral Directors Association members and staff associates participated in the Association's recent *Building a Better Business*

sessions. Held in Burlington and Worcester, the sessions are a continuation of the popular series of dinner meetings created to help MFDA members "Build a Better Business".

November's sessions focused on difficult communications challenges that funeral directors face when working with families. **David Walkinshaw**, a presenter at the meeting, introduced a new brochure available for members to distribute to educate families about issues to consider when planning a funeral following organ and/or tissue donation. MFDA Executive

Director **Margaret Nolan** presented an update on the new indigent services and funeral procession law. President **William C. Moore** discussed the need for a right of disposition law and the various issues that need to be included as part of draft legislation and also provided members with an update on mass fatality planning in the state.

Additional Building a Better Sessions are planned for 2011. For more information visit www.massfda.org.

Additional Building a Better Sessions are planned for 2011. For more information visit www.massfda.org.

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Claxton elected Vice President of Maryland Cemetery Funeral and Cremation Association



F. Tom Claxton

ROCKVILLE, MD— F. Tom Claxton, CCE, of Montgomery Vault in Rockville, was elected Vice President of the Maryland Cemetery Funeral and Cremation Association (MCFCA) at their annual meeting held recently in Atlantic City, NJ. He has been an active member of the association since 1976 and has served in all association offices as well as on the Board of Directors.

Mr. Claxton began his career with The Catholic Cemeteries of the Archdiocese of Washington and later with Stewart Enterprises in various management assignments. He joined Montgomery Vault in 2003. He also serves on the Advisory Board of Maryland's Office of Cemetery Oversight.

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MRS. JOHNSIE McCOY QUICK of Bennettsville, SC died October 15, 2010. She was a licensed funeral director and accomplished florist. She was the owner and operator of **Quick's Funeral Home and Quick's Florist** in Bennettsville.

ROBERT A. FISK of St. Cloud, FL died November 19, 2010 at the age of 91. He was the former owner and operator of **Fisk Funeral Home**. He was the past president and life member of the *Florida Funeral Directors Association*, and past president of the *Central Florida Funeral Directors Association*.



JOSEPH REICHEL of Nazareth, PA died November 9, 2010 at the age of 81. He was a Nazareth-area funeral director. He served as a Northampton County Coroner for 28 years, investigating more than 12,000 cases. He created the county's system to keep coroner reports on record. He retired in 1992.

JAMES M. DESIDERIO JR., of Wilkes-Barre Township, PA died December 4, 2010 at the age of 52. He was a licensed funeral director for 27 years and owner and operator of **Piszczek-Desiderio Funeral Home Inc.** A graduate of *Miami College of Mortuary Science*, he was past president of *Luzerne County Funeral Directors' Association*.

GREGORY ALAN SCHULTZ of Eastpointe, MI died December 1, 2010 at the age of 52. He followed his father's steps and became a funeral director at **S.K. Schultz Funeral Home** in Clinton Township, where he first began working for his dad cutting grass as a young teenager. He was involved in the funeral home business and was well respected in the funeral industry. He was a graduate of *Wayne State School of Mortuary Science* in 1980 and completed his bachelor's Degree in Business at *Walsh College*.

W. FRANK KEARNEY of Pequannock, NJ died November 15, 2010 at the age of 78. He was the manager of the **Riewerts Memorial Home** in Bergenfield from 1960 to 1967, and owner from 1967 to 1990. He was past president of the *Bergen County Funeral Directors Association*, as well as a member of the *New Jersey State Funeral Directors Association* and the *National Funeral Directors Association*.

H. BLAIR ANTHONY of Villanova, PA died October 5, 2010 at the age of 84. He was a licensed funeral director for 60 years, and former owner-partner of the **R.R. Bringham-Andrew J. Bair Funeral Home** in Upper Darby. He was the great-grandson of **Andrew J. Bair** who founded the original **Andrew J. Bair & Son Funeral Home** in 1882. He was the current supervisor of the **R.R. Bringham Funeral Home** at **West Laurel Hill Cemetery** in Bala Cynwyd. He was a graduate of *Eckels College of Mortuary Science*, and attended *Brown University* as well as *The University of Pennsylvania*. He was a member of the *National Funeral Directors Association*, past district governor of the *Pennsylvania Funeral Directors Association*, past president of the *Philadelphia Funeral Directors Association*, and past secretary-treasurer of the *Delaware County Funeral Directors Association*.



