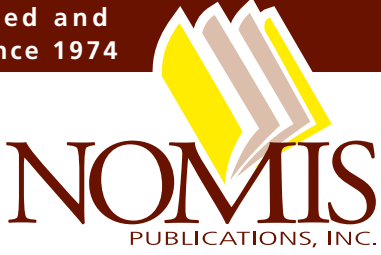


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NEWS

FEBRUARY
2009

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Funeral Homes receive Community Recognition...



See Kwanza Blessings and Special Recognition for E.F. Boyd Funeral Home readies them for the New Year on Page A16



See HOLETON-YUHASZ receives Community Pride Award on Page A12

“Every square inch of space in Doric’s current facilities is being used to the fullest potential and a new building is the only way to meet the needs of our growing sales.”



See Doric Products, Inc. Breaking Ground on its new Facilities on Page B1

Williams Funeral Directors has been reinventing Funeral Service since 1885



photo by www.heinsightphoto.com

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to their families and community. Williams has always been a family owned and operated funeral home; arguably the oldest in the State of Texas, five generations strong. Williams has always believed in maintaining a staff of respectful, professional, and caring in-

dividuals, willing to pursue the practice of excellent, personalized service.

Williams Funeral Directors was founded in 1885 as **M. D. Williams Furniture and Coffins**. M. D. and his brother, **Jasper**, emigrated from

CONTINUED ON PAGE A2

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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

LAURIA JAYLENE BIBLE **ASHLEY RENAE FREEMAN**



Age Progressed to 19 Years



Age Progressed to 19 Years



Date of Birth: 4/17/83
Age at Disappearance: 16 Yrs
Age Now: 25 Yrs
Sex: Female
Race: White
Height: 5'5"
Weight: 130 lbs
Hair: Brown
Eyes: Hazel

Date Missing: 12/30/99
Missing From: Welch, OK

Date of Birth: 12/29/83
Age at Disappearance: 16 Yrs
Age Now: 25 Yrs
Sex: Female
Race: White
Height: 5'7"
Weight: 145 lbs
Hair: Lt. Brown
Eyes: Blue

Circumstances: Lauria's photo is shown age-progressed to 19 years and Ashley's photo is also shown aged to 19 years. Lauria and Ashley were discovered missing after a fire destroyed the trailer Ashley and her family lived in. The bodies of Ashley's parents were discovered in the trailer but Ashley and Lauria have not been seen since. Lauria has a mole under her nose. Ashley has a scar on her forehead.

Endangered Runaway

JAQUELINE KAY GONZALES

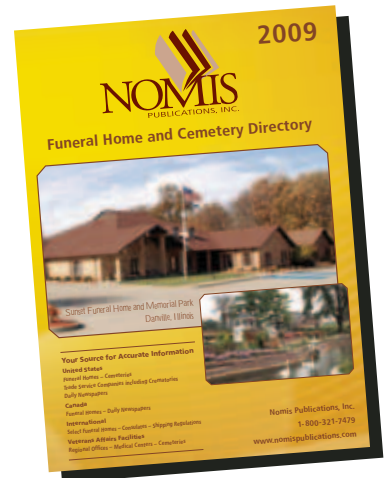


Date of Birth: 2/26/1995
Date Missing: 6/6/2008
Missing From: Longview, Texas
Age at Disappearance: 13 Yrs
Age Now: 13 Yrs
Sex: Female
Race: White/Hisp
Height: 5'8"
Weight: 120 lbs
Hair: Black
Eyes: Brown

Circumstances: Jaqueline may be traveling in the company of an adult male. She may travel to California or she may leave the country and travel to Mexico. Jaqueline may be wearing glasses.

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

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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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 Feature Articles • Monthly Columns • Classified Ads

Online Directories
 US & International Funeral Homes
 US & Canadian Supply Companies
 US Cemeteries

Carriage Services Updates Company & Investment Profile

HOUSTON, TX— Carriage Services, Inc. (NYSE: CSV) announced that it has updated its "Company & Investment Profile", which can be found on Carriage's website at <http://www.carriageservices.com>.

Carriage's updated Company & Investment Profile includes updated discussions of Carriage's business, operating and growth strategies, historical financial information, financial outlook and more.

The Company & Investment Profile is being published and updated by Carriage in continuation of its stated goal to provide more disclosure and transparency to the investment community regarding Carriage's operations, goals, industry dynamics and conditions. It is Carriage's intent to continue to be proactive in communicating with investors. Investors and interested parties are encouraged to visit the website, <http://www.carriageservices.com> to read or download the Company and Investment Profile.

Carriage Services is a leading provider of death care services and products. Carriage operates 136 funeral homes in 25 states and 32 cemeteries in 11 states.

Williams Funeral Directors has been reinventing Funeral Service since 1885

Continued from Front Page



Tennessee to Dallas County, Texas in the mid 1860s. After becoming a successful farmer and rancher, in 1885 M. D. and Jasper formed three small businesses in Duck Creek; a dry goods store, a grocery store, and a furniture and coffin store in which their father, Marlin Williams, a cabinet maker, worked.

Williams General Store, Coffins & Groceries offered a variety of necessities for the farming community including groceries, dry goods, John Deere horse drawn farm equipment, John Deere buggies, furniture and funeral merchandise; including coffins.

CONTINUED ON PAGE A14

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Pamela Williams-Briggs is a historical appointment to the Ohio State Board

COLUMBUS, OH— Ohio Governor *Ted Strickland*, recently appointed the first African-American woman to the State Board of Embalmers and Funeral Directors. **Pamela Williams-Briggs** also holds the distinction of being

the first female professional to serve on the Board since its inception.

This appointment is not the only time she has been bestowed such honors. In 1988, the Mayor of Mansfield appointed her to serve as the first

African-American on the Civil Service Commission. In 2007, she was appointed campaign chairperson that led to electing the first African-American Mayor of Mansfield.

A licensed funeral director since 1976, Pamela received her mortuary education from *John Gupton College of Mortuary Science* in Nashville, TN. She is also a licensed embalmer and insurance agent. She and her husband, **Larry**, are the proprietors of the **Williams Funeral Services** in Mansfield, a 250-seat capacity funeral home.

Pamela is a member of several associations, including *Buckeye State Funeral Directors and Embalmers Association*, *National Funeral Directors and Morticians Association*, *Ohio Funeral Directors Association*, *Epsilon*



Pamela Williams-Briggs

Nu Delta Professional Fraternity, *Alpha Kappa Alpha Sorority, Inc* and a Life Member of *NAACP*. She is also a member of *Mt. Hermon Baptist Church*, where she serves a Trustee. Pamela's appointment to the Board is a five year term. While serving, Pam "hopes to make a difference in the apprenticeship requirements and leave a positive mark for those women who come behind me."

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The Gift of Aftercare

By Sherry L. Williams

The economy stinks!
We're in a recession!

The stock market is going to the pits!
Everyone is asking for a bail out!

That's all that is in the news as we move quickly into 2009. As funeral service practitioners, how do you respond? What do you do when your dollars are dwindling as well? How can you spend anything on advertising?

Recent marketing studies indicate when the market is bad and the economy is slow, you need to create loyal customer advocates. This can be done efficiently and effectively maximizing your investment with some creative marketing and getting out into your community.

We know for certain the average person knows over 250 people and people know people. Remember that relationships mean referrals and referrals mean business. When you provide good service and service after the service through grief resources materials, personal contact by phone or mail, community support groups, and community relationship building, the referrals will come and the loyal customer advocates will become your cheerleaders.

Here is how you can do this efficiently and effectively. You will have to use your imagination, think outside of the proverbial "box" and do some grunt work.

How many of you have a website? Are you using it? Do you promote it? Do you have a blog? Do you have grief information and resources listed for the families you serve? If you don't, you should. Just this week I read in my local paper that internet use is up to about 72%. That means about 72% of all people access the internet at least once a day for information, purchases and chat rooms. This is up about 12% from the last studies done approximately four years ago.

Get information on your site that provides a service not only for the people you serve but for your community as well. There are many agencies, including *New Leaf* that have on-line magazines that are available at minimal one time set up fees and annual renewal fees. Based on our services, if you serve 60 people, for the first year, that cost would be \$10.00 per family, but then you have to send the e-mail address out to churches, hospitals, support groups, schools and that costs drops to pennies on the dollar. For subsequent years the cost on just the 60 families drops to less than \$3.50 per family and once again does not include all the other avenues you have for promoting your website with other agencies in your community. Other aftercare service providers have similar prices. Make sure you ask how many writers are putting together the articles for the magazine, do articles change often and are they going to be archived, can articles be printed out with a special message from you at the top of each page so they become promotion pieces for you and are there a variety of topics that will be applicable to the client families you serve.

Another use for the magazine articles is that they can be printed by you and handed out at support groups, used for health fairs or for special community presentations. You can even use them to replace brochures or include in a special letter to the family conveying your care and concern for them.

A very economical way to create a loyal consumer advocate is to send out letters or cards acknowledging anniversaries, holidays or special days like Mother's day, Father's day, Veteran's day or Valentine's day. These are high emotional impact days for grieving people and just knowing that "someone" remembers is very comforting.

There are many card vendors out there including *New Leaf*. Pricing for cards at a *Hallmark* store will run you close to \$2.00 to \$4.00 depending upon your card choice. Many card vendors package cards in packages of 50 for around \$1.00 to \$1.50 each. That is a \$1.00 to \$2.50 savings per card. You can pre address cards and put them in a tickler file by the month and week the cards are to be mailed. This can be done in advance and save you time and energy.

If money is an issue, you have your own stationery, draft a carefully worded letter to send out on those special days. Remember how people talk to other people and when they are talking about you in a caring and sensitive way, it can only be good for business.

If you do nothing else, network with support agencies, churches, hospitals and hospices. See if there are things you can do cooperatively to help the bereaved in your community so costs can be shared by all agencies involved. You can get more exposure and build relationships that will last in addition to getting more bang for your dollar. This might include a health fair, a special training program for professionals or a community sponsored grief or memorial program.

In an economic downturn, it is important to be more visible than ever. It is important to keep your name out there, but don't waste your money on traditional advertising that doesn't create an emotional impact or build loyal customer advocates. People need now more than ever to know that they are getting what they pay for and feel good about what they get for every dollar they spend.

You can reach so many with so little money. It takes a little effort and some creative thinking and wise use of time to build a business that speaks loudly of service, caring and commitment to the community.

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

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

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



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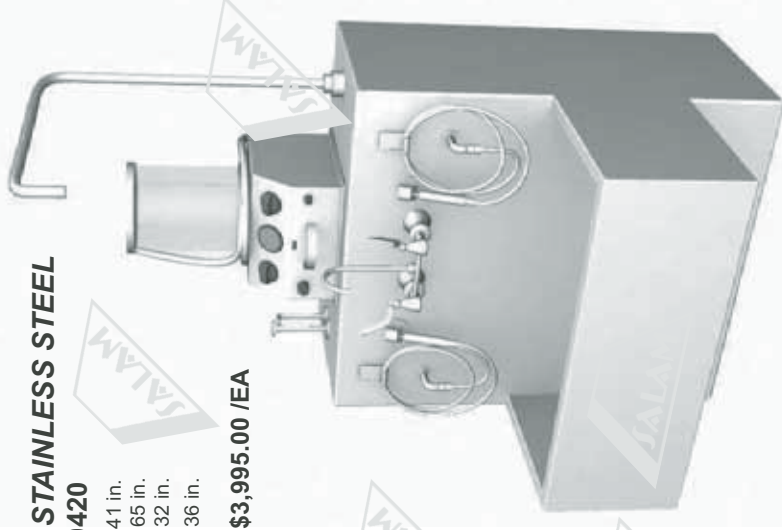
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"Michigan Memorial Park" is latest book in Images of America Series from Arcadia Publishing

MOUNT PLEASANT, SC— *Michigan Memorial Park* is the latest subject in Arcadia Publishing's "Images of America" series. Genealogist **Gail Hershenson**, a Detroit school teacher, has written *Michigan Memorial Park* which, like other books in the series offers a photographic history.

In 1926, **Judge William M. Heston**, a former two-time University of Michigan All-American football hero, decided that a pastoral area of Huron Township could be transformed into a cemetery. Two years later, Michigan Memorial Park opened its gates to begin serving the needs of this growing community tucked away in a corner of the township located southwest of Detroit. Bordered on the peaceful Huron River, this former home to the Wyandott tribe and later French settlers has become a sprawling 300-acre parcel of land still surrounded by woods and farmland. It is Michigan's largest non-denominational cemetery whose ownership has remained in the same family for four generations. Thousands of trees, a plethora of sculptures and fountains, and swan-filled ponds adorn the gardenlike grounds adding to the tranquility experienced by all those who visit. Michigan Memorial Park has remained one of the pillars of the community, not only providing a resting place for many thousands who have passed away but also giving back to the

community through its involvement in civic activities.

In October of 2006, Michigan Memorial Park turned 80 years old. It is still family owned and is currently in the fourth generation management. The Park employs approximately 50 full time personnel in areas such as administration, management, maintenance, security, chapel attendants and family service. **Barbara Heston** treasures the history behind Michigan Memorial Park, while looking to the future of this family business. Today, Barbara with her daughters, **Kelly** and **Heidi**, continue the family legacy of service, making them the fourth generation to manage this Downriver institution.

Gail D. Hershenson is an elementary teacher in the Detroit Public School District, as well as a genealogist, a speaker, and an author. She volunteers at **Woodmere Cemetery** in Detroit, helping those doing genealogical research, and is the author of *Detroit's Woodmere Cemetery*.

The book is 127 pages of full photos, some that date back to the early 1900s. It includes notables and family histories of families buried at the Park as well as how the cemetery was started. The book is available at local bookstores, through Arcadia Publishing and both offices of Michigan Memorial (Huron Township and Allen Park) as well as at **Michigan Memorial Funeral Home**. For more information visit www.michmem-park.com.



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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Leadership Lessons... Leading Funeral Professionals in a Changing Market

This month I have asked Candace Franco, Education and Training Coordinator for the Academy to share her thoughts with you. Candace has worked with funeral professionals and funeral home owners since 1985. Most recently her focus has been on providing quality education programs that promote the value of funeral service through the Academy and Academy to YOU training programs. Candace would like to know your thoughts. You can reach her at (800) 331-6270 or e-mail her at cfranco@theoutlookgroup.com. Please let her hear from you today!

The economy, the housing market, increased cremation, decreased profit margins, and the local church/hotel/wedding planner are doing life celebration services. Sure, there is plenty of bad news out there and lots to be concerned about, but what if we take a positive stance and focus on something in our control? Your employees, your families, your community, what is the best we can do for them today? You can't fix the world but you can

be the successful and positive leader your business needs you to be.

Providing strong effective leadership, in good times and bad times, always includes a few basic skills. First, as the leader, you need to chart the course / set the direction and make sure everyone is singing the same tune from the same song book. Everyone knows that, you say. Still, we frequently define our direction in vague and unambiguous terms. We talk about "exceptional service" but what is exceptional service? We set goals regarding the number of services we will provide or the margin of profit we intend to maintain. Good leadership means not only communicating the company goals in clear terms but also making sure there are plans and objectives that will get us to our goal. How will we protect our margins and market share? What does exceptional service truly look and feel like?

Second, good leaders set expectations and inspire personal accountability. This is much easier said than done. If you are a parent, you know what I mean. Setting the expectation is actually the easy part. "Your mother and I expect you to begin helping out around the house. Your job will be to take care of the recycling." The child, "I didn't know you meant for me to take the stuff to the curb too, I thought you just wanted me to separate it in the garage." Oh, and "you mean you want me to do it EVERY week?" Of course our employees aren't children but human nature is human nature and it's very hard to get change to stick. Why is it so hard and what can you do about it? How do you create a culture of accountability?

The third thing strong effective leaders do exceptionally well is coach. They identify the strengths of their employees and build on them. They also have the tough conversation with those employees who are slipping or not being accountable. How do you coach? When do you coach? What do you coach? Good coaching is more than a once a year review. Good coaching is consistent, it supports and strengthens accountability, and it unleashes enthusiasm and talent.

The fourth and final key element of good leadership is keeping the momentum going. Providing positive reinforcement can keep people inspired. But, how do you keep praise meaningful? Is it always about money? How can you establish a culture where peer to peer praise is commonplace? Success can breed complacency. We must always keep moving.

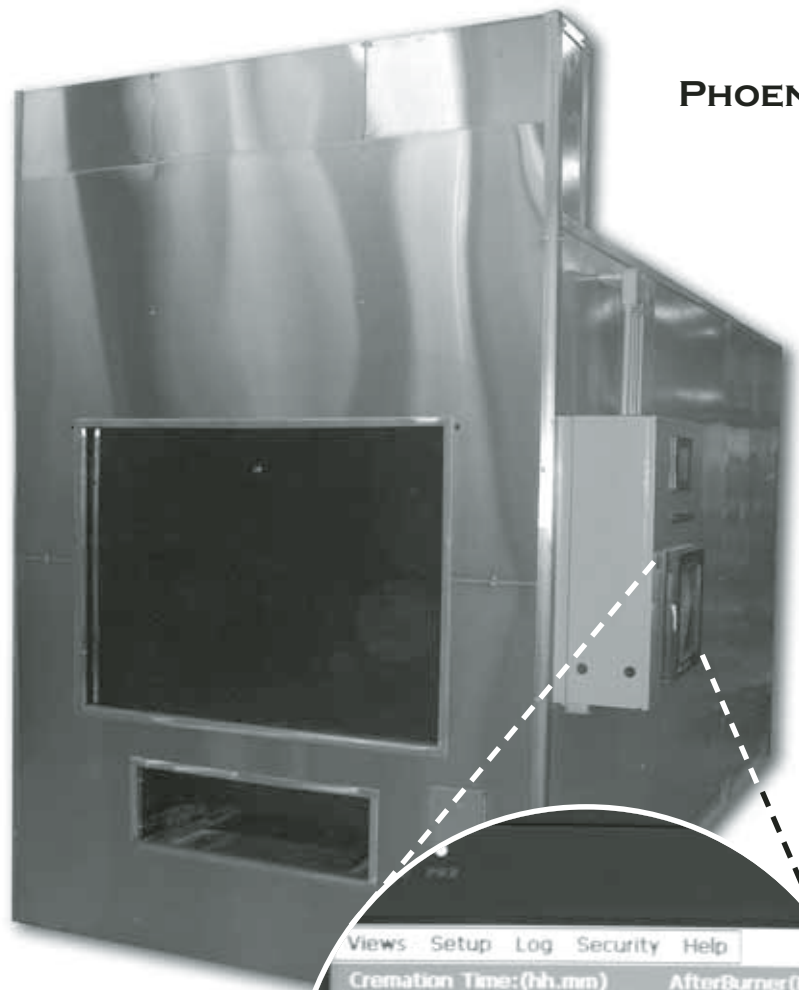
Leadership is hard work and we all have precious little time to spend honing our leadership skills. Still, good people deserve strong effective leadership. Yesterday's best won't do today. So, you can either blow the dust off those outdated management books you've been meaning to read or you invest in yourself by attending a quality training program. Time spent in building and refreshing your leadership skills is always a sound business investment. The Academy offers a leadership workshop you might consider. If you want to know more visit www.theoutlookgroup.com or call me personally for additional information.

