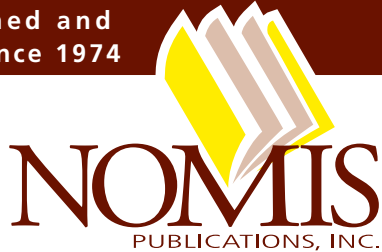


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# FUNERAL HOME & CEMETERY

# NEWS

FEBRUARY  
2010

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

## Industry Associations respond to Earthquake in Haiti

See Page A42

Please visit  
[www.nfda.org/haiti](http://www.nfda.org/haiti) for the  
latest news and information  
on Haiti; this Web page will  
be updated daily, or as new  
information becomes available.

## Joe Sehee of the Green Burial Council responds to Richard Santore's December article "Shades of Green: We should be concerned with our environment?"

See Page A16

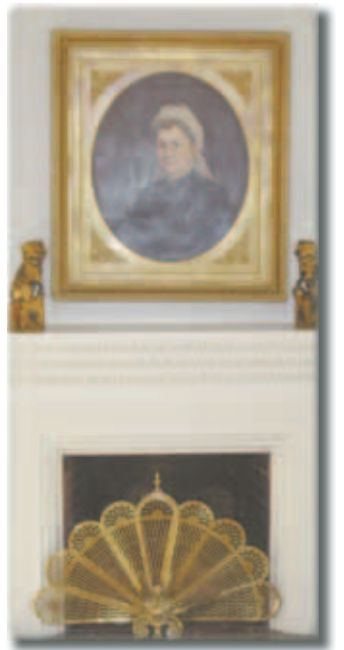
## ICCFA CONVENTION & EXPO

Look for this Exhibitor Designation



More information about the  
Convention and Keynote Speakers  
begins on Page A38

## Czelusniak Funeral Home marks 100 Years



**NORTHAMPTON, MA**— **Czelusniak Funeral Home** in Northampton, Massachusetts is proudly celebrating 100 years of service this year. The funeral home has been at its current location at 173 North Street since 1950.

Built in 1900, the white three-story converted home is beautifully sited in this quiet Connecticut River Val-

ley neighborhood. Inside, a neutral palette, accented with classic furnishings creates a very welcoming atmosphere. The first floor features numerous seating areas, two chapels, and an informal, comfortable setting for funeral planning. The second floor houses the firm's

CONTINUED ON PAGE A2

## New Owners carry on Stetzer Funeral Home Tradition in Morristown

**MORRISTOWN, TN**— For more than a century, **Stetzer Funeral Home** has been guided by two very important principles: respect and integrity. In fact, it was these virtues that drew **Stephen Bales** and **J.B. Gulley** to purchase the firm when it became available in 2007. Bales and Gulley are proud of their funeral home's well-earned reputation of caring, personal service and are dedicated to serving the families of the Morristown area in the same manner.

Stetzer Funeral Home was established by **Martin Henry Stetzer**, a son of German immigrants. The undertak-



er and embalmer left his position at **Hall & Donahur Funeral Home** in Knoxville, TN to start his own business in Morristown. After trying two other locations, in

1918 he purchased the Brewley Boarding House at Main and Hill Streets. Stetzer transformed the building into the beautiful landmark funeral home that it is today.

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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 Runaway

**YANSIS MASSIEL JUAREZ**



**Date of Birth:** 8/16/1986  
**Date Missing:** 5/5/2002  
**Missing From:** Miami, Florida  
**Age at Disappearance:** 15 Yrs  
**Age Now:** 23 Yrs  
**Sex:** Female  
**Race:** White/Hisp  
**Height:** 5'0"  
**Weight:** 90 lbs  
**Hair:** Black  
**Eyes:** Brown

**Circumstances:** Both photos are of Yansis. She may still be in the local area. Her ears and right eyebrow are pierced.

## Endangered Runaway

**ALONDRA FLORES**



**Date of Birth:** 1/29/1992  
**Date Missing:** 9/28/2008  
**Missing From:** Atlanta, Georgia  
**Age at Disappearance:** 16 Yrs  
**Age Now:** 17 Yrs  
**Sex:** Female  
**Race:** White/Hisp  
**Height:** 5'1"  
**Weight:** 120 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** Alondra was last seen on September 28, 2008. She has two birthmarks on her left eye.

## Endangered Runaway

**JOSHUA GARRETT**

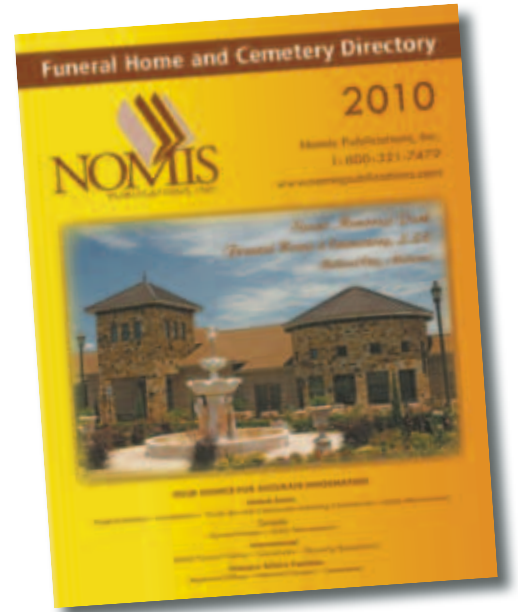


**Date of Birth:** 9/16/1991  
**Date Missing:** 11/12/2008  
**Missing From:** Anderson, South Carolina  
**Age at Disappearance:** 17 Yrs  
**Age Now:** 18 Yrs  
**Sex:** Male  
**Race:** White  
**Height:** 5'10"  
**Weight:** 150 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** Joshua was last seen at home on November 12, 2008. He may be in the Charleston, South Carolina area.

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

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

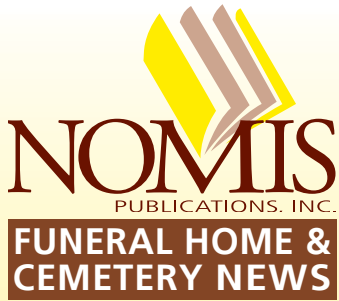


### TO SUBMIT -

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

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### NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A48 and Section B, which contains the Classified Advertising and consists of pages B1-B24. If you do not receive both sections please call 1-800-321-7479 or email [info@nomispublications.com](mailto:info@nomispublications.com).

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### Correction

The article "Stardust Art offers Memorial Keepsakes on Canvas" on Page B5 of the January 2010 issue incorrectly listed the phone number for Stardust Art. The correct phone number is 608-756-1425. Their website address is [www.stardustart.net](http://www.stardustart.net).

## Czelusniak Funeral Home marks 100 Years

*Continued from Front Page*



offices as well as a private living room for its families. Other features include the casket selection room, and family lounge with children's recreation area.

Fourth generation funeral director and owner **Jay Czelusniak** takes pride in the funeral home and wants families to feel more like they are in a home rath-

er than a business. He strives to keep the building updated, as well as staying current with the latest in funeral industry offerings. Dedicated to serving the families of this diverse, rural economic center, the firm provides professional, personalized celebrations of life, tradi-

**CONTINUED ON PAGE A13**

# There Are Things Quieter Than Our Millennium Cremators.



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**Linville Memorial Funeral Home opens in Alabama**

TALLASSEE, AL— **Linville Memorial Funeral Home** has opened for business. The firm offers complete funeral services, including church, graveside, and cremation services. Though the firm is currently in a temporary location, **Brad Linville** is able to furnish any services necessary for any funeral.

Brad said, "Our mission is to serve families when

they need us and to provide professional, well organized, quality personal services at a fair price. Whether you are concerned about customs, religious rites or family traditions, we will ensure your family's wishes are respectfully honored." Brad also stated, "We are proud to be an authorized Brown-Service funeral home."

The staff of Linville Memorial Funeral Home is

always available to answer any questions concerning funerals, costs, planning and preplanning.

The caring, compassionate staff of Linville Memorial is ready to serve families 24 hours a day, 7 days a week. They can be reached at (334) 283-8380 or at their temporary location, 1409 Gilmer Avenue, Tallassee, AL 36078.

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**Bopp Chapel takes delivery of two Eagle Ultimate Coaches**



KIRKWOOD, MO— **Jones Coach Sales** congratulates **Louis H. Bopp** (Left) and **Richard C. Mueller, Jr.** (Right), of **Bopp Chapel** in Kirkwood, on the

delivery of two new 2010 Eagle Ultimate Funeral Coaches. Making the delivery is **Tommy Jones** (Center) of Jones Coach Sales.

**The Gift of Aftercare**  
By Sherry L. Williams

Today, as I sit looking out my window at the beautiful falling snow and am feeling the effects of 17 degree weather on my bones, I can only be encouraged by the fact that Spring is just around the corner. Indeed by the time you get this, Spring is only 48 days away and this brings thoughts of what you can do to welcome a breath of fresh air, the blooming of plants and the symbols of new life.