DAVID M. "BIB" KOPCHAK of Port Clinton, OH died December 4, 2010 at the age of 47. He was a licensed funeral director at **Neidecker, LeVeck & Crosser Funeral Homes** of Port Clinton and Marblehead. He was previously a funeral director at **Gerner & Wolf Funeral Home** in Port Clinton, where he became a partner, renaming it **Gerner-Wolf-Kopchak Funeral Home** until 1999. In 1985, he graduated from *Duquesne University* and was a graduate of *Cincinnati College of Mortuary Science* in 1986.



WILLIAM A. CUTLER of Council Bluffs, IA died November 25, 2010 at the age of 86. In 1957, he assumed ownership of **Cutler Funeral Home** which was founded by his grandfather, **Lewis H. Cutler** in 1901. In 2001, he merged with the O'Neill family and later acquired **Meyer-Woodring Funeral Home**. He served as a board member of the **Cutler-O'Neill-Meyer-Woodring Funeral Home** and also of **Walnut Hill Cemeteries**, purchased by the Cutler family in 1994. He graduated from *Creighton University* in 1950, and was a member of *Iowa Funeral Directors Association*.

FRANK O. FLEMING, JR., of St. Paul's, NC died December 5, 2010 at the age of 85. He was a licensed funeral director for over 50 years. He was the manager of the **R.C. Jones Funeral Home** in Fairmont, WV from 1966 until his retirement in 2001. He was a member of the *West Virginia Funeral Directors Association* and the *National Funeral Directors Association*.

RONALD WILLIAM MOHNKE of Big Rapids, MI died November 22, 2010 at the age of 72. He became a director's apprentice in Lansing while attending *Michigan State University*. In 1960, he graduated from the *Wayne State School of Mortuary Science*. He owned and operated **Mohnke Funeral Home** in Big Rapids for over 30 years. He was recognized for 50 years of service in the funeral industry at the annual *Michigan Funeral Association* conference.

STEPHEN DANIEL "STEVE" BATES of Garland, TX died November 19, 2010 at the age of 46. He was employed by **Service Corporation International**, the parent company of **Dignity Memorial Funeral Homes** for 19 years. In 1988, he worked for **Reser Funeral Home** in Healdton, OK as an apprentice funeral director and embalmer. He worked part-time at **Sparkman/Hillcrest Funeral Home** in Dallas, while attending *Dallas Institute of Funeral Service*, graduating in 1990 with an Associate's Degree of Applied Science. In 1991, **Sparkman/Hillcrest Funeral Home** renamed their firm **Sparkman/Crane Funeral Home** and in 1995, he was promoted to assistant manager at the **Sparkman Funeral Home** in Richardson and later came back to Sparkman and Crane where he was promoted to manager. In 2000, he became the general manager of **Grove Hill Funeral Home and Cemetery**, where he continued to work.

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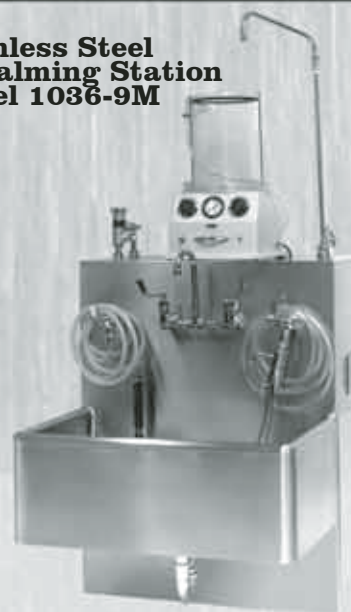
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