Christopher Kuhnen is Vice President of Marketing for The Outlook Group, Inc., Franklin, Ohio. Mr. Kuhnen has considerable experience in the field of funeral prearrangement planning sales, training and marketing. He provides comprehensive consultation and support to funeral directors nationwide to help them coordinate and develop their funeral prearrangement advertising, marketing, image, sales and public relations strategies. He is a Kentucky Licensed Funeral Director, Life Insurance Agent and member in good standing Funeral Directors Association of Kentucky. Additionally, Chris is a recognized Certified Preplanning Consultant (CPC) as bestowed by the Funeral Service Foundation and a recognized Certified Marketing Specialist as bestowed by the National Marketing Academy. He has presented numerous continuing education, advertising, marketing and pre-need seminars to a variety of national, state and regional funeral associations. Chris can be reached at (800)331-6270 or ckuhnen@theoutlookgroup.com.

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Motivation for Memorialization

By Todd W. VanBeck

Death is the great equalizer, it has often been said. It is true that we are all brothers and sisters in mortality, and our common preoccupation with this fact has been the motivation throughout recorded time to produce burial rituals and memorialization acts, and the building of monuments to mark this once in a life time event. Cultures and civilizations throughout time and the globe have formed religious beliefs, tried to accumulate fortunes. Even the buying of life insurance are ends pursued partly in response to our uneasiness about the brief time in nature's endless cycle.



Todd W. VanBeck

Although it may be a fact that one must ultimately encounter death alone, we fashion layers of ceremony, rituals and memorialization accoutrements that we can experience collectively as a kind of universal support. These memorialization and monument events and objects take many forms, but one of the most interesting and durable is surely the cemetery, with their hundreds of millions of monuments and mausoleums. An institution that is nearly universal. Practically speaking the cemetery is not just a place of entombment, but in a larger symbolic sense the collection of monuments and efforts at memorialization are built more for the living than for the dead.

The motivation for memorialization has been marked and commemorated since the beginnings of human culture reflecting an obvious unwillingness of human beings to pass unnoticed into the other world. Monuments are erected as a sign of love and respect for the departed, but they are also produced in order to reassure the survivors that each life will be remembered. In an almost mystical sense monuments give people a priceless gift—peace of mind.

People are always motivated to proclaim their beliefs, and give voice to their anguish or hope, and also to exercise artistic inclination. Monument and memorialization activities accomplish all three!

Monuments within the cemetery walls are a repository of human values and expression. Monuments can proclaim orthodox religious beliefs and/or individual rights, the insights of the ages which after being chiseled in stone are put on display and can be evaluated and perhaps even assimilated by future generations. Benjamin Franklin said it best, "In order for me to understand a community all I have to do is visit their cemetery."

Memorialization of the dead and the subsequent motivation to create monuments to reflect that desire on the part of the living actually creates a type of open air museum which contains a fascinating collection of surprisingly varied expressions of the spirit and values of the human experience with an almost unlimited expression of creativity.

Human beings communicate through symbols. Hence the images and epitaphs that are placed upon monuments, and sometimes the entire monument, or today the necklace, or urn, or mausoleum, or whatever form the memorialization takes represent both private grief and public statements. Memorialization is usually motivated by the visual – we see the monument, we can touch the monument. This visual material denotes at least one of three things: important personal insight or expression; a declaration of belief and faith; or prevailing social values, expressed in behalf of the deceased by the survivors. Today you will see a fishing rod on a monument which reflects this motivation. One hundred years ago you would have seen the Odd Fellows emblem. Both symbols in reality accomplish the same thing. Even the blandest of monument illustrations contain some hint of social ideals or philosophical views.

An elderly lady who I served many years ago summed up the human motivation to memorialize the dead in a simple but elegant way. When her husband's monument was set and ready for her to see I took her to the cemetery. All was silent as we slowly walked through the myriad of other monuments finally arriving at her husband's. She stood in absolute silence and finally said "I have done the right thing." That was it.

Her effort at memorialization had indeed been the right thing and it gave her peace of mind. Priceless!

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

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



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Ten Ways to Shorten Meetings

By Shun Newbern, CFSP

I have had the great experience of participating in some of the most productive meetings in and outside of the funeral service arena. I have equally been a part of nonproductive meetings asking myself, "Why am I here?" Through these experiences, I have learned that the planner has the power within their grasp to shorten a meeting. You simply have to place time saving techniques into action. It will require discipline and fortitude. You can not equate an effective meeting with multiple flashy presentations and endless handouts.

- 1. Be prepared.** Develop an agenda before the scheduled meeting. If there are handouts, need for overhead projectors additional seats, plan ahead.
- 2. Start the meeting at an unusual time.** Have you noticed when the meeting is set for 9:00 people arrive later. They often stop by the water cooler, get a cup of coffee, receive a last minute phone call. Try to schedule the meeting at 9:12 or 9:38. They will arrive on time: Firstly, they have time to take care of their needs between meetings. Secondly, they will notice the odd time and be more precise to be punctual.
- 3. Make the meeting purpose clear and specific.** If the meeting lacks purpose, participants will parish – physically and mentally.
- 4. Schedule only the time you need.** If an agenda is set and planned, the leader should know if they will need 20 minutes or 60 minutes. This will keep attendees focused.
- 5. Use a facilitator in a group setting.** Particularly for special projects, such as a committee for an association. This person keeps the meeting flowing when it approaches hurdles of any kind.
- 6. Use a timekeeper.** This is my spotter who is watching the clock and reminds me of the next item on the agenda. Time is valuable and it can be managed. The timekeeper must be courageous to interrupt and suggest the speaker move on.



Shun Newbern

- 7. Have a parking zone.** During a meeting, this is where the attendees note items of importance, ideas and comments to be covered at the conclusion of the meeting or taken up at a more appropriate time. Be prepared for the naysayer in the group.
- 8. For large groups, divide and stand tall.** Take the large group and divide them into two or three groups to tackle different subjects and allow them to brain storm with suggestions. At a set time that group reports their findings and you get good results in half the time.
- 9. Develop time-related rules.** Rules keep your meeting moving and give it the structure that you need. These will help you manage time:
 - a) We start on time
 - b) We have topless meetings – no laptops, blackberry's etc.
 - c) We never end late
 - d) We only tackle topics we are prepared to handle
 - e) We stick to the agenda
 - f) We do not meet without a clear purpose

- 10. Assess and review.** Assess the length of the meetings and measure and review what was accomplished during that time frame. After the meeting review and ask: Could we have used less time and accomplished the same? Should we have

used handouts to deliver the highlights? Would it have been wise to ask for volunteers rather than appoint the committees?

In the role of a supervisor of a funeral home and chair of several committees of various non-profit organizations, these concepts have helped me to be a better planner and create better results. You may have to ask, "Do we need to meet or can we have a conference call to handle these issues?" The goal is to be effective when meeting.



Legal Speak

By Atty. Harvey I. Lapin

Time to Check and Update Required Forms

One of your resolutions for this New Year should be to review and update all of the forms that you use in your business. Of course, state and federal laws and regulations require some of these forms. Typically a form that is required must also comply with the format, type sizes and contain the disclosures required by the law or regulations.

All industry members should review the at need forms that they customarily use. Of course the first step is to review the laws and regulations that apply to your business and require forms. If an industry member sells on a pre-need basis they should review the pre-need laws that apply in their states. These laws are sometimes revised by a state legislature, so there may be some recent changes that go into effect in this year. There usually are different requirements in cemetery and funeral pre-need laws so that industry members that engage in both segments should be careful to comply with the applicable laws and regulations.

Illinois, for example, has two separate pre-need laws. The Illinois Preneed Cemetery Sales Act ("Sales Act") applies to cemetery pre-need sellers and the Funeral or Burial Funds Act ("Funeral Act") applies to pre-need funeral sellers. Some licensees sell products and services that are covered by both laws. The Sales Act requirements are substantially as follows:

1. The contract must be in writing and in 11-point type except that some of the disclosures must be in 12-point type;
2. The contract must state the name and address of the seller and the provider and the relationship between the seller and provider;
3. All contracts entered into under the Sales Act must be guaranteed and there is a specific disclosure that must be in the contract;

4. The contract must disclose any penalties and restrictions;
5. The contract must disclose how if the merchandise, spaces and services purchased are not available at the time required, the seller must provide merchandise, spaces and services that are similar in style and equal in quality.
6. If the contract allows the seller to deliver the merchandise to a bonded warehouse or install in on site as provided in the Sales Act, then specific disclosures must be in the Contract.
7. The contract must disclose the relationship among the entity funding the preneed funeral contract, the provider and the seller.
8. The Seller must explain the terms of the Contract before it is signed and a purchaser must confirm they received the explanation.

The Funeral Act requirements are substantially as follows:

1. The contract must be in writing and in 11-point type, except that some of the disclosures must be in 12-point type;
2. The contract must state the name and address of the seller and the provider or that the provider will be selected at the time the services and merchandise are provide;
3. The contract must state whether the contract price is guaranteed or not guaranteed;
4. The contract must disclose any penalties and restrictions;
5. The contract must disclose how if the merchandise, services purchased are not available at the time required, the seller must provide merchandise and services that are similar in style and equal in quality of material and workmanship.
6. The contract must disclose how the preneed funeral contract will be funded;
7. The contract must disclose the relationship among the entity funding the preneed funeral contract, the provider and the seller.
8. The contract must disclose the method of changing or selecting the designation of a provider; and
9. The contract must disclose the impact on the purchaser if there are (i) changes in the funding mechanisms; (ii) penalties for failure to make payments; (iii) penalties resulting from cancellation; and (iv) information on obligations or entitlements if there is a difference between proceeds of the funding arrangement and the actual cost needed to pay for the merchandise or services at need.

Both Acts require a Seller to distribute an explanatory booklet that has been prepared by the Illinois State Comptroller's Office and is available to Licensees. Both Acts also require a

Seller to explain the terms of a Contract and it is required the consumer confirm they have received this information by initialing a statement in the contract.

If you are selling on a preneed basis and allowing a consumer to pay in four or more installments, even if interest is not charged, the state consumer credit laws and the Federal Credit Law requires that disclosures be made.

The failure to comply with the requirements of these various laws and regulation can cause a contract to be voidable and also subject a seller to penalties. Some state associations have written material that is available to members or can be purchased that explains the requirements of some of these laws. Complying with other laws may require a consulting a lawyer for assistance.

Since the laws of the states can differ, every reader should check the laws and any regulations issued in their own state to determine if any special requirements apply to their businesses.

Harvey I. Lapin, P.C., is a member of the Illinois Bar and Florida Bar. He is a member of the faculty at the John Marshall Law School in Chicago and is presently teaching the subject of Tax Exempt Organizations.

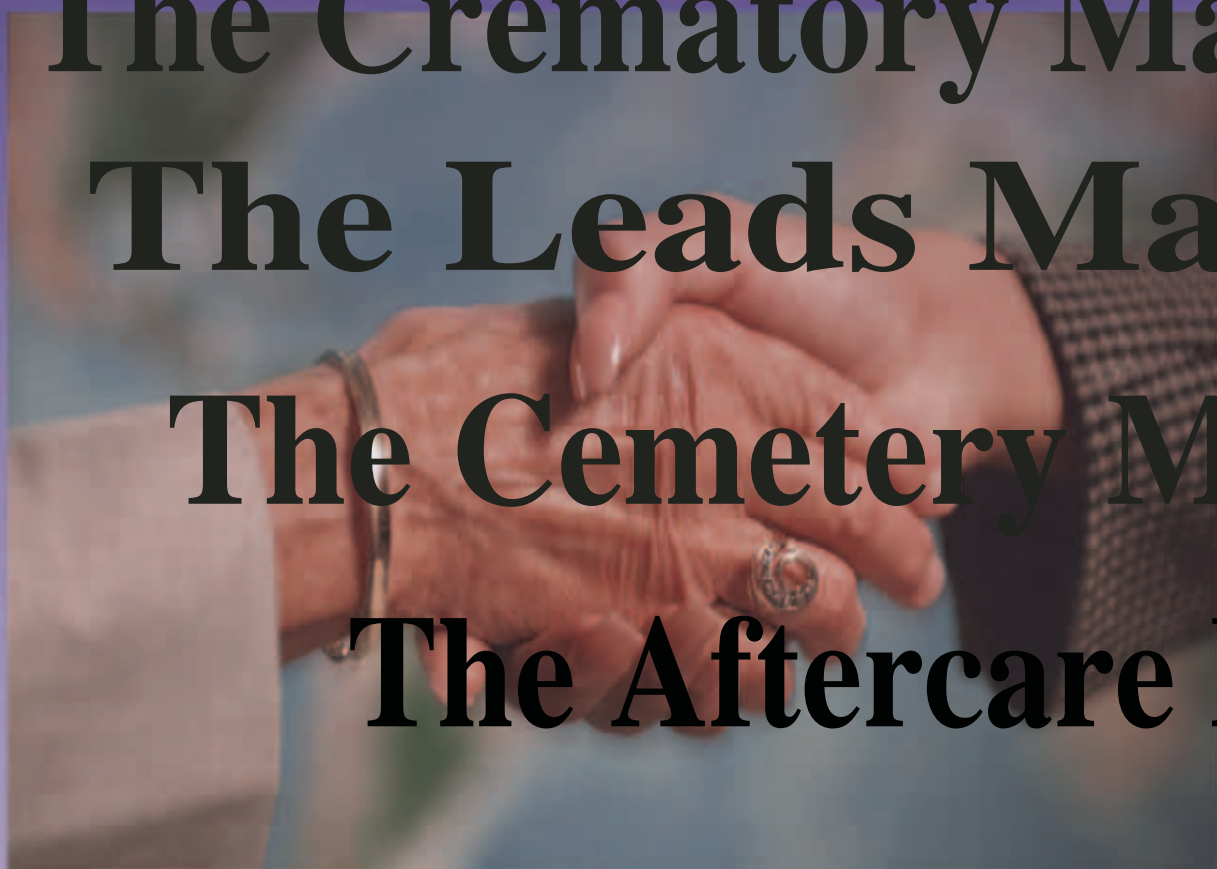
He has written numerous articles on the subject of taxation, funeral and cemetery law.

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

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

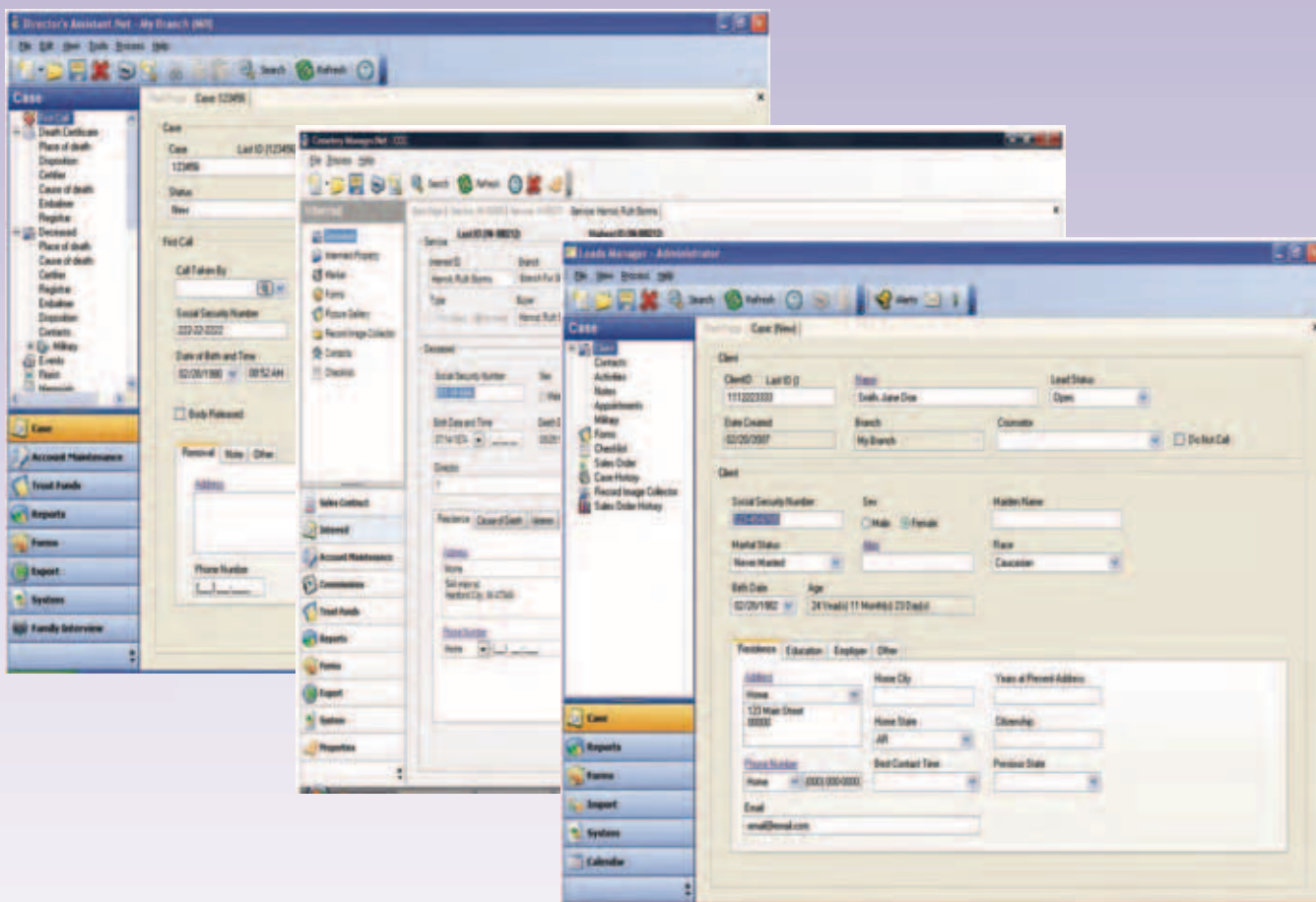
The author also writes more extensive articles on subjects of interest to the industry in a newsletter, the Cemetery and Funeral Service Business and Legal Guide. Subscriptions to the Guide cost \$110 per year for ten issues on different topics. New subscribers are usually eligible for introductory rates.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

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Holeton-Yuhasz receives Community Pride Award

NILES, OH— **Holeton-Yuhasz Funeral Home** was recently presented with the William Clayman Community Pride Award by the Regional Chamber's Niles Area Business Council. The prestigious award was given at a recent "Good Morning, Niles" program in honor of the late industrialist and president of Niles Iron and Metal, *William Clayman*, who was a community leader and philanthropist. Holeton-Yuhasz Funeral Home, the first recipient of the new award, was honored for its business ethics, professionalism, character, integrity, and service beyond what is customary. The business also exemplified other award guidelines including community outreach, visibility in the community, investment in the Niles community, expansion and longevity.