For those who are grieving, however, Spring is not always as pleasant in its coming as it is to us. They are often feeling like they would just like to pluck the tops off the crocus and daffodils as they rise from what once was frozen ground. How dare things be light and airy and full of color and life when I am feeling so broken, alone and isolated? The grieving are feeling the emotions of their grief and are often afraid if they let go the pain they will lose the memories they shared with their loved one. Whenever I try to explain this to people I am reminded of something Robert Anderson wrote in his book *I Never Sang for My Father*, "Death ends a life, not a relationship."

Spring is a very good time to reach out to your community and present options that will help people grow through their grief experience. This is a time that you can help those you serve and those in your community develop a new appreciation for the simple sustaining gifts of life like a Spring breeze, blooming flowers, singing birds, kind friends and the joys of life. This is a good time to think about sponsoring or co-sponsoring a seminar for the bereaved that will empower them to use their grief experience to evaluate what

has meaning for them. It is a good time to help grievors explore the values they have and determine what in life is important to them. It is a time to look at how they have become who they are because of the relationship they had with the person who died. Spring is a time that people can learn that they can grow through their grief.

Spring is also a time that many of you do your burials from the winter season when the ground was too hard to open a grave. This is a good time to sponsor a program at the cemetery. It is a time that you can provide or begin a new ritual that will help people say goodbye to their pain and hello to a life filled with the memories of the person who died. You can provide a speaker and serve light refreshments as lives are honored and cherished and provide information about how to develop a new appreciation for what can emerge from the space that was created by the loss.

You might want to consider sponsoring a cemetery beautification day. Invite the families you serve, some service groups like the scouts, and service clubs in local high schools or colleges to come to the cemetery and clean up the debris left over from winter and even consider planting flowers if allowed to make the cemetery more beautiful. You can serve refreshments, have some music and make it an event that celebrates life.

You might consider sending a card to the families you have served with some "forget me not" seeds with a note that says something like "as we move into a season of renewed growth it is our hope that you will let the blooms of these flowers remind you of love that will never be forgotten."

You don't have to do anything elaborate to make an impression in the hearts of those who grieve. Even a simple note or a phone call can be very meaningful, so you can afford to reach out. If a very tight budget is causing you concern, think about co-sponsoring an event with other agencies or businesses. The cemetery project could be done by you, the cemetery, and sev-

eral service organizations. You might go to a college or a church and consider co-sponsoring an educational program for the community. You might also talk to your local beautification organization and see if they want to help with a project. You just have to be creative. You have stay very visible in the community in today's market to even maintain your level of business much less grow your business. When the crocus start popping through the snow and the daffodils begin to sprout you should have already begun your plan. Don't wait until we are once again facing the throws of winter to say, "Oh, I was going to do that, but time got away from me." Start planning now.

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

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

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

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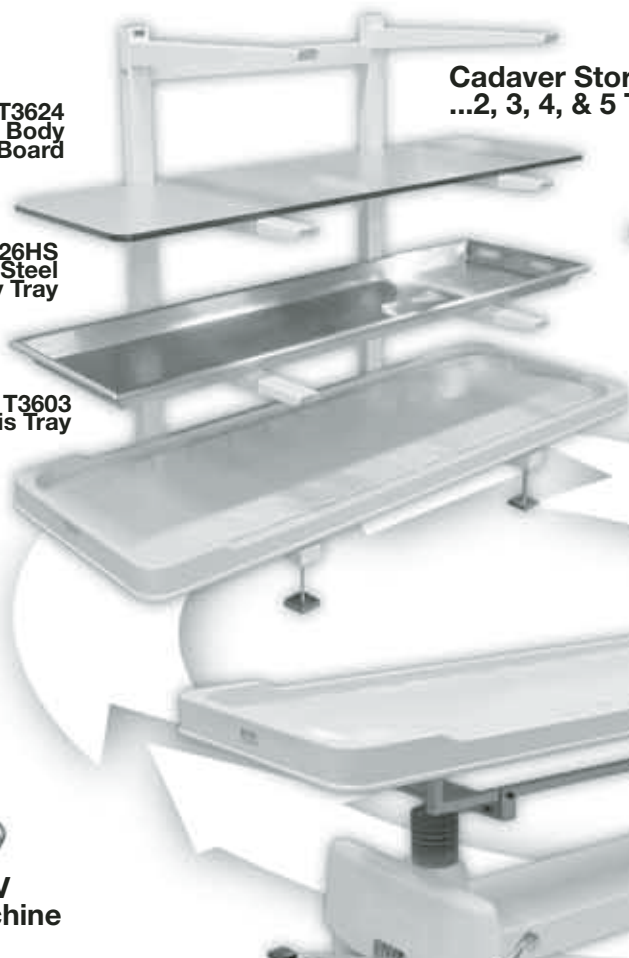


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**Veterans & Family Memorial Care announces 2009 Cell Phones for Soldiers Results**

**SANIBEL, FL**— The results have been tabulated. Over 800 exclusive **Veterans & Family Memorial Care** Providers in 45 states participated. The total number of old cell phones collected from May 2009, when **Cell Phones for Soldiers** began tracking the collections, thru December 2009, is 6,244. This translates into nearly half a million free calling time minutes for our heroes overseas.

“Our strategic partnership with Cell Phones for Soldiers continues to be a tremendous success” said **Mark Davis**,

CEO & founder of Veterans & Family Memorial Care. “Our nationwide network of over 800 family owned funeral homes are committed to giving every soldier serving overseas a much needed connection to their loved ones back home. Many of our Providers have spearheaded the collection drive by enlisting their local VFW, American Legion & Vietnam Veterans of America posts to support the collection effort. They have also invited local hospices, churches, synagogues and other civic groups to participate as well.”

The top five funeral home collection centers were **Lane Funeral Homes**, Youngstown, OH with 934 phones collected, **Craig Funeral Home**, St. Augustine, FL with 458 phones collected, **Bartolomeo & Perotto Funeral Home**, Rochester, NY with 300 phones collected, **Beecher & Bennett Funeral Home**, Hamden, CT with 250 phones collected and **Heffner Family Funeral Homes** with 249 phones collected.

“Our goal for 2010 is to collect 15,000 old cell phones which will provide one million free calling time minutes for the troops abroad,” said Mark Davis.

As the United States continues to prosecute the War on terror, across the nation, Americans continue to display their pride and patriotism to a degree not witnessed since the World War II era.

Every VFMC public relations and community outreach initiative is designed with one goal in mind, which is to stimulate a response or action. The action is taken by all members of the community, not just veterans. Exclusive VFMC Providers become a catalyst for the community to demonstrate support and appreciation of our veterans and active duty military.

VFMC creates unique opportunities. People visiting a funeral home for reasons other than a funeral have a totally different perspective. Each visitor is an opportunity. They will perceive the funeral home in a totally different light. The VFMC mission is to influence public perception and perception is paramount.

VFMC membership includes an exclusive geographic territory, marketing tools and materials including: brochures, press releases, ad copy, membership certificates, branding recognition, participation in the VFMC Public Relations and Community Outreach programs, a listing and link in the Veterans Funeral Home Directory and much, much more. For information about becoming the Exclusive VFMC Provider in your area please visit [VeteransFuneralHomes.com](http://VeteransFuneralHomes.com) or call toll free (877) 770-6791.

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**A Proactive Approach to Advance Funeral Planning**

By Christopher Kuhnen

**DIRECT MAIL – Still Going Strong!**

Despite all the discussion about how effective Facebook or Twitter or other various networking sites can be at “reaching out and touching someone”, nothing can beat direct mail.

Direct mail may not be as sexy as radio, cable television, community presentations or the internet. But the bottom line is it works and can definitely save your advertising budget a bundle of money. Direct mail continues to be number one when it comes to proving return on investment. No other media comes close to offering the very real and tangible benefits direct mail does.

In the 25 years I have been employed in the funeral profession, I dare say that American funeral homes have sent millions of pieces of mail with an eye towards increasing and/or retaining market share through the offering of prearranged and prepaid funerals. Needless to say, billions of dollars have been riding on the success or failure of these mailings.

With all this riding on coordinating and doing a direct mail campaign the question begs to be asked, “What's the key to success when doing a mailing”? Actually there are many keys and they are outlined for you below.

When strategizing your next direct mail campaign make sure you have a clearly defined campaign goal. Do you want to build your businesses brand awareness? Generate pre-need leads? Promote a new service and/or merchandise offerings? Once you have decided on your goal, determine how many responses you need to make the campaign successful and then diligently track the results.

When conducting a mailing, decide how many pieces you want to send out. What are the demographics and psychographics of the specific target audience you wish to reach? What zip codes in your service do these individuals reside? Make sure you mail out enough pieces to reach everyone. A good rule of thumb for most market sizes today is between 3,000 and 8,000 pieces to start. Understand at the outset how much you need to financially invest in your mailing campaign.

Make sure that you purchase your mailing list from a reputable list provider. One that offers you the mailing criteria options you need to pin point target the specific audience you wish to reach with your message. Make sure your mailing list is scrubbed of all those you do not need to reach and/or do not wish to reach.

The Direct Marketing Association (The DMA) has available a Deceased Do-Not-Contact List (DDNC). The DDNC has been established for the sole purpose of removing deceased individuals from commercial marketing lists.

The list is available to non-member companies so they may take advantage of the service. The DDNC list will include the deceased individual's name, address, phone number, and e-mail address. The information will be placed on a special do-not-contact file, which will be updated monthly. Friends, relatives, and caregivers of deceased individuals are encouraged to register the information on The DMA's Consumer Assistance Site at: <http://preference.the-dma.org/cgi/ddnc.php>. Funeral directors, hospitals, doctors' offices, and others are also encouraged to provide this Internet link to the bereaved. For more information

on DMA Consumer Assistance initiatives, please visit [www.dmaconsumers.org](http://www.dmaconsumers.org).

The best way to guarantee the success of your direct mail campaign is to personalize it with a follow-up telephone call. Personal follow-up calls can increase your response rates by nearly 50 percent. When calling consumers, though, be highly aware of the national Do Not Call list and requirements.

Of course, the results produced by any direct mail campaign are dependent on the general economic environment, the marketplace, the service, the mailing list, the offer made and other factors. Most mail campaigns, without a telephone follow-up call will return a one half to one percent reply card return rate.

If it has been awhile since you did your last community direct mail campaign, get busy and get one developed and on the street today. The economy is recovering and 2010 will be a good year to spread the good news about your business and all it has to offer.

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

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

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

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The Lori's have always catered to out of town funeral directors. Roger Lori is a master embalmer with over 35 years experience and realizes the importance of perfectly embalmed remains. The Lori's always ship in a timely manner and they can also arrange for ship-ins and cremations for out of town directors.

For more information, contact Lori Family Mortuary, 915 East Stowell Road, Suite C, Santa Maria, CA, 93454. Phone: (805) 922-5880, fax (805) 922-5882, e-mail [lorifamilymortuary@yahoo.com](mailto:lorifamilymortuary@yahoo.com) or visit [www.lorifamilymortuary.com](http://www.lorifamilymortuary.com).

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## Changing Lives Through Laughter

By Nancy Weil

### Unique

*Definition: Being without a like or equal; unmatched; unequaled; unparalleled; single in kind or excellence; sole.*

You are unique and so is your business. Once you recognize this, then you can begin to develop a marketing plan that differentiates you from all of the others. We are in the business of assisting families when a loved one dies. Whether we do this through making pre-arrangements, at-need funeral and burial assistance or with bereavement support programs, there is little thought as to how we offer these services in a way that is uniquely ours.

What is your story? How did you get into this business? What drew you into a field that few would enter? Was it a family run business and you just followed the generations before you? Was it a calling to serve others? Or did you just fall into it through a series of choices that led you to the field? Each of us has a story to tell. I have heard some of them when I ask the question to fellow cemeterians or funeral directors. Each is fascinating and gives a fresh perspective into the "why" we do what we do. One person sold caskets nationally and was weary of being a road warrior and wanted a job closer to home. The cemetery offered just that. Another was in the monument business and when the industry changed, he went back to school to become a funeral director. Another is the fourth generation in

his family funeral home. My story? I interviewed for a job opening in cemetery sales and discovered what I was meant to do.

By taking a moment and returning back to those initial decisions that led you to this vocation, you will reconnect to your passion for the industry. This is not a job, it is a calling. The hours are too long, the emotional toll too high and the rewards oftentimes more personally fulfilling than monetary to regard this as just a job. So why you? Why now? Why after all of these years do you continue to show up? Your story allows you to tap into what makes your approach to your clients special. No one else can offer what you do. You know this intrinsically, now embrace this awareness and use it to build your business.

You see, you have no competition if only you can offer what you do. Since no one else can give clients what you can, then you can move forward knowing that you will serve your clients in such a way that they will never price shop, switch to another funeral provider or choose to skip the funeral and burial all together and just keep their loved one's remains at home with them. Ridiculous? Of course. The reality is that our customers are doing just that. Why? Because we do not remind them of the value of what we offer both at time of need and in making pre-arrangements. We don't let them know what we can provide that no one else can. We know how valuable we are, but we forget to tell the most important people – our current and potential clientele. Go ahead and toot your horn, it is not pride, but facts when you educate others as to why a funeral and final burial place are such an important step in their grief process. Give them the why they need your services; tell them the what you offer and, most importantly, allow them to know who you are.

No one really cares about what we do, until they need us. At that point they finally begin to realize how comforting it can be to have someone guide them compassionately through making final arrangements and offering support services beyond the day of the funeral. Be that someone by offering unparalleled service. Meet their needs? No! Anyone can do that. *Exceed* their needs

and impress them with your authentic compassion and professionalism.

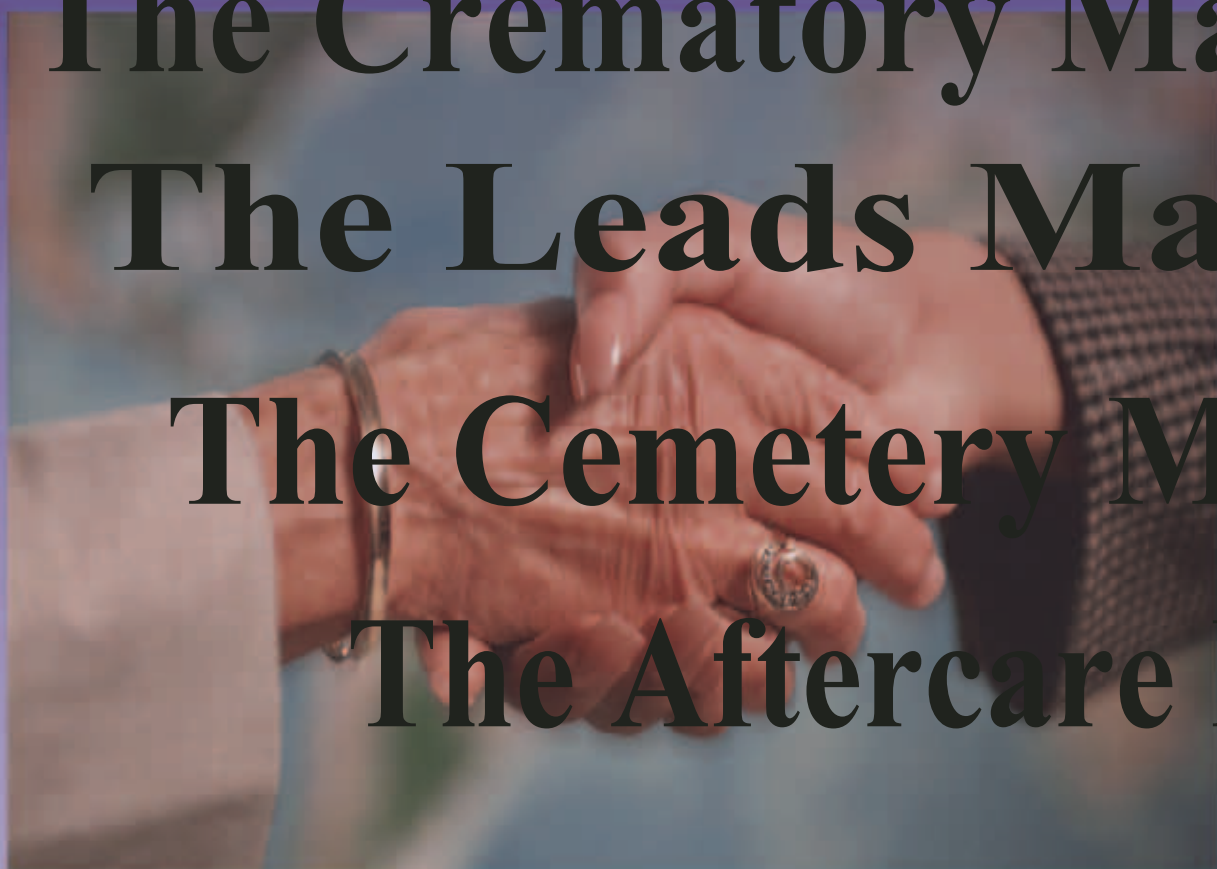
Create a marketing plan by first determining the attributes that sets your company apart. What is your niche? Your unique traits and offerings? Develop a PR campaign around this theme. Open the yellow pages and your clients can find a funeral director, crematory or cemetery. Become the search destination by creating and emphasizing what you offer that no one else can. Extended calling hours? Special events? Whatever it is, make it newsworthy. Send out press releases, submit stories and photos to local newspapers, invite the local news stations to your community memorial services and other events. Experts will tell you, free press is the best form of advertising and you get covered by offering something different, something unique. There is no doubt that you are "single in kind or excellence", so use it to create some buzz, attract new clients and excel in what you do best – serve those who are in need.