Holeton-Yuhasz Funeral Home, which has been committed to the Niles community since 1889, provides funeral services, merchandise and expert funeral-related advice to



Shown with the award are James Alex Yuhasz, James Alan Yuhasz and Michael Clayman, son of William Clayman, former president of Niles Iron and Metal.

families in the community. It is a business where compassion and caring for the grieving go hand-in-hand.

The business was originally located at 16 South Main Street and in 1928 moved to its present location at 126 West Park Avenue. When it was first established it was known as **Holeton Funeral Home**.

James Alex Yuhasz joined the business as a licensed funeral director in 1949 and in 1972 the name of the business was changed to Holeton-Yuhasz. The funeral home has continued as a family-owned business ever since, with **James Alan Yuhasz** joining the funeral home staff in 1969 after graduating from Youngstown State University and the *Pittsburgh Institute of Mortuary Science*.

The Yuhasz family has given back to the city in countless ways. The elder Yuhasz's community involvement includes Niles Kiwanis, Niles Historical Society, St. Stephen's Church, Boy Scouts, American Red Cross, Niles Community Service and the Youngstown/Warren Regional Chamber. His son, James Alan Yuhasz, has replicated his father's service to the community with his active participation in Niles Rotary – Paul Harris Fellow, Niles Historical Society, Niles Churches For Housing, Edison Place Senior Housing – Building Chair, Niles Community Services, Regional Chamber's Niles Area Business Council and the William McKinley Library Beautification Group.

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Observations

By Steven Palmer



Preserving the Art of Preservation

"(James) Brown's casket was placed in the middle of the Apollo stage, beside a floral arrangement that spelled out "Godfather." He was flanked by in-concert photos, and dressed, as though his band were about to tear into "Mother Popcorn, Pt. 1," in a sparkly bright-blue suit, with epaulets and silver trim and matching silver shoes. Instead of reverential organ chords or silence, the Apollo played Brown's uncontainably funky music.

"The announced schedule called for Brown's body to remain until 8 p.m., but seven hours hardly seemed enough time for everyone there to say a personal goodbye. It wasn't just that a line went around the block. Two lines -- one out the door to the right, the other out the door and left -- went around the block. At 4 p.m. one of them curled three blocks north to 128th Street."

—Washington Post's reporting of the James Brown Funeral 12/29/2006

Preservation was important to the Egyptians who thought that Ra, the sun god, would only accept intact bodies; it was important to the families of Civil War fatalities so they could bury their dead in their hometown; as it is important to current society who needs to schedule final tributes at a time that family members may gather from many diverse locations and with demanding schedules.

Embalming is under siege from funeral consumer groups who can't see the need for preservative chemically injected decedents to the "greenies" who won't

accept preservative chemicals contained in decedents being placed in the ground to those who prefer cremation and do not wish to view, in a formal manner, their deceased family members prior to their incineration.

Many parts of the country are experiencing the downturn of embalming among those they serve. It is a valuable skill. When done efficiently it is a priceless gift to those who view its results. When done poorly it is a testament to not viewing the deceased or having them present at their final services (unless in an urn).

There are many groups still dedicated to the promulgation of the preservative art. The *American Society of Embalmers*, founded by respected embalmers **Robert Mayer** and **Melissa Johnson** (www.amsocembalmers.org) is an active and interactive organization to this goal. Their goals include continuing education, promoting better educational levels of practice in mortuary schools, improving ethical standards, overall improvement in preparation work, and a general better understanding of the preservative process. They do this through their website and its membership and their conferences. Their October 2007 conference discussed such topics as Contemporary Issues in Embalming, Infection Control and Funeral Service, Pre-embalming Case Analysis, Edema, Restorative Art, Anatomical Guides and Injection-drainage Techniques and the making of a great presentation rather than good presentation.

The esteemed *British Institute of Embalmers* (www.oakserver.co.uk/bie) has a long history of respect for the preservationist. Founded in 1927, a group of fifteen funeral directors realized the need for an organization for the embalmer. Their goals are "to support the status, character and interests of persons professing or practicing the art or science of embalming the dead." They also promote "efficient tuition of persons seeking to study and practice said art or science," and generally encourage the discussion, education and value of the art of preservation. They have conferred Fellowships, which are awarded to those who have distinguished themselves to the principles of and service to the Institute.

Other groups include the *Ohio Embalmers Association* (www.ohemb.com), *Michigan Embalmers Society* and I'm sure several others.

These organizations were formed for the noble purpose of promoting a core purpose of final providers' existence. We all are experiencing the growth of cremation, much without visitation and/or the presence of the deceased. We are also experiencing no embalming casketed services. The topic of the lost art of quality preservation and presentation must be addressed. Those now arranging services or final tributes have obviously not seen comforting or memorable presentations of their deceased family members.

If we investigate, join and generally support these organizations, we are displaying to those arranging final disposition that our profession, our vocation, our license has value in assisting the family and all those who mourn in a full farewell those we bury or cremate.

Viewing has value. Whether it be a simple family only final goodbye or a large public opportunity to say farewell to one of its members, only our quality post mortem presentation will prove its worth.

We in final care come from a long line of hard working proud innovators of our profession. Supporting and continuing these ideals will be our assurance of our existence in the future.

"A three-hour public viewing of (Coretta Scott) King's open casket was set to precede the funeral at the church. There were long lines despite wet, cold weather, the viewing's early morning hours, and two previous public viewings in three days. Those viewings had attracted more than 157,000 mourners, including one at the Georgia Capitol, where King became the first woman and the first black person to lie in honor there."

—Errin Haines, Associated Press

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

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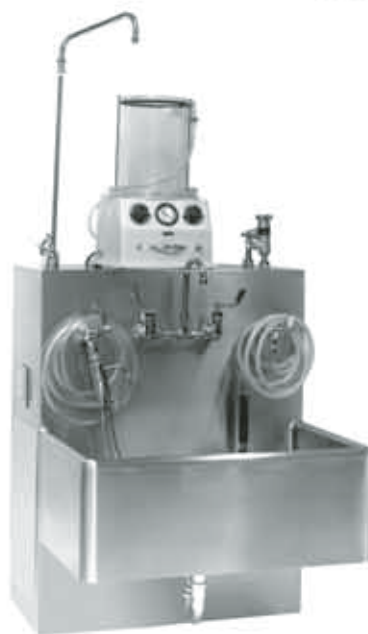
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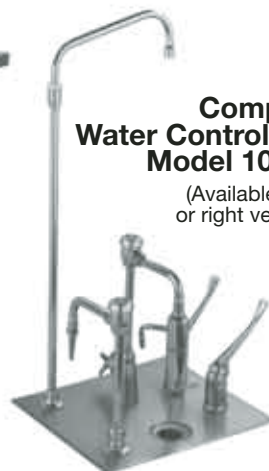


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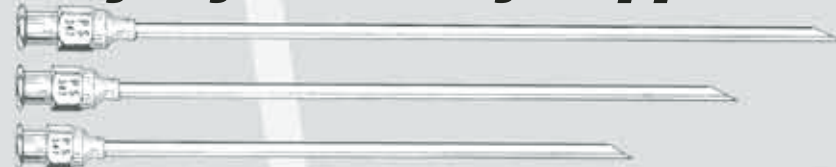
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Continued from Page A2

The town of Garland was formed in 1891 and M. D. Williams was elected as Garland's first mayor, a post that he would hold on several occasions during his lifetime. M. D. Williams educated himself in the procedure of embalming, and over the course of time was called upon more frequently as a funeral provider than a retailer. He purchased a horse drawn hearse for use on funerals, and began funeral service as his primary career.



M. D.'s son, **D. Cecil Williams**, purchased the business from his father in 1931, and constructed a new facility. This building was dedicated solely to funeral service, one of the first (if not the first) of its kind in Texas.

Cecil's son, **Marion D. Williams, III**, purchased the business from his father in 1970, and adopted the business name Williams Funeral Directors. Marion D.'s sister, **Dorothy Ruth**, worked in the business and became one of the first licensed female embalmers in the State of Texas. Marion D.'s sons, **M. D. Williams, IV**, **D. Cecil Williams, II**, and **J. Kyle Williams** joined the company over the years. **CONTINUED ON PAGE A26**

Carlisle Funeral Home takes delivery of Chrysler Town and Country



MICHIGAN CITY, IN— **Butler Coach Company** would like to thank **Carlisle Funeral Home** of Michigan City, IN for the purchase of this 2008 Chrysler Town and Country. Picture from left to right are **Jeff Jamieson**, **Sara Carlisle** and **William Carlisle**, all of the Carlisle Funeral Home.

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OSHA Compliance

By Gary Finch

Expectations for OSHA under President Obama

When administrations change, the focus is on upper-echelon departments, such as Defense and State. Yet there are approximately 1500 positions that require direct presidential appointments. Included in them is OSHA.

Observers expect big changes in the way a new administration will carry out safety and health laws and enforce regulations. We already know some of the changes.

- Obama stated earlier that OSHA must be "reinvigorated so it can spearhead reductions in workplace fatalities, injuries and illnesses."
- The Democrats in Congress have wanted to strengthen OSHA for a good while. There is nothing to keep them from it now.
- With increased congressional majorities, appointments should be approved at a fast pace.
- Insiders expect Obama to tap organized labor leaders to fill slots at OSHA, NIOSH, and MSHA.
- These appointments may take several months.
- Obama wants to strengthen fines and penalties on employers. He has said that OSHA suffers from a dangerous lack of leadership and focus.
- Labor representatives want to put corporate criminal liability on the agenda. A bill by Senator Kennedy would impose increased civil penalties and allow federal prosecutors to bring felony charges against employers who commit willful violations.

- Employee rights, which now include a right to know, a right to complain and not be terminated for it, rights to hearings, and more recently, whistle blower protection will be expanded.
- On ergonomics, there are a number of proposals and the thinking is: "we have to fix this mess".
- Cooperatives programs will be reduced and enforcement programs increased.

Voters said they wanted change. I'm not sure if they wanted these particular changes or not, but they are the changes that are likely to happen with OSHA in the next year or so.

One of the main concerns to the funeral industry concerns random inspections. President Bush eliminated what OSHA terms "planned inspections" for most of the service sector, including funeral homes. The unions were opposed to this and most observers expect them to return under President Obama.

The next few years will be interesting. Funeral homes that are not compliant should act with urgency to shape up. Your written programs should be current and your staff should be following the policies that are in the written plans. Training for new employees should be thorough. Annual training should be conducted every twelve months.

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

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Jerrit Clayton celebrates 40 Years with Flanner and Buchanan Funeral Centers



Jerrit L. Clayton

INDIANAPOLIS, IN— Jerrit L. Clayton, Senior Vice President of Flanner and Buchanan Funeral Centers, celebrates his 40th anniversary with Flanner and Buchanan this month.

Clayton came to Flanner and Buchanan from Terre Haute, Indiana, in 1969, to join the firm at the Zionsville Chapel of Flanner and Buchanan. He became the Executive Vice President of Flanner and Buchanan in 1984, and was promoted to Sr. Vice President this past year.

Clayton was honored at a company staff meeting on Friday, December 5, where he was quoted as saying, "My only regret is that I probably do not have another 40 years to give!"

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Kwanza Blessings and Special Recognition for E.F. Boyd Funeral Home readies them for the New Year

CLEVELAND, OH— *Deuteronomy 8:3 Cafe Books & Music* is pleased to announce the selection of the **Elmer F. Boyd** family as the 2008 recipient of the Nguzo Saba Award. The Award was presented during the Second Annual Nguzo Saba Awards Ceremony on Sunday, December 28, 2008.

The honor comes to recognize the family for their 103 years, and four generations of service to the Greater Cleveland community, expressing all seven principles of Kwanzaa: Umoja (unity),



(L to R) Standing: Marcella Boyd Cox, Owen Grant, Lisa Taylor, and Marina Grant. Seated: William F. Boyd, Jr. William F. Boyd, Sr., Mary W. Boyd, and Victoria Boyd.

Kujichagulia (self-determination), Ujima (collective work and responsibility), Ujaama (cooperative economics), Nia (purpose), Kuumba (creativity) and Imani (faith).

At the turn of the 20th century, **Elmer Franklin Boyd** entered one of the few professions open to African-Americans, mortuary science. Boyd, a native of Cleveland, originally owned a barber shop but realized the need for a funeral home that catered

to African-Americans. Following graduation from *Clark's College of Embalming* in Cincinnati, Ohio (now the *Cincinnati College of Mortuary Science*), and subsequently passing the state examination, Mr. Boyd opened an office on Central Avenue in the fall of 1905. Located in what was then the heart of the African American residential and business community, it was known as the **E. F. Boyd Funeral Parlor**.

In 1906 he took on a partner, **Lewis J. Dean**, and officially opened the establishment described as "a combination funeral parlor and haberdashery." Self-determined and creative, before owning an automobile Boyd would use a city owned streetcar named "The Black Mariah" to carry bodies and families to burial sites. Boyd would also go to the homes of the deceased to embalm or preserve the bodies, and he would sew the lining into the casket himself before manufacturers lined caskets.

In 1911, Dean left the business and Boyd with his wife, **Cora** continued, moving the business to 2544 Central Avenue. By 1919, he moved his operation to 2276 E. 43rd Street.

During the early 1930s, Elmer and Cora were joined in the business by their son, **William**. With the business beginning to prosper, the Boyds purchased the present headquarters location, 2165 E. 89th Street, in 1938. Along with that purchase, Boyd changed the name of his establishment to **E. F. Boyd & Son Funeral Home**.

Elmer Boyd died in 1944. His wife and son, along with his daughter-in-law, **Mary**, continued the business after his death, improving and enhancing the overall business and its presence in the community.

With the migration of the black population beyond the Central commu-

nity into the eastern suburbs, expansion occurred first to East Cleveland with the acquisition of a second location on Euclid Avenue in 1972. Twenty-four years later, armed with a third and fourth generation of the family, in 1996 William further expanded the business with the acquisition of a third facility on Emery Road in Warrensville Heights.

Starting in the 1960s, William and Mary were joined in the business by their children, **William F. (Pepper) Boyd, Jr., Marcella Boyd Cox, and Marina Boyd Grant**, along with their son-in-law, **Owen E. Grant**, and two granddaughters, **Victoria Boyd** and **Lisa Taylor**. Members of the family are individually and collectively well-known and respected by their colleagues in Greater Cleveland and throughout the nation, and are members of the *National Funeral Directors Association*, and the *National Funeral Directors and Morticians Association*.

While many black-owned businesses have come and gone, because of the family's steadfastness, E. F. Boyd & Son has held ground and flourished over the past century, and the tradition of "Quality, Compassionate, Care" begun by Elmer Franklin Boyd in 1905, is still visible in the service rendered by his second, third and fourth generation off-spring.

Today, E. F. Boyd & Son, Inc. is one of the oldest African-American funeral homes in the country, having continually served literally tens of thousands of families over the past 103 years. This once-upon-a-time humble business depending on public transportation to serve its clients, now boasts a fleet of the finest Cadillac limousines and hearses, three locations providing full and part-time

CONTINUED ON PAGE A27

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Thomas L. Ryan, CEO of SCI, elected to Board of Directors, American Diabetes Association

ALEXANDRIA, VA— The American Diabetes Association, the nation's largest and leading voluntary health organization in the fight against diabetes, announced that **Thomas L. Ryan**, CPA, of Houston, TX, was elected to its national Board of Directors for a three-year term beginning January 1, 2009.

Ryan is Chief Executive Officer, **Service Corporation International (SCI)**. He joined SCI in 1996 and served in a variety of financial management and senior leadership roles until he became Chief Executive Officer in 2005. SCI is a National Strategic Partner of the American Diabetes Association. Prior to SCI, Ryan was a certified public accountant with Coopers & Lybrand, LLP. He is a member of the Young Presidents' Organization and serves on the Board of Trustees and on the Finance and Audit Committee of the Texas Gulf Coast United Way. Ryan also serves on the University of Texas McCombs Business School Advisory Council and the JPMorgan Chase Houston Regional Advisory Board. He holds a Bachelor's Degree in Business Administration from the University of Texas at Austin.

Diabetes is a serious disease that affects the body's ability to produce or respond properly to insulin, a hormone that allows blood sugar to enter the cells of the body and be used for energy. Nearly 24 million children and adults have diabetes in the U.S. While an estimated 17.9 million have been diagnosed, unfortunately, 5.7 million people are not aware that they have the disease.

The American Diabetes Association is leading the fight against the deadly consequences of diabetes and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org. Information from both these sources is available in English and Spanish.



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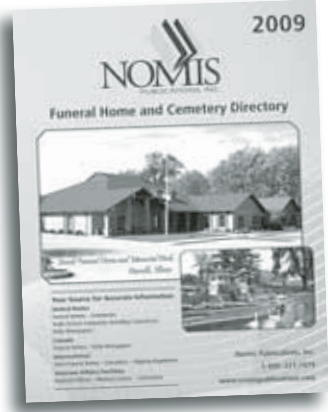
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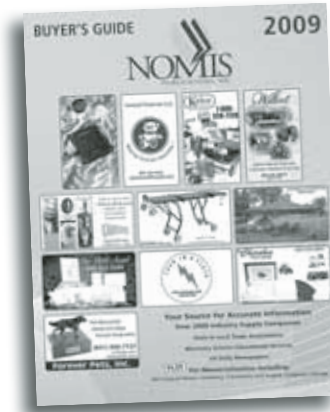
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Search Engine Optimization: How to Stand Out and Avoid Scams

By Brian Young, Marketing Director, FuneralNet

Achieving top search engine rankings was a hot topic in 2008. A number of death-care providers were even approached by Search Engine Optimization (SEO) "specialists" offering varying degrees of help. Most of these were legitimate, but a few were blatantly dishonest.

This article will answer the following questions:

1. What do you need to rise to the top of search engine rankings?
2. How do you know if you need to hire a SEO consultant?
3. What kind of scams should you should watch out for?