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

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

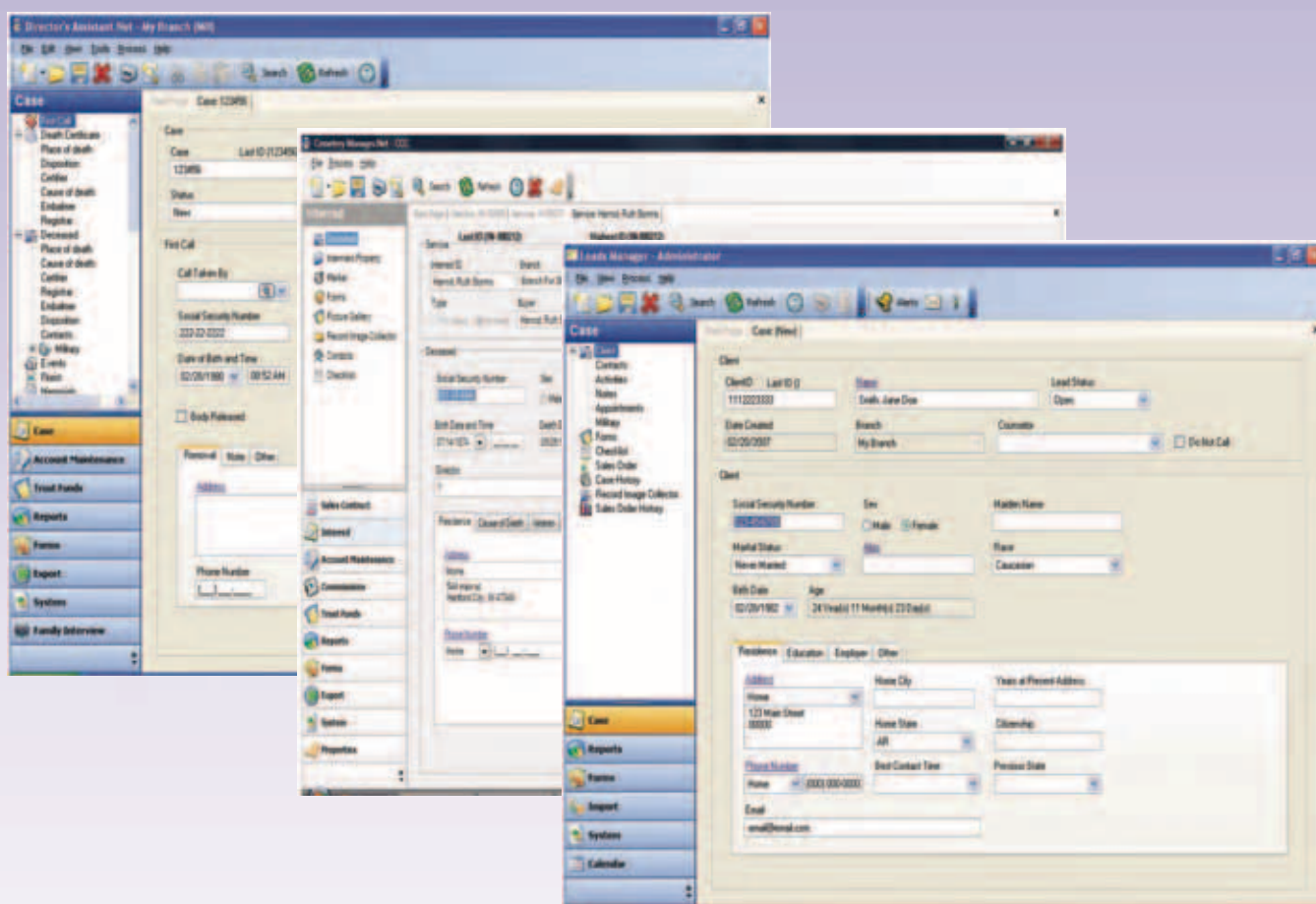
You can contact Nancy at [nancyw@mountcalvarycemetery.com](mailto:nancyw@mountcalvarycemetery.com) or visit her website at [www.thelaughacademy.com](http://www.thelaughacademy.com).

# The Director's Assistant The Crematory Manager The Leads Manager The Cemetery Manager The Aftercare Manager



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**The Standard of Care and the Embalming Report**

By Shun Newbern, CFSP, BS

Embalming reports should be a scheduled practice by every funeral establishment. There is a tremendous value to embalming a deceased for an open casket funeral service. It bears repeating, it is an exceptional technique that is mastered over a period of time. The embalming report allows the embalmer to paint a depiction of their remarkable work.

More often today, at the time of death a family may have the means to hire an event planner for the funeral details or do many of the tasks involved themselves. However, only an embalmer can properly embalm their loved one. The report reflects that the procedures used are within the normal standard of care (the practical measures a mortuary or embalmer would follow in a given circumstance).

When dealing with a legal matter that involves embalming failure or complications, embalmers must look at several essentials that will result in the best results. The dynamics range from: the use of soft water, co-injection additives, adequate time, quality preservative chemicals, and skill of the practitioner. This is a short list that will support the best results in embalming; nevertheless, if the embalmer does a poor analysis of the decedent's condition prior to embalming, the results can be appalling to all involved. I have had the opportunity to work with the plaintiffs and the defendants where the embalming report that was prepared by the embalmer made the details very apparent or very vague.

In the capacity of a consultant or an expert witness for either side, when consulting for embalming problems one of the first questions I ask of the attorney, "Did the embalmer in this case prepare an embalming report?" Most funeral home managers and embalmers failed to understand that some complaints may not come into litigation for many years. The embalming report captures the situation and helps to recall the pre and post actions by the embalmer that can be forgotten over a period of time. Based on the region that the embalmer is from, he or she may embalm 25 decedents a year or several thousand a year for more than one mortuary. Another observation: whether the embalmer can recall the procedures, for the lack of a report, the plaintiff attorney has complete knowledge of the decedent's age, weight, post-mortem exam or not, and all the other identifying features.

An embalming report is prepared before the procedure begins. The report aids as a learning and measuring tool of any known or unknown conditions evaluated. During and after the embalming the report is updated concerning changes, improvements and problems that may occur prior to the disposition (this includes ship outs and cases shipped to you). One of the primary actions for good results is the use of quality embalming chemicals. Another is adequate time to carry out the procedure.

Support procedures may become questioned by the family or management at any time. At the same rate, hastening and quick procedures are not an option when quality is primary. An ongoing challenge that loved ones and management places on embalmers is to quickly prepare decedents for visitation or service, in less than 24 hours, without considering the serious consequences.

The consequences include, but are not limited to premature decomposition, improper preservation of internal organs, purge from nasal openings, leakage from sutures or intravenous sites, and wrinkling of facial features from edema. The named problems can be observed, prevented and repaired when given the proper time to do so before the loved one is dressed and placed in the casket to provide the family with optimal and favorable results. Has hastened embalmings become the standard?

Based upon a reasonable degree of the science and the art of embalming certainty, a minimal of 48 hours can be adequate for minor restorative condition and 72 hours can be adequate for major restorative treatments. When confronted with litigation, don't find yourself at a deposition table without an embalming report.

Shun Newbern, CFSP, BS is an embalmer, a national speaker and consultant on reliable issues. He can be reached at shunnewbern@aol.com or visit www.shunnewbern.com.



Shun Newbern

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**Legal Speak**

By Atty. Harvey I. Lapin

**FTC Issues  
Opinion on  
Waterproof Vault  
Representations**

Since the FTC Funeral Rule was enacted, the FTC Staff responds to requests about interpretations by issuing Advisory Opinions. Recently, the author inquired whether an ad by a funeral director that was placed in a local paper in a Midwestern state violated Section 453.4(e)(2) of the Funeral Rule which prohibits claims that "funeral goods have protective features or will protect the body from gravesite substances, when such is not the case"

The advertisement was in response to a vault sales program by a local cemetery and it was represented in the ad that consumers could buy "a quality VAULT that is waterproof and had a warranty in writing" that costs "less than you paid for a plastic or concrete box."

The FTC Staff, in its opinion, indicated that the Funeral Rule did prohibit claims about caskets and burial vaults being airtight, watertight or offering special protection against the elements or being waterproof, if the claims were not true. The opinion further noted that even if the funeral provider were merely repeating a claim of a manufacturer about protective features the funeral provider could be held liable for making a false or unsubstantiated claim if the manufacturer's claim was not true. This view is based on the concept that the funeral provider that repeats a claim is deemed to have adopted the claim as their own under Section 453.4(e)(2) the Funeral Rule.

The FTC Staff did end the opinion with the usual disclaimer that the views expressed are those of the staff that while they have not been reviewed, approved or adopted by the Commission, they do represent the views of the FTC Staff charged with enforcement of the Funeral Rule. The opinion letter also noted that Staff Funeral Rule opinions are routinely posted on the FTC website at [http://www.ftc.gov/bcp/conline/edcams/funerals/staff\\_opinions.shtm](http://www.ftc.gov/bcp/conline/edcams/funerals/staff_opinions.shtm). Accordingly, any reader that wishes to view the full letter can do so at that location.

The implications of this opinion, in the author's view, are clear. First, the Funeral Rule applies to untrue protective claims. Second, funeral providers should be very careful about repeating claims by manufacturers about protective features unless the funeral provider is sure that the claims are true.

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

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

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

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

The author also writes more extensive articles on subjects of interest to the industry in the newsletter Cemetery & Funeral Business and Legal Guide published by CB Legal Publishing Corporation. Subscriptions to the combined Guide cost \$110 per year for ten issues on different topics, new subscribers are usually eligible for introductory rates. Anyone interested in subscribing can contact Cheryl Lapin, at the address of CB Legal Publishing Corporation, P. O. Box 1327, Northbrook, Illinois 60065-1327, and fax to (847) 509-1027 or call (847) 509-0501. Please ask about new subscriber rates.

# J.B. Smith Funeral Homes receive their Cadillac Coach



MAPLEWOOD, MO— John Jay Hardy, president of J.B. Smith Funeral Homes, takes delivery and receives the keys to his Cadillac Coach from Joe Molina of Royal Coachworks, Inc., St. Louis, MO. J.B. Smith Funeral Homes have two locations in the metropolitan St. Louis area, one in Maplewood and another in Fenton, MO.

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

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

Sisson Funeral Home, Gladwin MI; Lee-Ramsay Funeral Home, Pinconning MI; Wilmington Burial & Cremation, Wilmington NC; Davenport Family Funeral Home, Barrington IL; Davenport Family Funeral Home, Crystal Lake IL; McLaughlin Twin Cities Funeral Home, Niceville FL; Sturtevant Funeral Home, Portsmouth VA; and Bennetts Creek Chapel, Suffolk VA.

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

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

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

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## Bateaste opens funeral home in Natchez

NATCHEZ, MS— Ken Bateaste, a 2002 graduate of the Funeral Services Technology program at *Mississippi Gulf Coast Community College's* Perkinston Campus, opened **Bateaste Memorial Funeral Home** in Natchez in August.

Originally from McComb, Bateaste worked for more than three years with **Webb Funeral Systems** in Natchez as the general manager. He also worked all over Mississippi and Louisiana doing trade embalming for various funeral homes. "During that time, I became very familiar with the funeral homes in both states," he said. "I saw that there was a real need in Natchez and thought that would be a good place to offer a quality service."

He said that funeral services involve more than people think. "We do everything from preplanning funerals for those who like to arrange it ahead of time to transporting a loved one from the morgue, arranging the burial with the cemetery or at a family plot, and everything that falls in between. Caring for the living members of the family and showing proper respect for the deceased are important as well."

Bateaste said that if things go well in Natchez, he plans to open another location in a few years. "As the population grows, so does the need for funeral homes. I enjoy knowing that I am helping people navigate this difficult experience, and I hope that I can make it easier for them and offer them some solace in that their loved one received the best care possible."

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## Observations

By Steven Palmer

### Backyard Burials

And do-on't throw the past away  
You might need it some other rainy day  
Dreams can come true again  
When everything old is new again

—Peter Allen

Should Michael Jackson have been buried at his home at Neverland Ranch in Santa Barbara, California? He could of. The restrictions are high, but with his money and influence it might of happened. But we don't know the future intent of the property.

When the economy went bad and cemetery prices rose accordingly, people have begun to look for less costly alternatives than conventional cemeteries.

The idea of reverting back to our forefather's concept of staying with your land, permanently, becomes attractive. When economic woes hit, people turn to what previous generations did to survive such economic downturns.

Everything old became new again.

The Boone County Commissioners of Missouri had never had a request for a family cemetery until William J. and Thomas C. Harrison asked that a portion of their 90 acres be deeded as a family cemetery. Suggestions were made as to how to fund perpetual care. Boone County already is trustee to two fallen cemeteries.

Joan Graham, 80, of Michigan, owns a horse ranch in Metamora that she thought would be an ideal place to be interred. She picked out the place, beneath a favorite tree.

She explained to National Public Radio about oak trees. "They have deep taproots; wouldn't it be nice if that oak tree would reach my remains and the tree would take nourishment from that? And it's kind of like I never died, really. I just morphed into a tree or something."

Morphing into a tree is less a worry than being buried near a water source. Many municipalities have obvious problems with that.

When Pastor Ewing Marietta's 18 year old son Marcus tragically died in an automobile accident, a parishioner suggested he bury his son on the Uniontown, Pennsylvania church environs. His interment took place on parish grounds and now the church has been cited and is facing fines. Zoning requires cemeteries to be 50 acres and a county exemption allows for a cemetery only on 10 acres or more zoned agricultural. The church land is only 5 acres. The question must be asked when the pastor moves on to a new parish, what about his son?

"New" professions begin to emerge as new fads are born. Death midwives, who prepare the body for a home funeral and presumably a home burial, are now available.

A woman in Littleton, Colorado is asking whether she can bury her not yet deceased husband under some shady pines on their property. Why?

"So I wouldn't have to go anywhere, I could walk out in the backyard or I could have coffee with him in the morning", Annette Wilson told the CBS4 in Denver.

In June 2009, the New York Times reported the growing interest in home funerals and at home burials. The paper reported on the funeral of Nathaniel Roe, 92, of Peterborough, New Hampshire. Mr. Roe's family washed him, dressed him in his tweeds, laid him in bed for the family to bid him adieu and buried him on his farm in a grove, along a favorite walkway.

In June 2007 the New York Times printed another story which was not mentioned in the June 2009 story.

The 2007 story tells about 118 acres in Hall County Georgia, bought by a developer to sell lots to builders.

He discovered that this land contained 22 graves. After a \$40,000 expense and a section of this land, he went on to watch 88 homes built; some next to the newly discovered cemetery.

It is convenient not to relate the downside of home burials. The thought of being in your yard forever is a romantic one, but rarely a practical one.

How long does a family usually maintain ownership of parcels of property? 20 years maximum? When Dad is buried there and Mom becomes ill and most move in with children in a far city, what becomes of Dad back on the farm?

"Oh we'll never sell the farm," is easily said but let us review recent history of this.

The other dilemma is the zoning of this burial and what it means to the property value. Some states require that the grave be surveyed and recorded permanently as a cemetery. Therefore any future buyer will see that part of their purchase is a stranger's burial site. This is not a positive selling point. Some states require endowing the grave site for perpetual care regardless of the family's future plans.

In these days of family home and family farm foreclosures, home burial should be regulated as someone else will have to deal with this one time romantic idea gone wrong.

All that I am will feed the trees  
And little fishies in the sea  
When radishes and corn you munch  
You may be having me for lunch...

—In Dead Earnest, written by Lee Hays

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.

# Czelusniak Funeral Home marks 100 Years

*Continued from Page A2*



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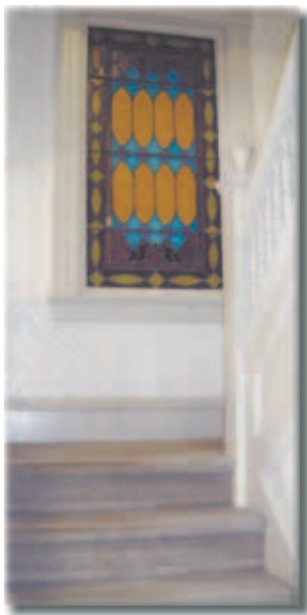
Visitor seating area



Bob Czelusniak



Jay Czelusniak



tional and nontraditional services, cremations, and green services.

Czelusniak Funeral Home was founded in 1910 in Easthampton, Massachusetts by **Walenty Czelusniak**, who raised his three sons, **Frank, John** and **Edward**, around the funeral business. When Walenty died, Frank took

over operations and ran the undertaking company with John and Edward. Under Frank's direction, they expanded and opened a storefront in the neighboring town of Northampton in 1930. Keeping with the family tradition, Frank's son, **Robert "Bob" Czelusniak**, also joined the fam-

ily business. He owned the firm until passing the reins to his son Jay. Bob and Jay work at the funeral home with manager and funeral director **Chris Powers** and four part-time associates.

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## Finding New Profits in a Down Economy

By Timothy Miles

It doesn't take a post graduate degree in Economics to know that the economy is still lagging. It's in the news every day and it shows up on the P&L statements of most businesses, small and large, in America today. Despite the fact that people will keep dying at an increasing rate, the funeral industry isn't exempt from the recession's squeeze on revenues and profits. With no quick end to the country's economic woes in sight, the challenge faced by funeral homes today is in finding creative ways to generate more revenues and more profit per funeral despite growing competition from non-traditional sources and the growing frugality of the American consumer.



Timothy Miles

When searching for extra profits, the most logical place for funeral directors to look is the most underutilized market opportunities in the entire industry, the internet and aftercare. As the funeral industry has evolved over the years, the industry has worked creatively and diligently to discover new ways to increase revenues and margins generated from the funeral service while many funeral homes have yet to fully explore the profit potential available through the full utilization of their websites. At the same time, most haven't even begun seriously looking into how to increase their profits by expanding the services they offer their clients into the aftercare market.

A common sense approach will lead you to the same conclusion. As is with any products, consumers, faced with budgetary concerns when arranging a funeral will first look to save money by buying a less expensive casket from your line or they might look at Walmart or online to save a little additional money. At the same time, they are likely to scrimp on the actual services as well in order to reduce their overall cost. Regardless, their frugality is going to be negatively reflected in your bottom line.

The news isn't all bad however. It's a natural tendency that most families want to pay proper respect to their recently departed loved ones. It's also natural that as one skimps on the funeral, an opening is created for the discussion about aftercare products. After all, it's one thing to scrimp and save on a funeral where much of the investment will not be visible in a year or two and a lasting tribute to a loved one is a great way to reinvest some of that savings in a lifetime memorial tribute. In short, the aftercare market offers funeral homes another opportunity to satisfy an existing and clearly identified need and at the same time offering their clients an opportunity to find satisfaction during a difficult time.