As you likely know, when a person uses a search engine to seek out information online, the search engine uses a complicated algorithm to shuffle through millions of Web sites and provide a list of sites with a page(s) that matches your search query. Every page the search engine considers is assigned a rank by the algorithm. Those pages with the highest rank come up at the top of the search results page.

The factors affecting the rank of your pages have changed significantly over the years. The reasons for the changes include the manipulation of the meta keyword tag by Web masters trying to achieve higher page rankings. (A spin-off meta tag keywords scam is still run on unsuspecting funeral home owners today, which will be discussed later in this article.) To meet their objectives and avoid manipulation, the major search engine companies keep their algorithms secret. The best way to score superior page rankings today is to just play by the declared rules of the search engines.

Scoring With Search Engines

Though there are other factors in the equation, the following are currently ma-

ior pieces in the algorithms used by search engines to determine your page ranking:

- Quality Content
- Metadata (info about site elements)
- Volume of Web site traffic
- URL (a.k.a. page naming) architecture
- Inbound Links
- Search engine sitemap
- Page Title Tags
- Age of URL (older is better)
- Heading Tags
- Content Key Word Optimization

Aside from the age of the URL, the only factors that cannot be directly controlled on your Web site are Volume of Web Traffic and Inbound Links. However, these two factors can be heavily influenced - a well-used Memorial Obituary Program often being the easiest way to do that.

Testing Your Site

All that considered, how do you determine if your Web site needs SEO help? If you need to hire a consultant, how do you determine a good SEO specialist from a bad one?

First, go online and complete the following six simple searches on Google:

1. [Your city] [Your State] funeral services
2. [Your company name] [Your city] [Your State]
3. [Your city] funeral homes
4. [Your city] [Your State] funeral homes
5. [Your city] [Your State] funerals
6. [Your company name] (i.e. Smith's Funeral Home)

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CONTINUED ON PAGE A20

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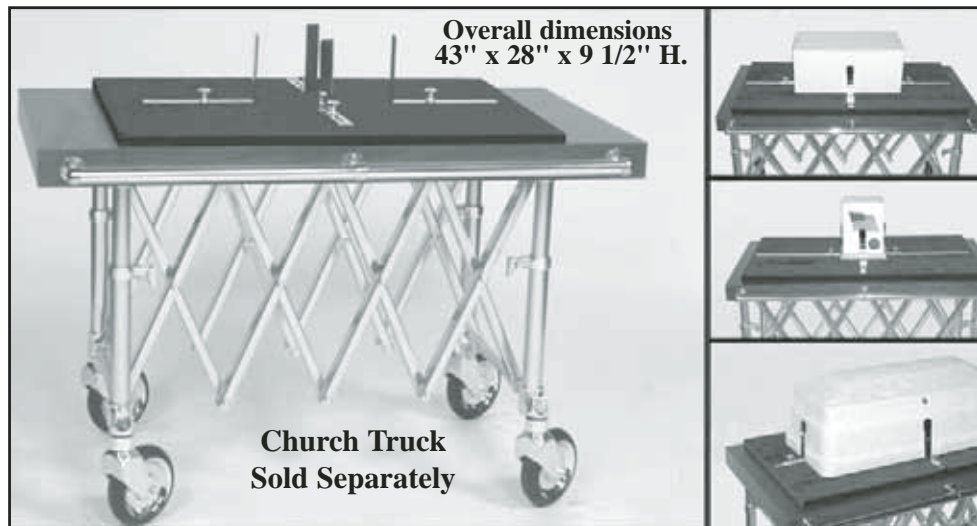
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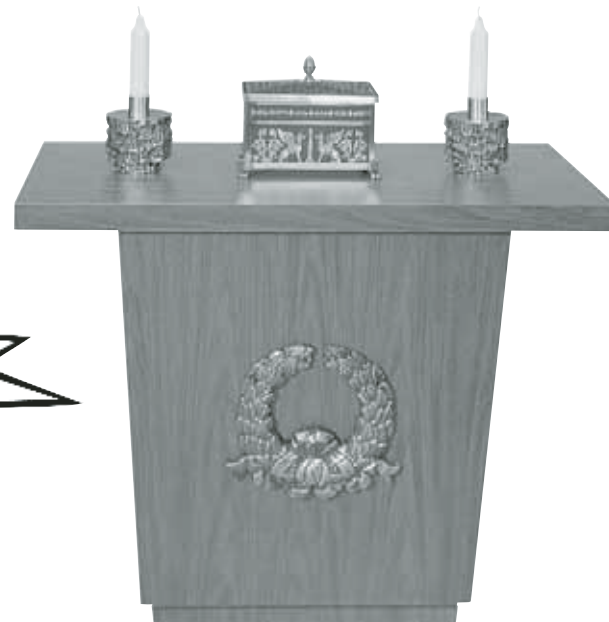
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**Search Engine Optimization:
How to Stand Out and Avoid Scams***Continued from Page A19*

pecially if you are near the top of the page, congratulations. Making some tweaks may or may not push you up higher in the search rankings over time. However, there is no magic list of changes that will guarantee you a first-place page ranking.

For the last search, be aware that showing up on the first page of search results when using just your business name is much more difficult because of how many businesses may have the same name as you. It may take much SEO work to get to the first page. However, if none of the businesses that come up on the first or second page is in your geographic area, you likely need not worry. Most people will try searching again with the city and/or state added to the funeral home name, or the word funerals. That is why your results in the first five test searches are usually more important.

If you are in the very small minority of death-care service providers that compete in major metropolitan areas, more changes may be needed to achieve higher search results for your Web site. Conversely, if you are in a geographic area where you have only a handful of competitors, you will often achieve a high search engine ranking without doing much at all. That is why *a number of the purchasable SEO services are not necessary or relevant for many death-care Web sites.*

Paying a lot of money to an SEO expert in hopes of moving from fourth to the second place in search rankings is often not the most cost effective way to win more business. Spending that money to increase the engaging power of your Web site, which helps you win more first calls from online shoppers, will usually net a better return on your investment while bettering your brand.

Please be aware that if your Web site was created more than four years ago, a number of Web standards were not mainstream when your site was built. Whenever you next fully redesign your Web site, you will likely experience improved search engine rankings, assuming your site is professionally built according to current standards. Also, Web sites that are built mostly in flash often have lower search engine rankings unless steps are taken to make the content of those sites readable to search engines.

If your Web site's ranking on the results page is consistently lower than you wish it to be, even after the majority of SEO features have been implemented in a redesign, then it may be a good idea for you to hire a SEO consultant to examine your Web site in-depth. You should obtain three to five SEO proposals. It would be a good idea to have your Web site designer review these to assure the consultant is recommending best practices to you.

Meta Tag Key Words

A word about the meta keywords tag and scams...

The meta keywords tag was originally created to help search engines acquire the best possible awareness of the type of content discussed on any given Web page. However, in an effort to increase search rankings and traffic to certain Web sites, long lists of key words were loaded into the meta keywords tag. In response, every major search engine stopped using the meta keywords tag in their Algorithms by mid 2002.

How important is the meta keywords tag?

Of the SEO experts out there, perhaps Danny Sullivan says it best: "Far too many people new to search engine optimization obsess with the meta keywords tag. FEW crawlers support it. For those that do, it MIGHT! MAYBE! PERHAPS! POSSIBLY! BUT WITH NO GUARANTEE! Help improve the ranking of your page. It also may very well do nothing for your page at all. In fact, repeat a particular word too often in a meta keywords tag and you could actually harm your page's chances of ranking well." ("How To Use HTML Meta Tags." Search Engine Watch. March 5, 2007)

Today, only one major search engine, Yahoo®, pays slight attention to key words in meta tags *IF* those words are also found in the content of the page. Anyone trying to sell a single list of "the best" Meta tag key words to put on your Web site, rather than offering to select a few different key words for each page of your Web site, is not in agreement with how Yahoo®, says the meta keywords tag must be used.

Brian Young is the Marketing Director for FuneralNet in Portland, OR. FuneralNet was founded in 1996 and has grown to be the death care industry's leading provider of Web site development and Internet marketing solutions. FuneralNet's customer base includes funeral homes, cemeteries, cremation societies, state organizations, and death care vendors.

FuneralNet's strength lies in its specific focus in the funeral industry. This concentration has allowed FuneralNet's clients to excel by having marketing, advertising, and most important, client-family care solutions unique to the death care industry designed exclusively for their businesses. The technology used in these sites is easily accessible once embraced by the funeral professional. You may contact Brian with questions or comments at brian@funeralnet.com or call 800-721-8166 x536.

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**Let's
Chat**

By Kristan Dean

to send cards directly from your e-address book. One of my favorites is bluemountain.com. Although not the best site for a Valentine's Day card, their sympathy cards can be personalized so that you can create an amazing memory gift.

One that I love is their "Thoughts of You" ecard. It reads, "With each memory ... we meet again with those we Love ... for the heart never forgets ...with Love and Prayers and Thoughts of you." The message comes on the screen slowly as a simple piano plays in the background and the words and artwork come to life. The first verse appears as a dove flies and flowers bloom; the second arrives with the rising sun; and as the sun sets the final verse comes to life with elegant white words on a brilliant blue page. Below the card you will find a place to add your own personal message. Once complete, you will be prompted to add your recipient's e-information, then, with a simple click, your emovie card is on its way.

No e-addresses? No worries. A trip to your local card shop, a pen, and a few stamps and your families will soon have your Valentine's Day memorial gift in their mail box. I look forward to your thoughts. 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.

It is amazing to me how time is always moving on. One moment, every person close to the families you serve is there offering support, trying to bring comfort, and honoring their time to grieve. The next, so many begin asking "when will they get over it?" Truth is, I am not sure we ever "get over it." We continue, we heal, we accept, and we grow but I cannot say we "get over it." We find joy in our memories, peace in our Love, and are sometimes caught off guard when a tear comes from out of the blue, but we do not "get over it."

There will always be a part of our heart that belongs to the one we love—a piece of us that needs these relationships to be honored forever. With this in mind, I'd like to ask: how often do you take a moment to reach out to the families you serve to let them know that they are on your mind? That you remember? That your thoughts are with them? That you understand that love does not end in death?

Have you thought of all the people you serve who will not be getting a Valentine's Day message from the one they love? Are you wondering what you can do to help your families know that their love lives on? Have you thought about sending a simple message to the widows and widowers you serve? It is not too late.

Our Internet has thousands of sites that can help you send an ecard to the families you serve in memory of the one they love. A simple Google search brought me over ten pages of possibilities with many allowing you

Settle-Wilder Funeral Home has fun at Christmas Parade



NEW SMYRNA BEACH, FL— The **Settle-Wilder Funeral Home** entered their vintage 1973 Cadillac “Life-Liner” ambulance in the New Smyrna Beach Christmas Parade. This was the first time the funeral home has been involved with the parade and felt the showing of the ambulance would be more appropriate than a hearse. **Terri Vyse**, the funeral home’s general manager said, “We were very pleased with the response from the crowd and look forward to next year’s parade.”

The Vyses purchased the Lifeliner ambulance in December 2007 and have been feverously working on restoring it. It has received a new paint job and now all lights and sirens are working. The original emergency equipment is still with the ambulance as well.

The ambulance has represented the funeral home on display at the local fair, attended the Turkey Run Car Show in Daytona Beach and was the lead emergency vehicle at the Gaslight Parade held annually in Ormond Beach, FL. It is also displayed each month at the local cruise in. The family’s plans are to continue the restoration process and use it for promotional displays in the community.

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John Hudson - Marketing Director

Burial for Homeless Veterans sponsored by Dignity Memorial and Hoffmeister South County Chapel

By Maj. Gen. Bill C. Branson, U.S. Army



Hoffmeister South County Chapel, St. Louis, MO coordinated and paid for a military burial with full honors for two homeless veterans on December 11, 2008.

ST. LOUIS, MO— We have a group of American heroes and forgotten soldiers that need our help: our homeless and forgotten veterans. They're hungry, wounded, alone and homeless.

We have approximately six hundred thousand homeless in the United States, about one third are veterans. Just picture two hundred thousand veterans sleeping in

our parks, in cardboard boxes, under bridges, in caves, and in tunnels every night.

Veterans are twice as likely to become homeless as non-veterans. About 90% are not by choice, many are battle-scarred and unable to cope in today's society. This is to be expected to increase as soldiers return from fighting in Iraq and Afghanistan.

Our Government does provide support for homeless veterans. However, we have no program for homeless veterans when life ends. No one will assume responsibility for these fine Americans. In the past, some of our homeless and forgotten decorated combat veterans have gone to Potters Field, without services or military honors.

Eight years ago a group of your St. Louis veterans under the direction of **John Eckhoff** decided to do something about this. We met at Jefferson Barracks National Cemetery for several months. A program was developed that was designed for veterans lost in the safety net, those left with

Medical Examiners, those whose bodies were unclaimed, those for whom no one would assume responsibility.

We obtained a sponsor, **Dignity Memorial Funeral Providers**. They will provide a casket and honorable military services with a chaplain and full military honors. No money is accepted or charged for these services.

This program is now available in twenty metropolitan areas. We have conducted 72 services for homeless veterans in St. Louis and 532 nationally during the last eight years.

For more information, contact Maj. Gen. Bill C. Branson at bcbranson@sbcglobal.net.



Cremation Issues and Answers

By Ronald Salvatore



Causes of Upset Conditions (Part 5)

The primary and secondary chambers of a typical cremator are lined with a combination of refractory materials. Generally speaking there will be a mixture of hard and insulating fire brick backed by sub insulation (see last month's column for refractory details) installed in a specific combination to give the best possible balance between the factors that must be considered: performance (cremation time, fuel consumption and cool down time), resistance to wear, and the volume of cremations.

Let's assume that the secondary chamber is in need of repair. You contact a local boiler or "crematory repair" company. They tell you the materials they use cost less and last longer than what is being proposed by the original equipment manufacturer. Plus they're right there and can do the repairs today. It sounds pretty good so you agree. The company you hired removes the worn refractories, but not only do they use different materials, they also fail to follow the OEM's refractory configuration.

You start your cremator after the repairs and the first thing you notice is that it's taking longer to preheat. In fact, you've been running for two hours and you're still not at the proper temperature. Finally, the unit reaches the proper temperature and you complete the

cremation. You've got a couple more cases to cremate. You determine the next case is a typical cremation, and allow your normal cool-down time.

You load, but you're busy and don't monitor the cremation. All of a sudden, the case takes off and the temperature indicator is reading 2200°. The temperature is still climbing, and dense black smoke is billowing out of the stack. Your neighbor calls the environmental agency to complain about the smoke and you're cited for violating the conditions of your environmental permit and may be fined. What happened?

Remember the materials the company used to replace the worn refractories were different than those that were installed by the OEM, and were installed in a different configuration. The new refractory may have been denser meaning the brick takes longer to reach its saturation point. This is why it took longer to preheat. But, a denser brick also retains heat longer requiring the operator to allow more cool-down between cremations to prevent overheating, and the discharge of smoke.

Now you're wondering why the crematory room is hotter than normal.

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.

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The Millennial Connection: Conclusion Leading and Inspiring the Next Generation

By Lacy Robinson

It's been four months since I began coaching *Funeral Home & Cemetery News* readers on the creativity, innovation and energy of Millennials. In this time period some of you may have started to build a more trusting relationship with a Millennial or opened up the doors of communication further. Perhaps you had that "ah-ha" moment realizing a Millennial is exactly what your funeral home needs to move through the 21st century. No matter which path you are on it's imperative to know how to lead and inspire the future of our profession.

Every organization needs real leadership. Funeral homes are no different. If you have a Millennial on staff a leadership strategy needs to be in place. Here are five strategic leadership initiatives to consider.

1. Communicate your vision for the funeral home and make it a part of the day to day operations. Allow younger staff to be involved and engaged in your vision as well as the direction you want your business to grow.
2. Set performance standards and goals for Millennial employees. This will satisfy our need to contribute to the overall success of the firm. Think of new ways your staff could better serve families by using their technical skills or social skills. This will help develop specific goals for Millennials as well as challenge them to excel.
3. Present or assign tasks in a respectful way to prevent hard feelings, snide remarks and skepticism. Using a respectful approach will keep emotions from influencing work that needs to be done.
4. Model the behavior you expect from Millennial employees. This can range from how you interact with families to interoffice communication. This can strengthen the positive image and credibility you want your funeral home to project.
5. Always remember to acknowledge a job well done. Praising the efforts of a millennial employee will foster job satisfaction, reinforce the desired behavior you expect, and build their self-esteem.

Implementing these initiatives to build a leadership strategy is just one way to ensure you are coaching in a positive way to produce positive results. Taking leadership to the next level will also ensure you keep the best. Yes, we are motivated by public recognition, artistic and intellectual freedom and of course, money. We are also highly motivated when we are inspired.

Take a few minutes and think about a time when someone inspired you. Perhaps it was a teacher, coach or a celebrity. What did that feel like? How did that person motivate you? The experience you had then is what Millennials are longing for in funeral service today. We need that feel-

ing of inspiration to be the best funeral director we can be and carry funeral traditions into the future.

Three simple things can be done to inspire Millennial funeral directors.

1. Share the experiences you have had in the profession. We're all ears - so share the good, the bad and the embarrassing. This is the opportunity for us to learn from you.