Of course, the key to effectively marketing aftercare items falls directly within the other overlooked profit opportunity, the internet and your website. Are you utilizing your website to its maximum potential? If not, you are leaving money on the table every month. A properly designed and operated website will make your phone ring with phone calls from qualified and interested buyers while generating income through the sale of products you don't have to inventory or deliver.

It's a digital world and every day more and more customers are choosing their vendors, whether it be a plumber or an electrician or a funeral home, through the internet. Done right, your website is a calling card, an effective advertisement and a shopping kiosk where you can generate profits as people can purchase a variety of memorial products be they clients of yours or not.

In challenging times, it's the flexible and adaptive that survive and thrive. Now is not the time to leave potential profits unclaimed. Now is the time to adapt to the new future in our industry and to mine for new profits in aftercare and the internet.

Timothy Miles has been an entrepreneur for 35 of his 43 year career. He has worked as a business and management consultant for a wide variety of industries specializing in turn-arounds and developing new marketing strategies. Timothy has been involved with the relationship between business and the internet for the past 15 years and for the past two years has been developing Patchwork Memorials. Timothy's website is at <http://www.PatchworkMemorials.com>. He can be reached at 320-310-0117.

## OSHA Compliance

By Gary Finch



### OSHA Compliance Exemptions

There isn't a lot that surprises me these days. One of the things that used to surprise me was how federal OSHA enforcement varied from state to state. I thought if the IRS taxed us according to which state we lived in, it would cause a revolution. Now I see that Congress has given an exemption to Nebraska that other states do not have. Thank Senators Harry Reid and Ben Nelson for that.

It means residents of the other 48 have to pay more so that those two states can pay less. It seems a bit unfair but so far, no revolution. Anyway, it got me to thinking about OSHA exemptions. The difference in OSHA exemptions is that they apply to the entire country as opposed to just 49 states. Let's review some of these exemptions.

- **First Aid exemption** — the first aid box does not necessarily indicate that this is your first aid station. Perhaps it is just a band-aid box. You have the right to designate a nearby hospital or emergency clinic as your company first aid center. Do this in your written programs.
- **Recordkeeping exemption** — small businesses with less than eleven employees can take a recordkeeping exemption on filing Form 300. Funeral homes even have an SIC exemption. Neither exemption applies if OSHA selects your company to participate in their annual survey.
- **Formaldehyde monitoring exemption** — funeral homes that have tested and are under the Action Level (0.5 PPM on the 8 hour monitoring) can take an exemption on periodic monitoring.

- **Respirator exemption** — to gain this exemption, several things are necessary. First, you must have monitored your preparation room and be within the Permissible Exposure Limits (PEL). Second, you must not have a policy that requires employees to don respirators. Third, you must distribute Appendix D (Respirator Standard) to any employee that might choose to don a respirator.
- **In-house regulated waste treatment** — this exemption is state sensitive. In states that allow it, you have the right to use chemicals to render regulated waste safe, so that it can be disposed of as ordinary trash. Incineration is another method most states allow.

When asserting these and other OSHA exemptions, state the exemption you are claiming in your written program and state the basis of your claim. Taken as a whole, these exemptions tend to make compliance a lot easier.

"What's Up With This" is the name of our new email report. It is free to anyone that wants to receive it. To register, go to [www.kisscompliance.net](http://www.kisscompliance.net) and click on "What's Up With This". The focus is on OSHA and the death care industry.

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](http://www.kisscompliance.net). Contact Gary by phone at (800) 950-1101 or by e-mail at [gfinch@kisscompliance.net](mailto:gfinch@kisscompliance.net).

## Canady Joins Board of Green Burial Council

SANTA FE, NM — The Green Burial Council has added Joe Canaday to its board of directors. Joe is the manager of Hippensteel Funeral Home in Lafayette, IN and founder of the Green Burial Society of Indiana. He is also responsible for spearheading the effort to create a green cemetery, the Preserve at Spring Vale, which was recently recognized by the State of Indiana for its conservation value.

Joe joins other several leaders from the field of funeral service on the board of the GBC. They include Barb Milton, VP of Flanner-Buchanan;

Paul Rahil, President of Matthews Cremation Division; Mike Mitchell, VP of Staffen-Mitchell Funeral Home of Chelsea, MI; and Paul Bauman, VP of the Champion Company.

The GBC ([greenburialcouncil.org](http://greenburialcouncil.org)) is a non-profit organization working to make burial more meaningful, simple and sustainable. They are the standard bearer for eco-friendly deathcare in North America represented by approved providers from 300 (and growing) cemeteries, funeral homes, cremation disposition programs, and product manufacturers.

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## Richard D'Andrea honored at 21st Annual Children's and Family Bereavement Dinner



Richard D'Andrea

**WOODBURY, NY**— On Friday, April 23, *Hospice Care Network* (HCN) will hold its 21st Annual Children's and Family Bereavement Dinner at Land's End in Sayville, NY to benefit its Children's and Family Bereavement Program. The event will honor **Richard D'Andrea** for his exceptional support and commitment to Hospice Care Network and significant involvement in the Long Island community.

At the young age of 38, Mr. D' Andrea has touched numerous lives with his selflessness and his compassion. He is a graduate of Sayville High School, Providence College and *The American Academy McAllister Institute of Mortuary Science*. Mr. D' Andrea volunteers his time and support to countless organizations and charities including serving as board member of Mercy Center Ministries, the Kenneth F. Stein Scholarship Foundation, Able-to-Aviation, the Bill Zeller Memorial Scholarship Foundation, and *Nassau-Suffolk Funeral Directors Association*. He is a past president of the Kiwanis Club of Sayville. Mr. D'Andrea is the owner and operator of **Raynor & D'Andrea Funeral Homes** and resides in Sayville with his wife and three children.

Recognizing that grief is a shared experience, Hospice Care Network embraces the family unit and partners with them individually and collectively on their journey towards healing. The Family Bereavement Program is one of the many programs of care offered by Hospice Care Network. Through individual and family counseling, peer interaction, education and advocacy, Hospice Care Network offers a safe place where children can hope and families can heal.

Hospice Care Network (HCN) is a nonprofit organization that has served patients and their families in Nassau, Suffolk and Queens counties with care and compassion since

1988. HCN utilizes an approach that cares for the total person, addressing the physical, emotional and spiritual needs of patients and their families. Care is provided by an interdisciplinary team of physicians, nurses, social workers, home health aides, dietitians, pastoral care providers, bereavement counselors and trained volunteers. HCN, a member of the North Shore-LIJ Health System, is committed to the highest quality care and is accredited by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) as meeting the highest standards expected in the field. For more information, visit [www.hospice-carenetwork.org](http://www.hospice-carenetwork.org) or call 1-800-2-HOSPICE.

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**In Response to**  
**"Shades of Green: We should be concerned with our environment!"**  
*Published December 2009, page A24*

By Joe Sehee

I called Richard Santore the other day after reading his article on green burial, which recently appeared in this publication. There were a few things in need of correction.

As is often the case when men of Italian descent sort out differences, we spent much of the time engaging in a spirited discussion that might to a casual observer just seem like yelling. I've participated in plenty of these sorts of exchanges before, usually with uncles at family gatherings. They are for the most part benign and on rare occasion lead to the flinging of mortadella. Sometimes they actually provide for a teachable moment. My conversation with Mr. Santore offered the latter. And I felt it was worth sharing with others who may have similar misunderstandings about the emerging market for eco-friendly deathcare and the role of a trust provider like the Green Burial Council.

For those of you who are not familiar with us, the GBC (greenburialcouncil.org) is a nonprofit organization working to make burial more meaningful, simple and sustainable. We're the standard bearer for eco-friendly deathcare in North America represented by 300 (and growing) approved providers including funeral homes, cemeteries, cremation disposition programs, and product manufacturers. We're stewarded not by fear mongers as Mr. Santore suggests, but by leaders from the environmental community as well as the deathcare industry who understand the opportunities green burial provides to bring families back to funeral service and the benefits it offers our planet.

In his article, Mr. Santore

disputes the negative externalities of conventional deathcare, questioning the veracity of widely reported statistics, which he incorrectly attributes to the Green Burial Council. The data were actually compiled by Mary Woodsen; a science writer employed by Cornell University. Ms. Woodsen's figures have been vetted by academic researchers, leading industry trade associations as well as some of the most reputable media outlets in the country. It would seem that a more appropriate response for an educator like Mr. Santore would have been to identify the entity responsible for the calculations and attempt to understand the logic/assumptions/sources behind them.

According to Mr. Santore, "The Green Burial Council (sic) claims there are 22,500 cemeteries in the United States." Nowhere can it be found that any representative of the GBC ever made such a claim. After further review, Mr. Santore acknowledged to me that this information was actually published by another entity with no ties to the Council, but a similar sounding name -- Green Burial Pittsburgh.

Mr. Santore's assertion that the green burial movement is "protesting" the use of embalming is also incorrect. As leaders in the effort to make available eco-friendly deathcare practices/products, the GBC has been careful not to diminish any mode of post-mortem preparation, end-of-life ritual, or form of disposition including conventional ones. For the record, the Green Burial Council has never called for banning embalming; only that nontoxic options for preservation, sanitation, and restoration are made available to families as is done on 97% of the planet. We don't apologize for generating consumer demand for more environmentally responsible funeral service, and especially not for the economic incentives this has created for our network of approved providers.

We're also told by Mr. Santore that "cemetery legislation protects natural burial preserves in perpetuity from future development." In no state or province however, is any law in place that would prevent a green burial ground from devolving into something else, which is why having an entity like the Council providing stop-gap governance is so critical for upholding the ecological/aesthetic promises being made to families and preventing yet another black eye for the deathcare industry.

But Mr. Santore's biggest error in judgment is inferring that burial vaults are somehow green since they're manufactured from "earth friendly" materials -- a line of thinking that would allow gasoline and plutonium to be similarly categorized I suppose. And since formaldehyde is found in nature as Mr. Santore tells us, perhaps it too ought to be regarded as "natural" despite the chemical's cancer causing qualities. The truth is that burial vaults,

**CONTINUED ON PAGE A18**

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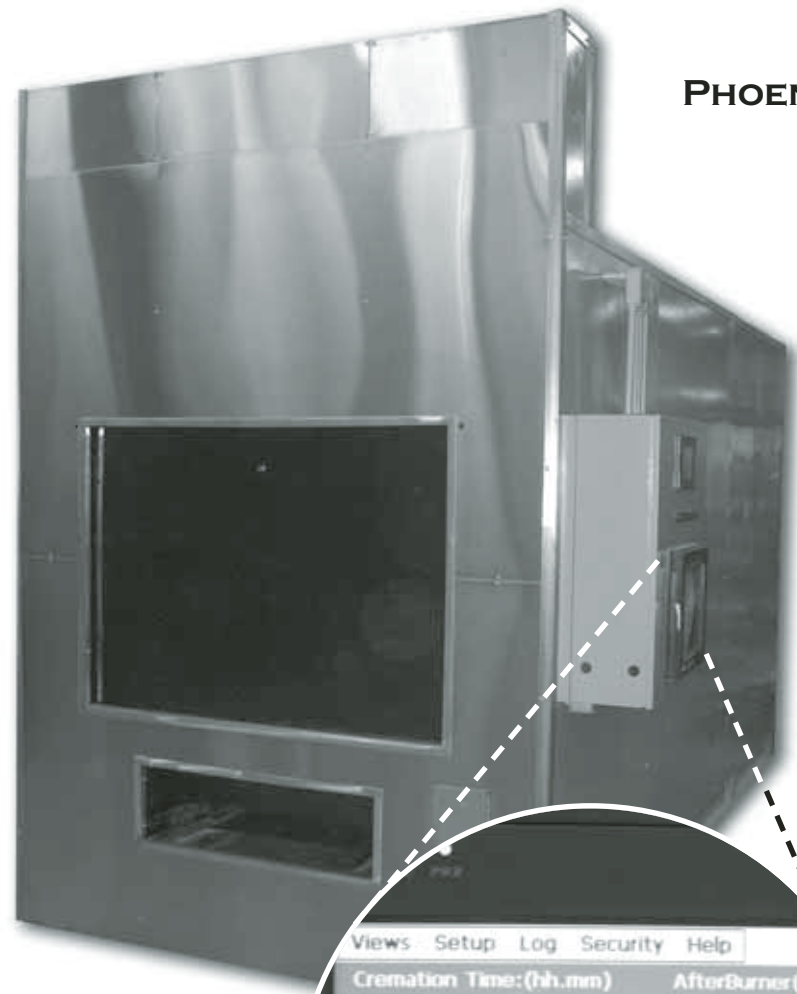
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## Stewart Enterprises reports results for Fourth Quarter and Fiscal Year 2009

NEW ORLEANS, LA— Stewart Enterprises, Inc. has reported its results for the fourth quarter and fiscal year ended October 31, 2009.

The Company reported net earnings for fiscal year 2009 of \$35.7 million, or

\$.39 per diluted share, compared to a net loss of \$3.7 million, or \$.04 per diluted share, for fiscal year 2008. For the quarter ended October 31, 2009, the Company reported net earnings of \$5.9 million, or \$.06 per diluted share, compared to a net loss of \$35.6 million, or \$.39 per diluted share for the quarter ended October 31, 2008.

Thomas J. Crawford, President and Chief Executive Officer, stated, "The current economic environment and overall industry conditions have been a challenge throughout fiscal year 2009. We have responded to the tough economy by keeping our long-term goals in mind, and we have generated momentum as the year has progressed with positive trends in many metrics in the fourth quarter over previous quarters of this year. We have continued to invest in new technology, our people and processes to position the Company to grow and become more efficient as the economy improves. We increased our common stock dividend rate by 20 percent and repurchased \$83 million principal amount of our convertible notes in the open market at a substantial discount. We gen-

erated \$85 million in operating cash flow, refinanced our revolving credit facility and reached our lowest net debt level in more than 10 years, with \$305 million outstanding as of October 31, 2009."

Mr. Crawford concluded, "For fiscal year 2009 we are very pleased with the amount of cash generated and by the positive trends we are experiencing. Despite the difficult market conditions in 2009, we continued to invest in our infrastructure and our people to achieve our long-term strategic vision. Our funeral homes and cemetery operations remain strong, our 'Best in Class' initiative is paying dividends and we look forward to producing positive results in fiscal year 2010 and beyond."

The Board of Directors has declared a quarterly

cash dividend of \$0.030 per share. The dividend was payable on January 28, 2010 to holders of record of Class A and Class B Common Stock as of the close of business on January 14, 2010.

Complete information can be found at Stewart Enterprises website <http://www.stewartenterprises.com>. Founded in 1910, Stewart Enterprises is the second largest provider of products and services in the death care industry in the United States. The Company currently owns and operates 218 funeral homes and 140 cemeteries in the United States and Puerto Rico. Through its subsidiaries, the Company provides a complete range of funeral merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis.

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### In Response to "Shades of Green: We should be concerned with our environment!" Published December 2009, page A24

Continued from Page A16

as with metal caskets, will never be regarded as environmentally sustainable due to the energy/carbon emissions associated with manufacturing these products. For Mr. Santore to suggest otherwise is irresponsible and sets up any cemeterian/funeral director heading his advice for backlash from the growing part of the public seeking to reduce its carbon footprint.

As I've publicly stated on a number of occasions, just because a company sells SUVs doesn't mean that it shouldn't make available fuel efficient vehicles. In fact, most do nowadays. But no car dealer would dare claim that a gas guzzler is as eco-friendly as a hybrid – or eco-friendly at all for that matter. They know they'd lose credibility, just as anyone in funeral service would if they defended conventional deathcare as being as environmentally sound as green burial as Mr. Santore seems to believe.

Every industry that has tried to credibly reach out to eco-conscious consumers has benefited by utilizing a trust provider like the GBC to allow the public to believe in – and often willingly pay a premium for – the green practices/products it offers. And firms that have taken the lead in becoming more environmentally responsible have come to be grateful for eco-certification entities that can provide them with third party oversight, just like the owners, players and fans of a football team appreciate having ground rules, referees and a level playing field.

The Green Burial Council is not working against the deathcare industry. We were founded, in part, to demonstrate that there are decent people in funeral service who can be counted on to offer green burial and authentically embrace a new ethic rooted in transparency, accountability, and ecological responsibility – not such an easy task given the damage that has been done by those in this field who for many years tried to make cremation seem like something less than a dignified form of disposition and embalming as legally required for a funeral. Articles like Mr. Santore's make our work that much more difficult. But they won't stop us from our mission.

Joe Sehee is the Executive Director of the Green Burial Council (greenburialcouncil.org) and a Senior Fellow with the Environmental Leadership Program.

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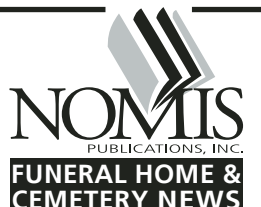
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## Funeral Service and the New Economy, Ain't That A Joke!

By Richard A. Santore

All over newspapers, magazines, TV infomercials and the internet we keep hearing about the New Economy. Buy my (whatever) to protect yourself in the "New Economy". We can re-educate you for the future, in the "New Economy". We can do all kinds of wonderful things for you, as you adjust to the "New Economy". But first you have to give them a big bunch of your money. Money you can ill afford to give away. All are scam artists promising you success and salvation. The simple truth is there is no economy. People and businesses are hurting and these scam artists are taking advantage of them while these people and businesses are clutching at straws trying to survive.

All too many times I have heard, "Oh, you're a funeral director, you're in an inflation proof business, people are always dying." Yeah, people are always dying but the funeral industry is far from inflation proof. While a funeral can qualify as a necessity purchase it most definitely can also qualify as a luxury purchase. So it's not too hard to see funeral homes are falling on hard times as their clients are searching for less expensive ways to honor their loved ones.

To understand what you can do to improve your position in the marketplace also requires you to take a history lesson.

Early in the 1960's **Robert Waltrip** found himself forced to drop out of college to run the family business when his father died. Bobby had a dream, not satisfied to merely running the family funeral home he wanted to expand and operate a chain of funeral homes and with little less than a lot of chutzpah **Service Corporation International** and a dynasty was born. At about this same time, **Paul Hamilton** of Des Moines, Iowa started **International Funeral Service** and the race for consolidation was on. The ensuing years also brought out many imitators, most of which lacked Waltrip's dream but were merely there looking to put funeral home packages together for resale.