CONTINUED ON PAGE A31



Lacy Robinson

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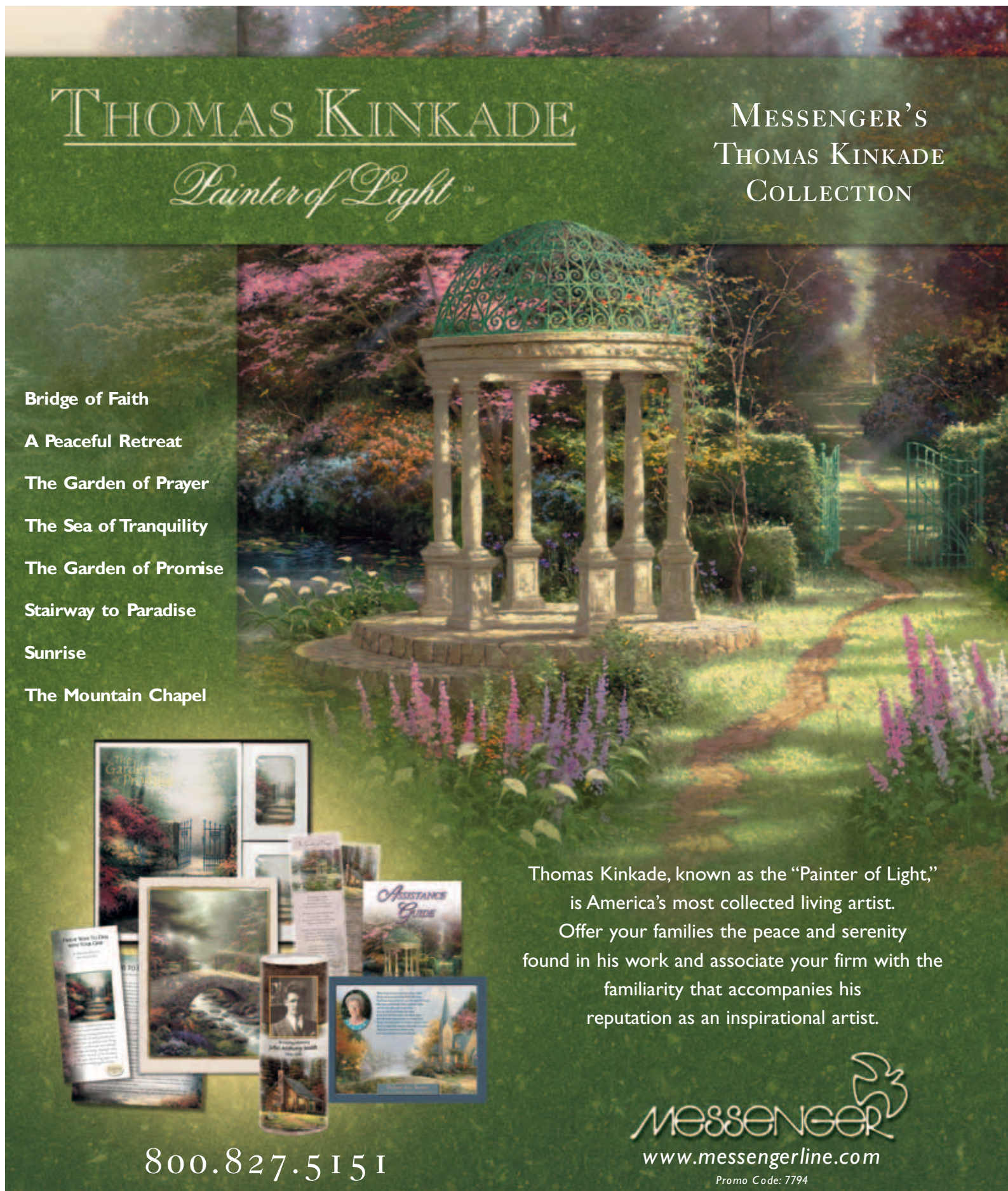
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Reginald Boyd Commemorates 55 Years

By Shun Newbern, CFSP



Reginald B. Boyd along with his son, Terry Boyd in the new Casket and Merchandise Room.

LOS ANGELES, CA— On December 6, 2008 family, friends and members of Epsilon Nu Delta gathered as they celebrated **Reginald B. Boyd's** 55th year as an embalmer. Mr. Boyd celebrated the occasion by installing his first casket and merchandise room in 25 years. Also present was **Astral** representative **Emmanuel Thomas** who praised Mr. Boyd for his dynamic work ethic that they both possess. For a detailed profile on this mortuary owner see the October 2008 edition of *Funeral Home and Cemetery News* as we recognized this unsung hero for his love and appreciation for funeral service.

Veterans & Family Memorial Care Providers, "Proudly Serving Those Who Have Proudly Served"

SANIBEL, FL— **Mark E. Davis**, president and CEO of **Veterans & Family Memorial Care**, a division of **ValMark Memorial Group, Inc.** announced that nearly four hundred family owned funeral homes nationwide have become exclusive, certified VFMC Providers. These funeral homes have been selected for their high ethical business standards and integrity. Each firm's owner has demonstrated a willingness and commitment to reach out to veterans and their families by extending benefits and savings beyond those provided by the VA. In addition to offering a 10% preneed discount off services and merchandise to veterans, their spouses and dependent children they promote the use of VA cemeteries for burial when geographically possible. Upon the death of a veteran that has made a pre-arrangement with a VFMC Provider, the Provider presents a free wood and glass flag case to the surviving spouse.

Becoming an exclusive, certified Veterans & Family Memorial Care Provider means that these premier family owned funeral homes have agreed to adhere to the VFMC "Clients Bill of Rights." This ensures that veterans and their families receive the highest level of ethical business standards and outstanding, affordable professional service. "VFMC Providers have deep roots in their communities, many go back four and five generations" said Mark Davis. "They bring with them a wealth of knowledge and experience. One of the greatest aspects of bringing these firms together under the VFMC Brand is the opportunity to share information. We are proud to have some of the industry's most progressive and forward thinking funeral professionals as part of our organization." **Ernie Heffner**, owner of **Heffner Funeral Homes** in York, PA sums it up when he says "The manner in which we honor and pay tribute to our veterans is simply the best."

"Our mission to secure exclusive, certified VFMC Providers in every County in all 50 states is ongoing and will continue until we reach our goal. I have accepted the challenge to make our member services available to all veterans across the United States of America" said Mark Davis. "We are well on our way to becoming the industry's largest Brand of family owned funeral homes." Exclusive, certified VFMC Providers are distinguishing their firms to be the veterans' choice in the communities they serve. The Veterans & Family Memorial Care Brand is a symbol of trust and respect underscored by the VFMC pledge to demonstrate service beyond client expectations.

Veterans & Family Memorial Care Providers receive Membership and Clients Bill of Rights certificates to frame and hang in each location. Each location is listed in the "Veterans Funeral Homes Directory" a widely used resource on the VFMC website, www.VeteransFuneralHomes.com. The listings are classified by State and County and linked back to the respective funeral home's website. Each firm receives VFMC's "Proudly Serving Those Who Have Proudly Served" brochures for distribution in the funeral homes as well as VFW, American Legion and Viet Nam Veterans of America Posts. Hospice Social Workers nationwide have embraced the VFMC Clients Bill of Rights. They perceive VFMC Providers to be experts on Veterans Burial Benefits, and rightly so. VFMC Providers nationwide have been invited to speak to Hospice Social Workers to discuss these benefits. In addition VFMC Providers have an opportunity to participate in many community outreach and public relations programs designed to stimulate and increase at-need case volume and preneed sales.

VFMC Providers are all family owned and operated and range in size from small firms serving 40-50 families per year to big firms with multiple locations serving hundreds, even thousands of families per year. Funeral home owners that would like to be considered to become an Exclusive, Certified VFMC Provider should visit the VFMC website at www.VeteransFuneralHomes.com and click on "Become a Provider" or call toll free, (866) 770-6791.

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Prelude to the Science of Embalming (Part 42)

By John A. Chew

Over the past several years I have reviewed the basics of formaldehyde based archaic embalming technologies which, in most cases, are based on tunnel visionary standards. This can be observed in current educational procedures which are taught as part of the technical aspect of embalming.

The same questions arise decade after decade. One comes to mind: What is the time frame between vascular injection and cavity treatment? Some embalmers believe that aspiration should be done immediately following arterial injection and others believe in waiting to allow the preservative chemicals to fix the tissues as previously discussed.

It is important to remember that distribution from the arterial injection does not treat the organic and microbial flora found in the hollow organs. Due to this fact, the hollow organs become the center of autolysis leading to general decomposition.

This may be identified if the palm surface of the operator's hand is applied to the side of the abdomen at the level of the liquid accumulation associated with ascites. Light percussion is applied to the opposite side creating a sense of fluctuation which will be communicated to the operator's adjacent hand.

In a case of septic peritonites, there may be an accumulation of copious liquid exudation providing the medium for pyogenic bacterium from the extension of infections from adjoining structures due to ruptures of the viscous (abscesses, ulcers or trauma).

A concern to the embalmer may be intussusception of the intestines during the agonal period

making it difficult to identify pockets of infection which may be difficult to treat during the initial aspiration. These sites may lead to secondary causes for embalming failures.

It is my opinion that the dead body is not a source of communicable disease but a medium for the development and growth of certain specific pathogenic and non-pathogenic opportunistic microbial organisms. Accidental exposure may lead to specific infections to an operator. This is controlled by creating a clean sanitary working environment and an understanding of cross-contamination of the causative agents of infectious materials (organic or biological).

There are conditions that warrant specific considerations. These are not in actuality known until the initial preservation treatment has been completed. There is a possibility that the embalming procedures place embalmers at a higher infectious risk biologically. Every year bodies are disposed of without embalming around the world due to war, famine and cultural differences.

In effect, the primary purpose of embalming is preservation. This is accomplished chemically through the inactivation and destruction of autolytic enzymes with fixation of the tissue by its conversion into inert substances. The only way embalming equates with sanitation is in the inactivation of the reproductive medium (cells, tissue and the hollow organ contents) to prevent environmental contamination. This is the purpose of cavity treatment.

Prelude Forty-Three will continue to review the purpose and methodologies of cavity treatments prior to, during and following vascular injections.

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

Bass Patton Dean and Toberman-Dean Funeral Homes purchase Eagle Ultimate Coach



HILLSBORO, IL— Butler Coach Company would like to thank Bass Patton Dean Funeral Home of Hillsboro, IL and Toberman-Dean Funeral Home of Coffeen, IL for the purchase of this Cadillac Eagle Ultimate Funeral Coach. Pictured with their new funeral coach are Todd Dean and his wife Lora Dean, both of the Bass Patton Dean Funeral Home and Toberman-Dean Funeral Home.

Heritage Family Funeral Services promotes Renee Lockhart

ELIZABETHTON, TN— Renee Lockhart, Chief Financial Officer of Heritage Family Funeral Services, Inc. of Elizabethton, has been promoted to the position of Vice-President and CFO of the company. "Renee has been with Heritage for nineteen years and has served our company well," according to Richard Tetric, President and CEO of the firm. "She is most knowledgeable about the company in general and knows all of the intricacies of our financial operations. She is respected by all the associates of our company and has certainly earned this promotion."



Renee Lockhart

Baptist Church where Renee serves as church treasurer.

Heritage operates funeral homes in Tennessee, Virginia and North Carolina, along with a crematory and several cemeteries.

Renee is a graduate of East Tennessee State University in Johnson City, with a Masters Degree in Accounting. She serves as a Director of the East Tennessee State University Alumni Association and is a member of the College of Business and Technology Hall of Fame, Class of 2003. Renee was recognized by the Tri-Cities Business Journal in 2000 as being one of the 40 business leaders under the age of 40. She and her husband, Jess Lockhart, are members of the Gateway

Martin J. Buck is recertified as CFSP

CHARITON, IA— Martin J. Buck, CFSP of Chariton, IA, has recently qualified for recertification of the designation of Certified Funeral Service Practitioner (CFSP) by the Academy of Professional Funeral Service Practice. Martin J. Buck, CFSP is also a Lifetime Member of the Academy.



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Williams Funeral Directors has been reinventing Funeral Service since 1885

Continued from Page A14



Over 120 years in business allows them to truly know their families; what is important to them, what they want, what they expect, and how they are best able to anticipate, meet and exceed their expectations. The new facility is twice as spacious, and designed to provide for everyone’s personal tastes and choices.

Williams Funeral Directors facility encompasses over 25,000 square feet, and is built from hand-cut Austin Cream Stone, hand selected and patterned to evoke a feeling of the Texas Hill Country. With its facade of stucco, a standing seam steel roof, massive use of glass, sprawling nature and elaborate landscaping, there is little reminiscent of a traditional funeral home. Comfort, convenience and purpose were the driving forces behind the unique design. Although very large in space, the interior space is very warm and comfortable. Unique architectural details abound, providing interesting blends of contemporary and traditional design. Extensive use of rock, tile, marble and granite give the feeling of strength; while the use of warm woods, design arches, rich fabrics and textures, and soothing artwork softens the environment. The new facility is very open and light with high ceilings and the widespread use of large windows. Custom stained glass enhances many areas, and soft, dramatic up lighting provides understated elegance to any gathering. Versatile uses of multiple areas provide choices and options to the families they serve.

In 1999, M. D. Williams, IV passed away, and Cecil and Kyle continued as trustees and corporate officers. In 2008, their father, Mar-

ion D. Williams, III passed away. Currently, M. D. Williams, IV’s son, **Craig**, and D. Cecil Williams, II’s son, **Justin**, and daughter **Whit-**

ney are working as the fifth generation in Williams’ 124 year old family business.

The Williams family oversees the care and maintenance of several local cemeteries, and offers markers through **Williams Monument Company**. The descendants of M. D. and Jasper continue to serve the entire Garland area on various boards, committees and as members of many organizations.

After much deliberation and planning, Williams Funeral Directors built and moved into their current location in 2003. Situated adjacent to **Garland Memorial Park**, an additional nine acres are being developed into cemetery property. Property acquisitions and plans are currently underway to expand Williams Funeral Directors into multiple locations.

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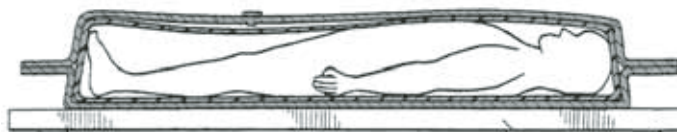
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Along with the beautiful chapel, Williams Funeral Directors offers both expansive and intimate family gathering areas. They often completely “transform” an area of the building to allow personalized tributes to their families’ loved ones. They have a fully equipped kitchen available for catered services, a museum to explore genealogy and the area’s history, a convenient memorial gift and floral shop, and a children’s room to assist parents while attending services or visiting families. The conference room is available to small community organizations that may need a meeting space.

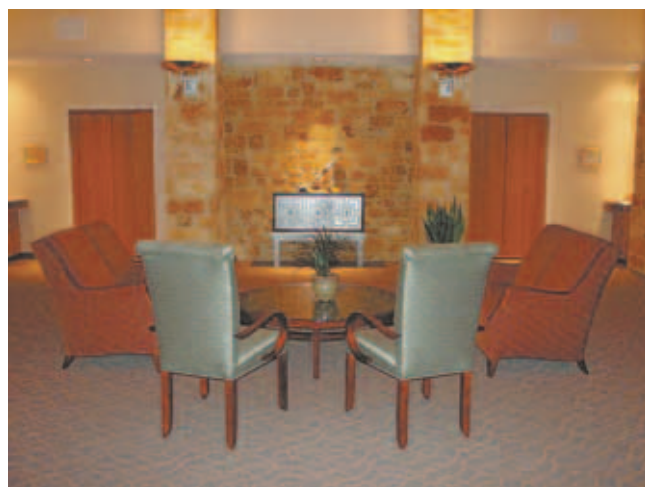
Williams Funeral Directors state of the art facility allows families to customize their loved one’s funeral service and visitation. Large video screens in the chapel are used for

CONTINUED ON PAGE A27

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video tributes, with flat panel displays available throughout the building for additional viewing. The custom music system is wired throughout the building, and can accommodate a soloist as well as a full instrumental band or choir. Each visitation room is equipped with independent audio visual capabilities, so families may play DVDs, home movies, and music of their choice during visitations.

Their service area includes a wide variety of diverse cultures. Williams embraces all of our community, and they are known for their ability to easily accommodate the most specific of requests.

"I don't know what I want; I just know what

I don't want." Cecil Williams hears it all the time. "Today's funeral consumer has different expectations than the generation before them, yet they may not know exactly what they do want. At Williams Funeral Directors, we strive to make each family's experience as meaningful to them as possible. With the family's input, we can provide a truly unique and memo-

Continued from Page A26

orable service that honors the life and legacy of their loved one."

"Special touches make the difference between funerals of the past, and today's celebrations of

CONTINUED ON PAGE A28

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Continued from Page A16

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When entering a tribute to the family into the United State Congressional Record on September 27, 2005, in recognition of their centennial anniversary, the late Honorable Stephanie Tubbs Jones extorted the following: "Four generations have made possible the successful continuation and expansion of E. F. Boyd & Son Funeral Home for 100 years. On behalf of the people of the 11th Congressional District, I wish to commend E. F. Boyd & Son Funeral Homes, Inc. on their 100th anniversary. Their existence is a true testament to family values and dedication, and the continuing legacy of the American dream."

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Continued from Page A27



life,” said Cecil. “Today’s funeral director must not only strive, but achieve and surpass the consumer’s expectations. The economic concerns of late have altered what people are willing to spend. It is vital that we still provide a memorable tribute to their loved ones within their financial boundaries. Many things that we do on a daily basis cost nothing, but mean the world to our families. There is no price on caring attention, and satisfying our customers’ needs.”

Cecil emphasizes, “The real difference in funeral service is the experience of your staff, the knowing of your community, and the attention you pay to what the consumer wants.”

Women of Distinction



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

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



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

**Wendy B. Hellum, CFSP and
Barbara Alice Price Brown**



Wendy B. Hellum



Barbara Alice Price-Brown

Distinctive women of funeral service focus on family legacy, education and community involvements to guide their faiths for success.

Wendy B. Hellum

Life is not always that easy when you’re single, beautiful, talented and on the “Who’s Who” list of the most distinguished women in the state of Tennessee. There’s your daily job, overseeing the operation of three funeral homes, events to attend, conferences and meetings to make, being a social butterfly involved with galas and inaugural events in Washington, DC, as well as building and planning your dream home that’s fit for a queen, makes for a long day.

“Her list goes on and on, and if you know our **Wendy Hellum** of Murfreesboro, TN, this is no exaggeration,” states President **Dottie Hector**. She is constantly on the move, shaking hands, sharing hugs and kisses and moving from session to session at the NFDMA Convention with the biggest smile you’ve ever seen. You’re real special if you’re in her Fab 5, which is really a Fab 50, because her cell phone and address book is her lifeline.”

Wendy Hellum, owner of the **Hellum’s Funeral Homes** is truly the First Lady of Tennessee. If it’s going on in the state of Tennessee, she can give you all the details. She is a fantastic business professional and third generation funeral home owner. Her no-nonsense business-wise father, the late **J.C. Hellum, Jr.**, who attended *John A. Gupton College*, knew he wanted to secure the best education and life style for his beloved daughter. It was a generational move for her to go to a four-year institution, get a quality education, and then go back to mortuary school and secure a second Associate Degree in Mortuary Science. She then became licensed as a funeral director and embalmer and took her place in the family business. Her father always emphasized the importance of having your own license and not depending on anyone else’s license to run your business. He considered it most important that you sign your own name and your own license number on each and every document. Mr. J.C. Hellum, Jr. died in 1982 and the torch was passed on.

Running the business was not a problem for Miss Hellum. Wendy was dedicated, honest, and possessed great character and family values. She has always strived for excellence in everything she has done. Her parents made sure she understood the importance of the family business and how important the families were that

CONTINUED ON PAGE A34

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Epting Funeral Home opens in Fayetteville

FAYETTEVILLE, AR— Epting Funeral Home has expanded into two locations. As of January 1, 2009 a second location at 28 South College was opened to serve the Fayetteville, Arkansas area.

Epting Funeral Home opened their first location in March 2008 in Bentonville, AR and quickly saw the need for another location in the Fayetteville area. The Eptings specialize in church services, graveside services, and cremations.

Epting Funeral Home is owned and operated by **Ricky and Iris Epting**. Ricky has been a licensed funeral director serving families for over ten years. He is a 1996 graduate of Rogers High School and a 1998 graduate of Northwest Arkansas Community College in Bentonville. He has a degree in Business Management. Ricky is a member of the Rogers Noon Lions Club, where he serves on the Board of Directors. Also he is a past-president of the *Northwest Arkansas Funeral Directors Association*.

Visit the firm's website at www.eptingfuneralhome.webs.com

American Mortuary Service opens in St. Louis

ST. LOUIS, MO— American Mortuary Service opened its doors on December 17, 2008 in Arnold, MO, a suburb of St. Louis. The owners are **Tim and Roberta Rader**.

Tim is a 1984 graduate of Eldon High School in Eldon, MO, and a 1986 graduate of the *Mid-America College of Funeral Service* in Jeffersonville, IN. Tim is an active member of the Shinakah Masonic Lodge. Tim is experienced in all aspects of embalming and transporting human remains, having been licensed for over 20 years in the state of Missouri.

American Mortuary Service is located at 4107 Jeffco Boulevard in Arnold, just off of the I-55 highway. The preparation room is state of the art and is able to accommodate the needs of any funeral home. American Mortuary Service is a firm believer in using only quality fluid and the use of humectants in the preparation of remains.

American Mortuary Service can be reached toll free at 888-868-0388.

City of Colorado Springs Cemetery is seeking Business Alliance

COLORADO SPRINGS, CO— The City of Colorado Springs, through its Cemetery enterprise, is seeking to gauge private sector interest in potentially forming a business alliance(s) for the delivery of death care related services and products.

Letters of Interest documents for project R08-156SE are available at the City Contracting Office, 30 South Nevada Ave., Suite 201, 5275.

Colorado Springs, Colorado, 80903. You may preview these documents at our website: www.springsgov.com/contracting. The City of Colorado Springs encourages participation of small, disadvantaged and/or women-owned business enterprises in regard to this notice. For further information, contact Sandy Elliott, Contracting Specialist at (719) 385-5275.

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homes. Sea burial operations are conducted at the highest levels of Naval and Maritime Sea Burial traditions with an ethical, logical and spiritual awareness of death that encourages and embraces a deep humanistic passion that honors the passing of a human soul with reverence, respect and distinction.

Nature's Passage, an internet company, is a division of **Hedstrom Yachting Operations, Inc.**, Amityville, NY. For the past five years under the leadership of **Captain Lars Hedstrom**, United States Merchant Marine, Nature's Passage has successfully performed burials at sea through an ever growing network of affiliated USCG licensed captains located in all major seaports along the Atlantic and Pacific coast lines of the United States, Gulf and Great Lake States, Alaska and the Hawaiian Islands. Nature's Passage is the only sea burial service that has airborne and seaborne ash scattering capabilities and it is the only commercial maritime corporation that performs full-body casketed and or shrouded burials at sea.

Chris Krause, Deputy Director of Plans and Operations at Nature's Passage says, "We've learned the vast majority of our clients don't live near the ocean but often live many hundreds of miles inland, yet they desire to be buried at sea. Accordingly, we've been able to develop affiliate relationships with strategically located funeral homes all across America that allow us to say, 'geography be damned'—no matter where you're located, Nature's Passage will find a way to provide sea burial services for anyone who desires to be buried at sea."

Nature's Passage seeks affiliations with America's funeral homes. This strategic

alliance will grow both businesses' ability to provide the most comprehensive funeral services at very competitive prices. Affiliated funeral homes can offer the most advanced, eco-friendly and comprehensive funeral operations in the industry.



Captain Lars Hedstrom

What's in the future for Nature's Passage? "Our primary objective," says Captain Hedstrom "is to penetrate the American market and become not only the largest, but the most comprehensive and most profitable maritime death care operation in the United States."

Captain Hedstrom states, "Three key time-sensitive socio-economic factors drive Nature's Passage. First, Members of the US Navy and Merchant Marine who served in World War II, plus America's post war 'baby boomers' are coming 'of age.' Their deaths are a progressive phenomenon that must be considered well into the foreseeable future. Nature's Passage is positioned to exploit this phenomenon. Second, America is experiencing an economic recession that promises to fundamentally reconstruct the American dream and our way of life. In the days, months and years ahead, Americans will look for ways to dramatically cut costs all across life's spectrum. Although a priority, funeral and burial costs are not exempt from recessionary pressures. In the days ahead, burials at sea will certainly emerge as a reasonably priced and ecologically significant method of interment. Third, as the public becomes more aware of the pragmatic, economic and ecological benefits derived from burials at sea, Nature's Passage and their affiliates expect to see an exponential surge in activity."

"Nature's Passage has big, bold and bright plans for future growth," says Hedstrom. "Here are two death care concepts that I believe need to change for the better and will rapidly lead us into the future."

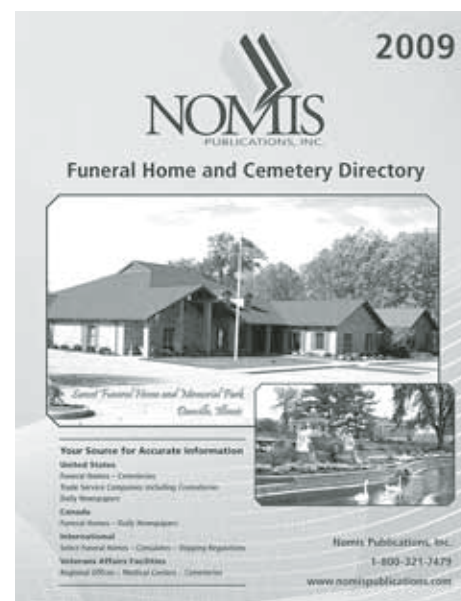
First. Provide sea burial services to municipalities charged with managing – Potter's Fields. Nature's Passage plans to expand its scope of operations to assist the management of America's municipal potter's

CONTINUED ON PAGE A31

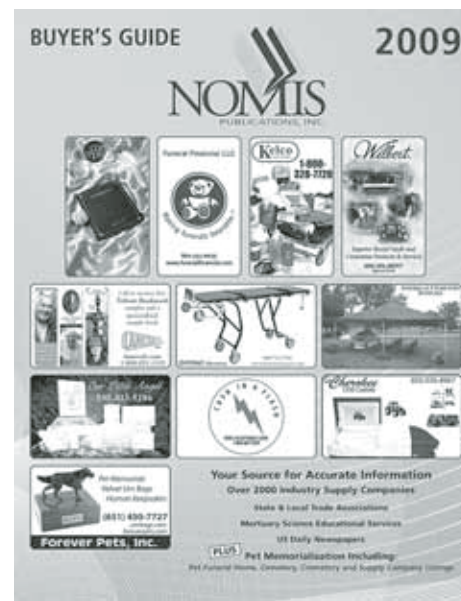
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Nature's Passage offers Sea Burials

fields. How? By encouraging America's city managers to out-source to Nature's Passage the mission of burial operations for their community's indigent. "Our vision for the efficient and effective management of potter's fields embraces a concept of cremation and the interment of ashes at sea as a modern and ecologically viable alternative to traditional in-ground burials and the expenses of cemetery management. We'll save all concerned a lot of money," Hedstrom claims.

Second. Provide sea burial services to the Department of Veterans Affairs. Captain Hedstrom asserts, "As it stands today, the Department of Veterans Affairs is struggling to meet its obligation to honor the passing of America's veterans. Because the Department of Defense has focused its resources in support of America's wars on terror, the VA simply doesn't have the resources to honor the passing of America's veterans with the dignity, pride and honor once provided in the past. We intend to pick up the slack by offering families of deceased veterans a full-military-honors funeral at sea." Hedstrom says he hopes to enter into an exclusive contractual relationship with the DOD and VA to perform burials at sea for the

military's indigent veterans. Hedstrom doesn't want to end there, "Expansion of our operations into Europe and China and especially into South Central

Asia, where predominant religions require cremation and burial at sea as the prescribed method interment, are certain to produce financial rewards."

The Millennial Connection: Conclusion

Leading and Inspiring the Next Generation

Continued from Page A23

2. Implement the Fun Factor. The Fun Factor is the opportunity for us to be involved with the profession outside the funeral home. It's the conferences, conventions and association meetings. It might be participating in workshops or certification programs to broaden our skill range. It can be something as small as providing a subscription to a trade magazine or as big as giving time off to attend a young funeral director's outing. Whichever way you incorporate the Fun Factor, it will help Millennials become excited about being in the funeral profession.
3. Involve us to inspire us. Involve a Millennial by asking for their ideas and opinions as well as incorporating their skills and innovation. We have a strong desire to help grow your business.

It has been my goal in writing this series of Millennial Connection articles to help you see Millennial funeral directors as a true asset to the funeral profession. Today's workplace is not the same as it was in the 70's. It's very different, four generations different to be exact. I encourage you to embrace our differences and use our strengths to your full advantage. Lead and inspire us to ensure the satisfaction of your families and build the legacy of your funeral home.

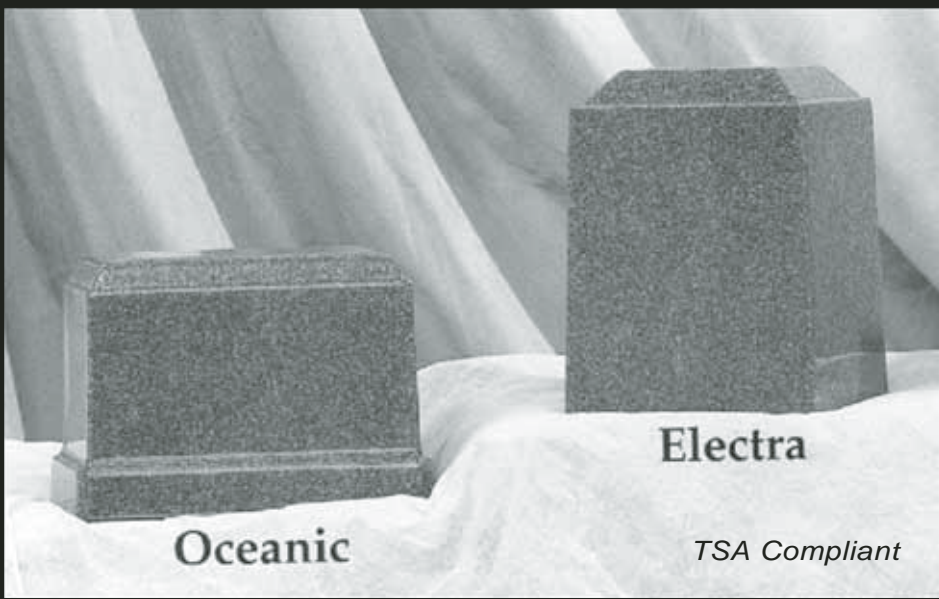
Lacy Robinson, CFSP is a goal-oriented, impatient multitasker who can't seem to pull herself away from creating funeral service groups on Facebook. Lacy is also known as a MILLENNIAL MORTICIAN holding a Kentucky Funeral Director/Embalmer's license. She's the Professional Development Trainer for Aurora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

Continued from Page A30

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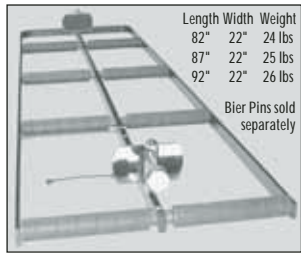
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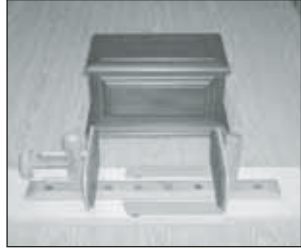
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Green Burials Latest of Many Options Offered by Flanner and Buchanan Funeral Centers

INDIANAPOLIS, IN— Preparations are now underway for the offering of yet another burial option from **Flanner and Buchanan Funeral Centers** and **Washington Park Cemetery Association**: the first Indianapolis area natural burial ground certified by the **National Green Burial Council**.

In the spring of 2009, green burials will begin to take place at **Kessler Woods**, a secluded five-acre space located on the northern side of Washington Park North Cemetery, 2702 Kessler Boulevard, West Drive. Flanner and Buchanan Funeral Centers, as well as the Washington Park Cemetery Association, are now both certified by the Green Burial Council. The Council, a national organization dedicated to the advancement of green burials across the U.S., certifies funeral centers and cemeteries that meet its standards. Also in the spring, **Barb Milton**, Vice President, Community Relations, **Buchanan Group**, will present a public seminar on green burials.

Situated as it is, nestled in a secluded part of the cemetery, Kessler Woods is positioned to grow, as the demand for green burials increases, according to **Ted Mau**, President, Washington Park Cemetery Association. "At Kessler Woods, we are offering either a wooded area or one with prairie grasses and flowers native to Indiana," added Mau.

"Green burial preferences do not exclude traditional funeral service options such as a chapel service or visitation. It simply requires different alternatives, products, and time sensitivity," said Milton. "All Flanner and Buchanan Funeral Centers are Green Burial Council-certified and fully equipped to meet these specific needs for Kessler Woods," she added. "With a facility located adjacent to Kessler Woods, a family funeral procession would find it a comfortable walk to the burial site."

"These are premium burial options," Mau said. "Respect and dignity are a key role in green burials, just as they are in any other kind. Kessler Woods will be considered a natural place for burials that are dignified and offer earth-friendly options, all at the

same time. Green burial is not viewed as a disposal method for the deceased."

With 14 funeral centers and seven cemeteries, Flanner and Buchanan and Washington Park are the largest privately held cemetery and funeral complex with a natural burial site in Indiana, according to **Joe Sehee**, Executive Director of the Green Burial Council.

"Flanner and Buchanan is one of the most well regarded firms in this industry," Sehee added. "They have connected this idea to the fact that they are known for always standing for serving families in the manner they choose. This embracing of eco-friendly death care is yet another example of the options they offer families."

Location types for green burials can vary. The Green Burial Council certifies

three – low impact, natural, and conservation. "We are offering our families a natural burial ground," Mau said. "The acreage that will be available, starting next spring, will have both a wooded area and one that is blanketed with prairie grasses and flowers native to Indiana."

To qualify for natural burial in Kessler Woods, some basic stipulations must be met. These include the use of a biodegradable burial container such as a wood casket or shroud and the preservation of the body without formaldehyde-based embalming.

Kessler Woods will not have a formal, manicured appearance, but will be maintained in its natural rustic state.

Kessler Woods, on land that had been farmland many generations ago, is in a rustic setting, accessed by a gravel road that leads from the main part of the cemetery.

"This new green burial site goes along with the conservation and natural preservation efforts we have been involved in for years with such groups as Keep Indianapolis Beautiful, Indianapolis Downtown Inc., in the tree-planting efforts of the city and state, as well as our own Gift of Life program, where Flanner and Buchanan plants a seedling in the Hoosier National Forest in memory of every person whose funeral is handled by the firm," Milton said.

"We have already planted hundreds of trees in our cemeteries," she added. "Our motto for a long time has been 'Community, Commitment, and Compassion.' The natural burials embrace our belief in conservation and preservation. Much like we facilitated cremation for our Indiana consumers in 1904, Flanner and Buchanan is poised to facilitate natural burial for our environmentally committed Indiana families from today forward."

"We anticipate the number of green burials to grow each year," Mau said. "It's interesting that, in one sense, it's a very old-fashioned way to bury someone, yet it's now become one of the most recent trends." According to the Green Burial Council, green burials are a growing trend across the country.

For further information, visit www.flannerbuchanan.org or www.greenburialcouncil.org.

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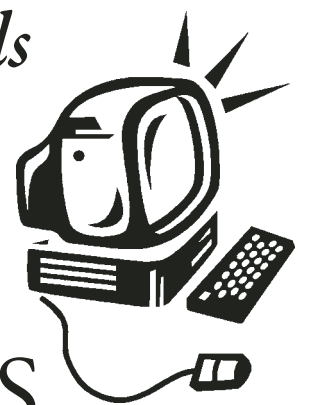
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Marshall's Funeral Homes' new web site speaks to the community...



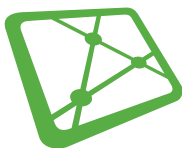
in English and en Español.

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

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Women of Distinction: Wendy B. Hellum, CFSP and Barbara Alice Price Brown

Continued from Page A28

they served. Wendy states, "My dad was my role model and mentor. He instilled great values and nuggets to live by and run the business. He and my grandfather invested in the communities that we served and when families know that, it gives them a reason to come back and also to come to you for important advice, because they have confidence and trust in you with important decisions that affect their lives. Our communities are small, and we

come in contact with each other on a daily basis. We are all family and share so many events in each other's lives. It's not like you're living in Chicago, Detroit, Los Angeles or New York City. Our first firm was established in 1934 by my grandfather the late J. C. Hellum, Sr. he loved the business and knew it was the right family business for his son back then." Wendy B. Hellum, CFSP, is a distinguished graduate of Middle Ten-

nessee State University in Murfreesboro, where she received a Bachelor of Science Degree, and following her father's advice, she attended Jefferson State Junior College in Birmingham, AL. There she received her Associate Degree in funeral service and the rest is history. Wendy is the current owner and operator of the Hellum Funeral Homes of Tennessee. Wendy is proud of having served on the prestigious Rutherford County School Board, where she has helped to provide the leadership to a learning environment conducive to the area's student's highest learning and achievement levels. She worked intensely to communicate with others, the goals of the school system for their businesses, community and family support to attain their goals and then putting policies in place to measure the effectiveness of their programs.

University Alumni Association, *Tennessee State Funeral Directors Association*, NFD&MA, INC., and the 100 BWFS, Inc., where she has received an Award for Excellence as well as the 2008 Woman of Distinction Award and also Appreciation of Outstanding Service from the order of the Eastern Star. The Women of Funeral Service are proud to honor Wendy B. Hellum.

Barbara Alice Price Brown is so accommodating and she allowed me to tour and shared the history of the funeral home. Her firm is truly a family affair, and her beautiful daughter Chairmaine and sons were simply wonderful. Barbara is right at home in Baltimore, although she was raised in Philadelphia, PA where she received her primary and secondary education. Her brother **John Price** operates a successful funeral firm there in the City of Brotherly Love. She attended St. Joseph College, Cheney State University and *Eckels College of Mor-*

tuary Science in Philadelphia. Eckels is no longer there, but it has a rich history of its trained graduates in the profession. It is also the school that my late father-in-law, **Max W. Starks, II** attended and spoke about with so much pride whenever we discussed mortuary programs. Barbara and her entrepreneurial husband **William** are the owners of the William C. Brown Com-

CONTINUED ON PAGE A35

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It was such a wonderful surprise in the spring of 2008, when I was able to make an unexpected visit to the **William Brown Community Funeral Home** in Baltimore, MD. I had received so many recommendations and letters regarding the great service that they provide, I had to visit them and tour the facility. To my surprise, I caught the family in and busy as bumblebees. That didn't stop them from giving me the VIP treatment. The visit started with lots of hugs and kisses and the camera started flashing. **Barbara Alice Price Brown** is so accommodating and she allowed me to tour and shared the history of the funeral home. Her firm is truly a family

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Women of Distinction: Wendy B. Hellum, CFSP and Barbara Alice Price Brown

Continued from Page A34

munity Funeral Home, PA, in Baltimore, with a second location in Aberdeen, MD. She is the proud mother of **Barbara Charmaine, William, Jr., and Christopher Brown** who assist in the family owned businesses and help serve both of their location communities. It was very natural for the kids to get involved. I learned about Charmaine, many years ago because she attended mortuary school with my godson **Demetrius** and they were great friends. He often said she was talented and gifted and would make a wonderful funeral director. He was right. She is a wonderful fit for the family business and the new generation brings so much to funeral service when they are on track to keep the legacy alive.

Barbara Brown loves working with children and youth. She understands that they are our

future and it's important to invest time and energy in them. She spends time encouraging, listening to them, communicating and giving good advice. She makes sure they understand the importance of a good education, setting goals for themselves, and that "failure is not an option." Barbara says, "We must take an extra step and invest in our children's future and be a role model and mentor. They look for someone to direct their paths and guide their decision making process."

Because of Barbara's insight for our youth, she is loved and highly respected by her community leaders and the families she serves and works with. Her funeral service colleagues respect her for the time she invested in children.

Our Baltimore Woman of Distinction is a member of St. Stephen AME

Church in Essex, MD. She is a member of the *Funeral Directors and Morticians Association of Maryland, Inc.* Barbara is a visionary and was the first woman to be President in the local morticians association of Maryland. She has served Baltimore and Maryland and is a mover and shaker, having served on the Board of Directors of several organizations and as chairperson of the scholarship committee that allowed her to make a difference in the profession. Barbara was featured in Who's Who in Cambridge, as one of the industry's leading professionals.

As a member of the NFDMA, she has served as District II Governor for the states of Maryland, Virginia and the District of Columbia. She understands that women give a special sensitivity to funeral service and always gives an encouraging word to those with ques-

tions about the profession. She's excited about our Lottie K. Weldon Mentoring Program that assists students and interns entering the funeral education programs around

the country, puts them with professional mentors and is always available to lend her efforts to our future licensed professionals. Barbara Brown leads by example and ed-

ucation is a high priority. We salute Barbara A. Price Brown of the William S. Brown Community Funeral Home leading the way as a "2008 Woman of Distinction."

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Educational NEWS

Mesa Community College Mortuary Science Program

MESA, AZ— Mesa Community College Mortuary Science Program is proud to announce the class officers for Tau Chapter of Sigma Phi Sigma for the 2008-09 academic year. Seated is President **Ethan A. Bueler**. Standing (left to right) are: Secretary **Michelle Garcia**, Treasurer **Neil Ford**, and Vice-President **Heidi Eason**.



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Members of the Sigma Phi Sigma Tau Chapter of Mesa Community College Mortuary Science Program participate in a pre-game tailgate festival before the annual Homecoming football game. Various student organizations and campus departments had information tables and also hosted games for kids. The Mortuary Science students sold their Class of 2009 t-shirts to help raise funds for the organization's yearly activities. The students also hosted the "Body Bag Drag" race with mannequins in body bags. A great time was had by all attendees.



Some members of the Mortuary Science Class of 2009 work with instructor Dr. Thomas R. Taggart in the dissection of the anatomical cadavers used by the program. The cadavers are used in Anatomy and Embalming class. They are also available for use



by other anatomy classes and various EMT/Paramedic continuing education classes, not only from throughout Arizona but also from many of the surrounding states. Mesa Community College is one of the few programs that teach all aspects of funeral service in their stand-alone, state-of-the-art facility located on the Williams Campus in Southeast Mesa, Arizona.

The Williams Campus is home to ASU Polytechnic University, Chandler-Gilbert Community College, Mesa Community College, Embry Riddle Flight School and the University of North Dakota Flight School. The campus is one of the few offering housing and dormitory facilities where a student can earn an Associates, Bachelors, Masters and Doctorate degree on the same campus.

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Educational NEWS CONTINUED

Epsilon Nu Delta Annual Osiris for 2009 to be held in Arizona

By Francine Ross-Roden

WASHINGTON, DC— **Epsilon Nu Delta Mortuary Fraternity** will meet for their annual Osiris Friday, February 27 – Sunday, March 1, 2009 in Phoenix, AZ, the home of this year's host, Nu Chapter.

Pre-Osiris activities will take place on Thursday, February 26, 2009 with a golf outing and an evening dinner planned for early arriving participants. CEU classes will take place Friday morning with the Board Meeting after lunch. The official Osiris will take place on Saturday and will conclude after Sunday morning worship at the Bethesda Baptist Church, where our National Chaplain, **Rev. James Preston** serves as Pastor.

We want to see members from all Six Regions gather in Arizona not only to conduct the business of Epsilon Nu Delta, but to see old friends as well as meet new ones. The Double Tree Suites at Sky Harbor Airport in Phoenix is the host hotel. Members of E.N.D. may register by contacting the General Secretary at our national headquarters: Epsilon Nu Delta Mortuary Fraternity, Inc., C/O: **Soror Lynn Armstrong-Patterson**, CFSP, 3718 22nd Street NE, Washington, DC 20018 or contact her at the office at (202) 529-5579 email contact; THEENDINC@aol.com.

PIMS Students sponsor Annual Christmas Drive for the Needy



PIMS student Dan Crist as Santa

to the area needy. PIMS class #138 President **Daniel Crist** was dressed as Santa and the students formed a human-chain to unload the items into the church. Following the delivery of food baskets to the church, Santa and several students made an appearance at the Rehabilitation Institute of Pittsburgh where they entertained children and patients. PIMS students, Distance Education On-line students, faculty and staff express their sincere thanks to all those who were a part of this year's event.



PIMS Students at the Christmas Food Drive

PITTSBURGH, PA— Students from **Pittsburgh Institute of Mortuary Science (PIMS)** recently held the school's annual Christmas Food Drive for the Needy. This was the 26th year for the Christmas drive, which was initiated by faculty members **M. Roger Walker** and **Joe Marsaglia**.

PIMS class 138, 139 and 137/138 ASB students donated non-perishable food items, cloth-

ing and toys. In addition, monetary contributions were made by PIMS Distance Education Class #1014 students, local funeral homes, and businesses which were used to purchase canned hams and other food items. This year, a record breaking 412 food baskets were prepared.

A formal delivery of the food baskets, clothing, and toys was made to a local church for distribution

Carol Thomas Williams receives Doctor of Education Degree



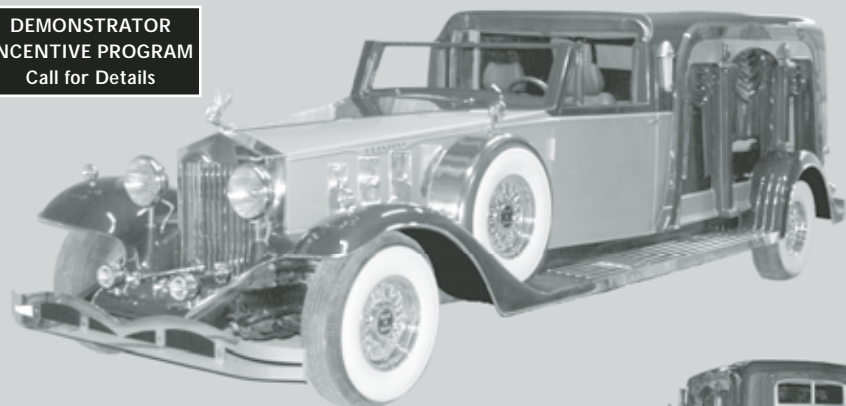
Dr. Carol Thomas Williams

ATLANTA, GA— Congratulations to **Dr. Carol Thomas Williams**, on her Doctor of Education Degree from Georgia Southern University, on December 12, 2008. Dr. Williams is the National Education Director of the *National Funeral Directors and Morticians Association, Inc.*, an instructor for the *Gupton Jones College Funeral Service Education Program* in Decatur, GA, as well as a graduate of the *Jack N. Averitt College of Graduate Studies*. She is co-owner of **Carl Williams Funeral Directors** of Atlanta, GA with her husband **Carl Williams**, both of whom are members of Epsilon Nu Delta Mortuary Fraternity. Her Dissertation Study was "The Paradigm Shift of African American Funeral Custom: Looking through the Lens of Oral History and Consumer Culture."

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Association NEWS

British Institute of Embalmers, North American Division, elects David G. Hicks as Chairman

CINCINNATI, OH— At its annual general meeting, the North American division of the **British Institute of Embalmers** (BIE) elected as their chairman **David G. Hicks**, MBIE, CFSP. Hicks, who has broad experience in the funeral industry, is Embalming Sciences Chair at *Cincinnati College of Mortuary Science*.

Transferring the chain of command to Hicks were **Robert J. Inman**, FBIE and **Robert G. Mayer, Jr.**, FBIE, CFSP, the only two living BIE Fellows in the United States. The meeting, held in Orlando, FL, was attended by a number of industry notables, including **John P. Tempest**, National President of the BIE, from England; officers of BIE, NA: **Tim Borden**, MBIE (Immediate Past Chairman) and **Nelson Hayes**, MBIE, CFSP (Secretary); as well as guest speaker **Benjamin R. Whitworth**, MBIE, of Dorset, England.



David G. Hicks

British Institute of Embalmers, including its North American division, supports and oversees continuing education opportunities on such topics as implications of infectious disease, advanced embalming techniques and other technical sub-

jects. Membership in BIE allows embalmers to practice the science of embalming in other countries.

David Hicks has been involved in funeral service since 1992. A graduate of the Cincinnati College of Mortuary Science, and with a Master's of Science Education from Capella University, he is licensed in both Ohio and Kentucky. Before accepting the position as the Clinical Lab Manager at CCMS, he worked as a funeral director/embalmer. Currently, he serves as the Chair of Embalming Sciences at CCMS where he teaches in such areas as embalming theory, restorative art and clinical labs.

"I am honored to hold this position and to share the friendship and company of such esteemed embalmers as Bob Inman, Bob Mayer and Nelson Hayes," comments Hicks. "I look forward to meeting new people and helping in the continued success of the BIE in years to come." In addition to his role as Chairman of the BIE North America, David is Secretary of the *Ohio Embalmers Association*, past president of the *Greater Cincinnati Funeral Service Association*, and a member of *American Society of Embalmers* and *Academy of Professional Funeral Service Practitioners*.

Information about BIE and BIE,NA is available at www.bioe.co.uk and www.bieamerica.com.

ICCFA hires Julie A. Burn as director of Cremation Services

STERLING, VA— The **International Cemetery, Cremation and Funeral Association** has hired **Julie A. Burn**, CCrE, CSE, as director of cremation services to lead the association's cremation-related program development, effective December 31.

Burn was formerly cremation services manager for **Wilbert Funeral Services, Inc.** in Forest Park, IL. A frequent speaker at many industry-related meetings and conventions, she is a professor at the *ICCFA University College of Cremation Services* and is chairman of the ICCFA Personalization Committee, which conducts the annual Keeping It Personal (KIP) Awards program.



Julie A. Burn

"The addition of a 'cremation czar' is the next logical step in the evolution of the ICCFA, which continues to lead the evolution of the industry as a whole," said ICCFA President **Mark Krause**, CFuE. "Whether we are cemeterians, funeral directors or cremationists, our biggest challenge is promoting tribute ceremonies and memorialization among our cremation clients. Julie Burn is an outstanding educator and is one of the most well recognized experts on cremation issues in North America. She is the right person at the right time to build on the ICCFA's current cremation programming and to ensure our members have the tools they need to meet the demands posed by cremation now and into the future."

Burn worked for Wilbert Funeral Services from 1991 to 2008. She started out as manager of funeral service communications before being promoted to a regional manager position in 1996 and to the cremation services manager position in 2000.

She has served as supplier liaison to the board of directors of the *Cremation Association of North America* and as a member of the *National Concrete Burial Vault Association's* Marketing Committee. Burn holds the designations of Certified Cremation Executive and Certified Supplier Executive from the ICCFA and the designation of Associate Certified Preplanning Consultant from the *National Funeral Directors Association*.

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



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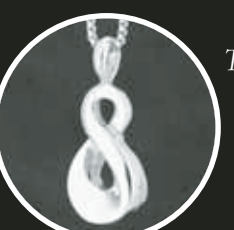



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*Sheri Stahl, CFSP
The Island Funeral Home and Crematory
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Association NEWS CONTINUED

LACFDA hosts Annual Holiday Dinner

By Shun Newbern, CFSP



LOS ANGELES, CA— Los Angeles County Funeral Directors Association Officers and Board of Directors held their Annual Holiday Dinner on December 10, 2008 at the renowned Proud Bird Restaurant in Los Angeles. As members and guests gathered, over 100 toys were collected for the Los Angeles Children’s Hospital. A 50/50 raffle was held; the winner donated \$100 in addition to the 50% of the raffle that was donated to the hospital.

The event was filled with holiday songs and karaoke fun. The Douglass Family Mortuary donated the exquisite centerpieces that added to the festive décor.

The Master of Ceremonies, Chanell O’Farrill, President of LACFDA introduced officers, board members, past presidents and various guest officials. Afterward, Todd Beckley, Past-President of CFDA, gave a moving homiletic invocation.

The LACFDA 2008-2009 Officers are: President, Chanell O’Farrill, Vice President, Todd Beckley, Secretary, Sam Ellis, and Treasurer, Sean Douglass. The Board of Directors, one year term, are: Bill Hawkins, Kathleen McLaughlin, and Ralph Torres; two year term: Jill Glasband, Merrill Mefford and Mike Boyko; three year term: Gail Valentine-Taylor, Kathryn Spalding and Shun Newbern, CFSP. The LACFDA officers and directors would like to thank the various suppliers and professional services for their tremendous support in 2008.

MKJ presents Green Opportunity Seminar with ICCFA Convention

LARGO, FL— You see the green movement all around you; restaurants serving sustainable food, recycling, hybrid cars, water conservation in hotels, and a new president with a \$250,000,000 bill for “green energy” initiatives. We all know “green” is a popular movement and we know consumers want to be “green,” but how do you translate that into your funeral or cemetery business?

Council and recognized authority in funeral service on the topics of green funeral and natural burial, and MKJ Marketing, the recognized leader in death care industry marketing, are presenting the “Green Opportunity” seminar in conjunction with the ICCFA convention to be held on April 20, 2009 at the Mandalay Bay Resort Hotel in Las Vegas. This seminar event is endorsed by the ICCFA.

Joe Sehee, the founder of the Green Burial **CONTINUED ON PAGE A41**

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Klicker’s Crosswords

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

By Ralph L. Klicker, Ph.D.

1. _____: Union between bones
2. _____: One-sided contract
3. _____: Separates sanctuary from nave
4. _____: Long dead relative
5. _____: Pie
6. _____: Removal
7. _____: Wailing female spirit
8. _____: A single community
9. _____: Rigid container
10. _____: Jewish procession
11. _____: Islamic leader
12. _____: Agreement of no legal effect

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

Ralph L. Klicker, Ph.D., has authored the books A Student Dies, A School Mourns...Are You Prepared? and Kolie and the Funeral. He has also written the textbooks Funeral Directing & Funeral Service Management and Ethics in Funeral Service, and his newest textbook Restorative Art & Science. Dr. Klicker is founder and president of Thanos Institute, which offers funeral directors home study courses approved throughout the United States and Canada for continuing education credit for their license renewals. For information, contact him at Thanos Institute, PO Box 1928, Buffalo, NY 14321, (800)742-8257 or send an e-mail to Thanosinst@aol.com.

Association NEWS CONTINUED

Chautauqua County Funeral Directors Association elects new President

DUNKIRK, NY— On November 24, the **Chautauqua County Funeral Directors Association** selected its new president. **Gabriel G. Johnson**, LFD will assume the responsibilities of the association for the remainder of 2008 and in 2009.

Johnson is a lifelong native of Chautauqua County and is a graduate with honors from *Simmons Institute of Funeral Service*, where he is past president of Sigma Phi Sigma, the college's funeral directing fraternal organization. Johnson has studied throughout the state, where he has countless hours learning new ways and strategies for coping with an unexpected death and has to attend many seminars dealing with new embalming and restorative art techniques.

Johnson has spoken throughout the county on funeral directing and ways to deal with grief after a death. He is actively involved as a co-founder of Northern Chautauqua County Healing Your Heart From Grief Support Group Hospice. He spends time volunteering throughout the community and has served on many local committees throughout the county.

Johnson resides and is a funeral director/licensed manager at the family owned and operated **Gardinier-Colletti Memorial Home**, Dunkirk, as well as the **Larson-Timko Funeral Home**, Fredonia. Johnson will aggressively pursue the ideals of the organization in his upcoming term. He will be looking forward to working with his colleagues.

Joining the newly elected president are Vice President/Continuing Education Chairman **Paul Harris** and Secretary/Treasurer **Warren Riles**.

MKJ presents Green Opportunity Seminar with ICCFA Convention

Continued from Page A40

The seminar program will begin at 8:30 a.m. on Monday the 20th. The seminar program will have four segments. **Glenn Gould**, CEO of MKJ Marketing, will open with a program outlining the projected scope of the "green" burial business based upon consumer attitudes data derived from research studies conducted by MKJ Marketing.

Because much of the support for green services is from people that presently prefer cremation, the green market represents a net gain for funeral homes and vendors. "Green" consumers will purchase more in merchandise and services than the average cremation consumer presently does.

Joe Sehee will follow with a program that builds on the presentations he has been making nationally at state conventions. He will focus on what being green and natural entails, and how to accomplish it. According to Joe, "There are shades of green every death care company can accomplish. Becoming environmentally friendly is a process, not an all or nothing dilemma."

Marilyn Jones Gould, President of MKJ Marketing, will discuss how MKJ clients have benefited from

the public relations opportunities that can result from becoming a certified green funeral home.

The seminar is sponsored by **Champion Fluids** and the casket division of **Matthews**. Sponsorship opportunities are still available for any vendor interested in participating in this program. Each sponsoring company will have an opportunity to introduce their environmental product offerings in 30-minute presentations.

The seminar will end at 3:30 p.m. in time to allow seminar attendees to participate in the ICCFA opening ceremonies and cocktail reception on the exhibit floor.

MKJ has two other seminars scheduled for the first quarter of 2009: MKJ's annual ski seminar will be held at Beaver Creek, CO, February 9-12, and the annual marketing seminar will be conducted in Naples, FL, March 9-12. As the sponsor of MKJ Marketing's 2009 seminars, The Whitmore Group allows MKJ to offer the highest quality programming in the death care industry.

For more information on MKJ's 2009 seminar offerings, visit www.mkjmarketing.com or telephone 888-655-1566.

Selected to sponsor Ira Byock, M.D. Keynote Speaker at ADEC Conference

DEERFIELD, IL— The **Association for Death Education and Counseling** (ADEC) will hold its 31st Annual Conference April 15-18 in Dallas, TX; and **Selected Independent Funeral Homes** will be participating in the event. This year, for the first time, Selected is sponsoring one of the keynote speakers at the conference, **Ira Byock, M.D.**

Dr. Byock will discuss "Dying in America: The Nature of Suffering and the Nature of Opportunity Through the End of Life." He is a noted author, the director of Palliative Medicine at Dartmouth-Hitchcock Medical Center in Lebanon, NH, and a professor at Dartmouth Medical School. He has been involved in hospice and palliative care since 1978.

"Selected Independent Funeral Homes is making a coordinated effort to reach out to ADEC members to build awareness and mutual cooperation," said Executive Director of Selected, **Rob Paterkiewicz**.

"ADEC is the premier organization promoting excellence in death education, care of the dying and grief counseling. And members of Selected represent the finest independent funeral homes in North America and around the world. It is important that these professionals understand each other and work together to best serve the needs of bereaved families."

In addition, **Glenn P. Taylor**, President of Selected Independent Funeral Homes for 2009 and President of **Glenn Funeral Home** in Owensboro, KY, will conduct a workshop during the conference about funeral service and memorialization options. Other members of Selected also will plan to participate in the conference to learn more about the work ADEC is doing and serve as goodwill ambassadors for Selected.

Invitations have been sent to all Selected member firms in proximity to Dallas, encouraging them to participate in the ADEC

conference. If you or someone on your staff is interested in this unique opportunity, please contact the Headquarters office of Selected Independent Funeral Homes at your earliest convenience.

For more information about the ADEC conference and an

excerpt from the most recent issue of *The Bulletin* news magazine, including an interview with **Rev. William G. "Bill" Hoy**, D.Min., FT, a Selected consultant and ADEC member, please visit <http://www.selectedfuneralhomes.org/news/announcements.html>.

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NFDA Endorses CCR America to assist Funeral Homes with Debt Collection

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** recently entered into a new endorsed-provider partnership with **CCR America, LLC**, a national collection agency that works exclusively with funeral homes. This partnership offers NFDA members a money-saving pricing structure for CCR America's services as it works to collect debts during these challenging economic times. The company also works in select countries outside of the United States.

CCR's exclusive focus on the funeral service profession has lead to a proven track record of collecting debts from families that have lost a loved one while preserving a funeral home's reputation and

relationship with families. CCR's gentle approach to funeral home collections has resulted in above-average results – up to 80 percent of the total amount recovered is returned to clients.

CCR offers a broad range of collections-related services, including:

- **Skip Tracing and Asset Determination:** As part of the collection process, CCR will locate the person responsible for payment of the debt and determine their ability to pay by confirming employment, banking and property ownership.
- **Comprehensive Reporting:** CCR provides real-time, online client status reports via its Website. CCR also provides a client ac-

knowledge re- port at the beginning of the process, account progress reports and a closed-account report after collecting the debt.

- **Legal Consultants:** While CCR is typically able to collect an account without involving an attorney, when necessary, their network of attorneys can assist with accounts that require litigation.
- **Credit Reporting:** CCR is a member of the country's two largest credit-reporting databases, Trans Union and Equifax, and will report the debt to these entities.

CCR also offers collection services in Canada, Mexico and Puerto

Rico. NFDA members can call their personal NFDA member services representative at 800-228-6332 (international members should call +262-789-1880) for more information about CCR and their debt-collection services.

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



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Association NEWS CONTINUED

OGR leads the way to "Learning the Score, Measuring Success" at 2009 Annual Conference

ST. LOUIS, MO— It's one thing to attend meetings, listen to speakers and network with attendees. The real test of a meaningful conference experience is whether you take away measurable ideas and tools that help bring those lessons learned to fruition.

The aim of the **International Order of the Golden Rule's** (OGR) 2009 Annual Conference, "Learning the Score, Measuring Success," being held April 22-25 at the Gaylord Opryland Resort & Convention Center in Nashville—"The Music City"—is all that and more. Attendees will be treated like Opryland royalty, with sumptuous receptions, fun-filled events, and peer-tested educational and networking exchanges that will leave them excited and prepared for the future and the possibilities that lie ahead.

"If you thought last year's conference was cutting-edge, you've seen nothing yet," said **Jeffrey S. Wages**, Board member and chair of OGR's Education/Meetings Committee. "This year's meeting will set an even higher standard, combining fresh ideas and practical business components that will not only instruct, but inspire. You will not want to miss it!"

A wide range of topics and speakers are planned to motivate, inform and address the latest issues and advances in funeral service generally, and the independent funeral home in particular. In her insightful keynote, "What Matters Most: The Heart's Desires in Life & Death," **Ann Bastianelli**, president and chief executive officer of **Anthology Consulting**, will reveal the secrets of one-of-a-kind business leaders; how they can be adapted to funeral service; and how people's choices in life affect their decisions about death, funerals and memorialization. The session, "Understanding Today's Boomer Consumer," by **Chris Kuhnen**, LFD, CPC, CMS, marketing director of **The Outlook Group**, will show how significantly different the boomer generation is from previous generations; what this means to your business; and how to discover this dynamic and prosperous market's unique wants and needs. In his presentation "If Warren Buffet Owned a Funeral Home: Wealth-Building Strategies You Can Use," **Alan Creedy**, president of **Trust 100**, will explain how to apply Buffet's principles to the funeral business, including a lesson on how cash works; a crash course in accounting; understanding finan-

cial reports; maximizing the value of your business and personal net worth; and more. And in the conference's closing session, "Taming the Talent Revolution: A Decade of Opportunity," **Edward E. Gordon**, Ph.D., owner and founder of **Imperial Consulting Corporation** and author of *The 2010 Meltdown*, will offer his optimistic message based on years of research and international consulting experience as he shows how communities can make current businesses more competitive and attract new start-ups.

Independents Gain from Ideas, Networking, Business Savvy

The schedule will also include three panel discussions: a Pre-need Panel: "The Status of Today's Pre-need"; a Green Burial Panel: "Organic Options for Funerals and Memorialization"; and a NextGen Panel: "Looking Forward: The Funeral Profession of Tomorrow"; as well as a Golden Services Supplier Forum: "Improving

CONTINUED ON PAGE A44

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Association NEWS CONTINUED

OGR leads the way to "Learning the Score, Measuring Success" at 2009 Annual Conference

Continued from Page A43

Your Bottom Line." Each of these inventive sessions will confront—and clarify—issues that can perplex the most seasoned funeral professional. Two members-only discussion sessions will round out the educational program.

But this conference will not only be intellectually challenging for attendees, it will touch them emotionally, offering activities that reflect the Golden Rule, with the celebrated OGR family spirit echoed throughout the meeting.

An Auction for Education: Giving Unto Others will benefit OGR's Awards of Excellence Scholarship Fund, which assists students pursuing a mortuary science degree. Auction items will range from a week at a vacation property, to a golf weekend, to one-of-a-kind items such as a collectible or a specialty basket. And a pre-

conference Golf Tournament: Advocating for Independents will raise funds for OGR's Independent Advocacy Fund. Other social networking features of the conference include the Wednesday evening Welcome Reception and Saturday night's gala President's Reception/Annual Banquet and Installation.

Awards will be presented at two functions. A luncheon on Friday will recognize winners of OGR's 2008 Exemplary Service Awards, the new Golden Rule Awards for advocacy, community service, innovation and the Supplier of the Year, and the Awards of Excellence and National Family Appreciation Month Student

Writing Contest scholarships. A ceremony honoring the winner of the 2008 Golden Light Award will follow the Saturday night Board Installation.

Other conference highlights include an Opening Session on Thursday morning with remarks by President **Guy Linnemann**, CFSP; Member Milestone certificate presentations; and a Memorial Tribute. Plus, a Supplier Showcase on Thursday and Friday will offer several opportunities for members to conduct business one-on-one with Golden Services Suppliers, peruse their product lines and learn about their services.

Attendees will be eligible to earn up to 15.0 CEUs in states where approved. OGR's room block at the Gaylord will be held until March 31, 2009. Attendees save when registering by the March 16, 2009, SaverRate deadline. Call (800) 637-8030 for information or visit www.ogr.org.

As "The Voice of the Independent Funeral Home," the International Order of the Golden Rule (OGR) is one of the world's largest professional associations of local, family owned Golden Rule funeral homes whose members are dedicated to offering reliability, fair pricing, and dignified, caring service to families. OGR is headquartered in St. Louis. Contact: Janet Protzel, director of communications, (800) 637-8030, jprotzel@ogr.org.

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Answers to Klicker's Crossword Puzzle on Page A40

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

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SYLVESTER J. "CY" DERNBACH, JR. of Sturgeon Bay, WI died December 20, 2008 at the age of 70. He graduated from *Val Beyer's Institute* in Milwaukee, WI and apprenticed at **Lyndahl Funeral Home** in Green Bay, WI. He worked for **Davis Mortuary** in Sturgeon Bay for two years before returning to **Lyndahl Funeral Home** in 1965. In 1973 he returned to Davis Mortuary, purchasing the funeral home in 1989. In 2001 he sold the funeral home to **Todd Huehns** and continued as funeral director with **Huehns Funeral Home**.

DONALD MAURICE "DON" CARTER of Hinesville, GA died December 29, 2008 at the age of 63. A graduate of *Gupton Jones Mortuary College* in Atlanta, he was co-owner with his brother and nephew, of **Carter Funeral Homes** in Hinesville. He was a member of the *Georgia Funeral Directors Association* and the *National Funeral Directors Association*.

MICHAEL E. HILGEFORT of Bellevue, PA died January 5, 2009 at the age of 43. His funeral service career saw him working at **H. Samson Inc.**, **H. P. Branch Funeral Home Inc.** and **Burton L. Hirsch Funeral Home Inc.**, in the Pittsburgh, PA area.
Courtesy Clem's Livery Service, Pittsburgh, PA.

VICTORIA OLIVER of West Philadelphia, PA died December 24, 2008 at the age of 63. For 34 years, until her retirement in 2000, she was the office manager for **Terry Funeral Home** in Philadelphia.

SHARON S. LUCAS of Vernon Hills, IL died December 22, 2008 at the age of 59. She was a member of the staff of the *Casket and Funeral Supply Association of America* in Lake Bluff, IL.

CAROLYN WILSON of Anderson, SC died January 1, 2009 at the age of 67. She was a 20-year employee of the **McDougald Funeral Home** in Anderson.

RALPH TURNER of Decatur, GA died December 28, 2008 at the age of 88. He was owner of **A.S. Turner & Sons Funeral Home**, founded by his father in 1903 in Decatur. A graduate of the Cincinnati School of Embalming, he was active in the *National Funeral Directors Association*, where he served as National Secretary and was a past President of the *Georgia Funeral Directors Association*.

MELVIN LEE SAVAGE, SR. of Pine Bluff, AR died November 30, 2008 at the age of 59. He was a licensed funeral director for **Henson Mortuary** in Pine Bluff.

HARRY PEARSALL of Mt. Pleasant, MI died December 13, 2008 at the age of 82. He was a funeral director at **W.L. Case Funeral Home**, Saginaw, MI and **Pearsall Funeral Home**, Bay City, MI.

WILLIAM A. BRADLEY of Tequesta, FL and formerly of Chatham, NJ, died December 25, 2008 at the age of 101. In 1933, he registered as an apprentice to **Robert Mason**, at his funeral home in South Amboy, NJ. In 1935, Bill received his licenses as a funeral director and embalmer, having completed his technical training at the *Renouard Training School* in New York in 1931. He worked at the **Martenis Funeral Home** from 1935 until 1943 when he opened his firm, **Wm. A. Bradley, Funeral Director** in Chatham, which is still in operation as **Wm. A. Bradley & Son, Funeral Directors**. His son **Richard R. Bradley** carried on the family profession for over 30 years and now it is under the leadership of his grandsons, **Scott W. Bradley** and **Christopher J. Lisewski** with other facilities in Union, Springfield, and Whippany. He was the first President of the *Morris County Funeral Directors Association* and served as President of the *New Jersey State Funeral Directors Association* in 1969. He was instrumental in the passage of the New Jersey laws governing funeral service and cemetery regulation.

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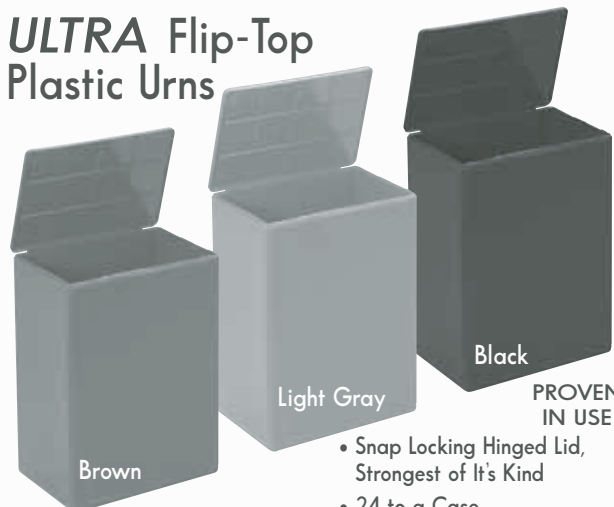


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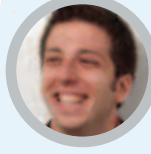
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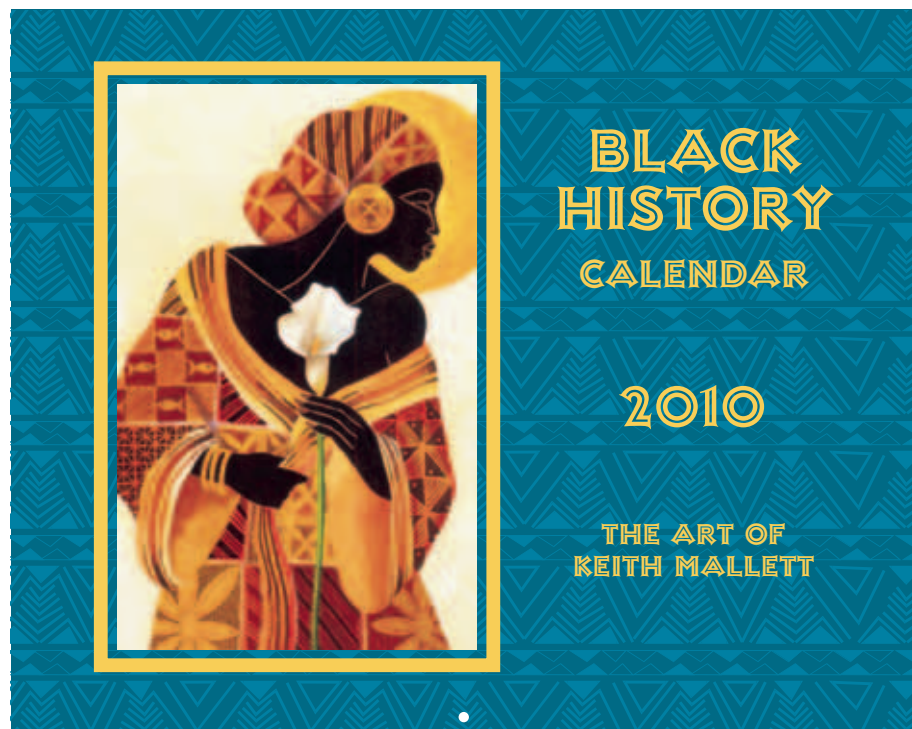
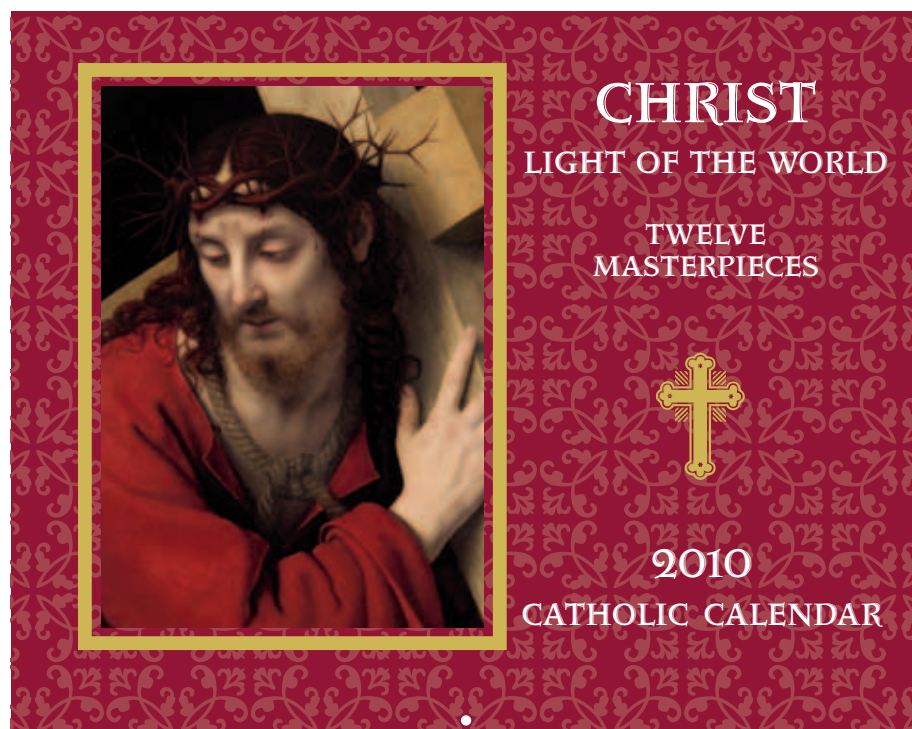
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