The "Funeral Rule" created in the 1970's taught funeral directors, that sundry items that they gladly gave to grieving families was no longer permitted. The FTC's position was and is "no one gives anything away and if you are, you're inflating your prices to compensate for what you are giving away". In essence funeral directors began charging for things they have never dreamed of charging for in the past. Now, if I may, I would like to digress just to say, prior to the FTC Funeral Rule, when a family selected a casket everything else was included from prayer cards and memo-

rial folders right down to the hearse and limousine to the cemetery or crematory.

The 1980's brought about the emergence of **Stewart Enterprises** and **The Lowen Group** as major competitors of SCI as well as a young upstart stockbroker from the Chicago Corporation who was looking for that niche market he could develop, which he found in funeral service. Thanks to that stockbroker funeral service was now being touted as a growth industry and the consolidation began in earnest. Family funeral businesses were popping up all over the auction blocks and being sold to the highest bidder. Independent funeral directors who swore they loved the family business started by their grandfather more than life itself and more than their first-born were holding out to sell to the highest bidder. The upshot of all this was, funeral homes were being sold at inflated prices and the new owner (the corporate consolidator) was forced to raise prices and cut back on service to grieving families in order to meet their financial obligations. It is also important to note they closed many properties within market

CONTINUED ON PAGE A24

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

By Todd W. Van Beck

### VALUE ADDED SERVICE IDEAS

1. Give flowers from staff to family of every service.
2. Service Merchandise Complete Coordinated Packages.
3. Offer every family Gene link.
4. Provide free Notary Services.
5. Expanded Personalization – Cap panels, engraving, comers, theme caskets, vaults, etc.
6. Sponsor grief seminars.
7. Grief Counselor is available to all at-need families at no charge.
8. Magnetic Picture Boards.
9. Answer our own phones 24 hours a day.
10. More elaborate Memorial Folders including Photos.
11. We customize Memorial Folders and Acknowledgment Cards.
12. Provide food books, funeral signs and chairs to family residence.
13. Greatly expand selection of funeral stationery.
14. Deliver flowers for the family following the service.
15. Serve ice cold water at the graveside.
16. Provide Care Notes.
17. Assist families with all insurance if assigned or not.
18. Give family bookmarkers with photo.
19. Encourage family participation in service – speaking, closing casket.
20. Provide Memorial Candles made of flowers from funeral.
21. More expanded merchandise selection for burial and cremation.
22. Give Memorial Tributes with photo for Family.
23. Offer Family Assistance Extended Pay program.
24. Started training for all staff on job responsibilities at funeral and practice our procedures.
25. Give bud vase to every family.
26. Offer a reception room to families for after the service.
27. Now provide flowers and markers for convenience to family.
28. Provide Funeral Home Ladies Auxiliary.
29. Provide Funeral Home Aftercare Coordinator.
30. Give every family a glass bowl keepsake.
31. Create the "Caring Team".
32. Began a Family Satisfaction Program.
33. Encourage Hobby Items to be included.
34. Offer Celestis Program.
35. Tape/Record Services for family.
36. Added Family Limousine.
37. Post Service Follow up visits.
38. Provide Reception Room for after funeral gatherings.
39. Give Comfort Baskets to each family.
40. Offer to Video Tape the service.
41. Send Grief Counseling Booklets to family after funeral.
42. Began an Aftercare program.
43. We deliver to the family residence all personalization memorabilia following services.
44. We give an ATIRA Photo Plaque of the deceased to each family and have it displayed at the visitation.
45. Remodeled a room into a children's lounge.
46. Continuing Family Contact Program.
47. Complete the Register Book in script.
48. Improved our phone answering etiquette.
49. Provide food trays, ice and Food Register to family residence.
50. We use two tents at graveside rather than just one.
51. Tree of Remembrance Holiday Program.



Todd W. Van Beck

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## Let's Chat

By Kristan Dean

Then let one woman's grief support group inspire you. This group has found the most amazing way to help their members grow in their understanding of how their love continues to be a part of their life. They celebrate every holiday and anniversary by helping those they miss most give them a gift. An amazing tradition we found out about last month when this woman rang our family to tell us how her late husband had given her the most perfect gift this past Christmas and how opening her Merry Christmas From Heaven brought such a smile to her heart.

This leads me to ask you to help your guests do more than remember, share, and celebrate their love for those who are now departed. I would like to ask you to have your guests reflect on and share how their love continues to be a part of their lives. What are the things and moments that are bringing them their greatest peace? What is helping them find their smile again? Then when the moment feels right ask them to write a letter of love to themselves from the one who now lives in their heart.

Thank you so much for considering helping your families find a new way to celebrate Valentine's Day. 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.

February, the month that we celebrate Valentine's Day, is one of those great times of year that we take a moment to celebrate our love. Sadly it is also the day that so many in our communities further realize that their Valentine is unable to receive or send a message or gift of love. Thankfully it is also a moment that can allow one to further understand how their love continues to be a part of their heart and their life.

This Valentine's Day I am hoping that you will help your families connect with those they love that have passed on by giving them the opportunity to create and share. Please consider inviting your widows and widowers to your funeral home and cemetery to share their memories and how those they love continue to be a part of their lives.

Set a simple table with some coffee, tea, a snack or two, and invite your guests to bring photos, letters, and their love's favorite pastries or snack. Sit down together and let the conversation flow. Allow those who are finding their hearts' path to healing share their journey and help one another celebrate Valentine's Day in a new and memorable way.

Consider providing a journal or beautiful blank card to each of your guests. As they chat and remember help your families connect with each other and those they love who are now departed. Then, when the moment feels right, give each of your guests their gift and take a bit of time to be quiet, reflect, and write their Valentine's Day message to those they love above.

CONTINUED ON PAGE A23

# Conejo Mountain Funeral Home now offers Online Grief Counseling

**CAMARILLO, CA**— Online grief support and live counseling is now available 24 hours a day through the redesigned **Conejo Mountain Funeral Home, Memorial Park and Crematory** website. By visiting [www.conejomountain.com](http://www.conejomountain.com), anyone can access a grief specialist seven days a week.

Conejo Mountain is the first funeral home in Ventura County to offer online grief support to all members of the community regardless if they have ever used funeral services at Conejo Mountain. Any member of the public is welcome to use the new online grief support system.

“We understand that losing a loved one can bring out deep emotions, and those feelings of hurt and loss can occur at any time, day or night,” said **Bob Boetticher Jr.**, managing partner of Conejo Mountain. “Giving our community an opportunity to chat with someone online when they need someone to talk to is our way

of helping others grieve and cope, especially during the holiday season.”

The funeral home also is offering another online service through email. “Letting The Sun Shine In,” is a free email message service that will deliver daily affirmations to subscribers that provide encouragement and gentle reminders of the recovery process following the loss of a loved one.

“What we have done is offer a tremendously powerful resource that is only a click of a mouse away for those who need it the most,” said Boetticher.

To register to receive a daily “Letting The Sun

Shine In” email message, users should go to [www.conejomountain.com](http://www.conejomountain.com) and click on Grief and Healing. There is a nominal fee to access a grief specialist for online counseling.

For more information call 805-482-1959 or email [wecare@conejomountain.com](mailto:wecare@conejomountain.com).

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its 150-year-old culture to ensure that it remains relevant to today's families.

**Pet Loss Best Practices**  
Nancy Lohman, CCFE, Lohman Pet Cemetery and Cremation, Daytona Beach, Florida, provides exclusive opportunities for pets and people to be together. Learn the special events and unique products which you can use to attract community participation to your pet loss firm as well as your traditional funeral home or cemetery.




how to identify tissue gas and how to skillfully and confidently embalm the remains in preparation for an open-casket viewing.

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




including the crucial distinctions between immigrant vs. non-immigrant groups, statistics on where various populations came from and ways you can customize your approach toward them. In addition, you'll take home a valuable handout of Hispanic funeral and burial terms.

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



**Tearing Down the "Slowly Going Out of Business" Sign**  
Michael Schoedinger runs one of the largest and most successful funeral firms in central Ohio. Come hear how his organization has undertaken a shift in









**Techniques for Handling Tissue Gas**  
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**Customized Approaches to "Latino" Marketing**  
Dr. Francisco E. Solis, San Antonio College, San Antonio, Texas, will provide an overview of the Latino populations in the U.S.,



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<b>GENEVIEVE BOS</b>	<b>ZE FRANK</b>	<b>KEN GRONBACH</b>	<b>RHONDA HARPER</b>	<b>TARA HUNT</b>	<b>NICK MORGAN</b>	
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For more information, call (513)502-3370, email at [jesse@firstcallmortuarytransport.com](mailto:jesse@firstcallmortuarytransport.com), or visit [firstcallmortuarytransport.com](http://firstcallmortuarytransport.com). The firm’s address is 388 Chapel Rd., Amelia, OH 45102.

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## Cremation Issues and Answers

By Ronald Salvatore

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### Pet Cremation (Part 3)

Along with zoning, approval from the appropriate local, regional or state environmental agency is also required. Like human cremation equipment, USEPA exempts pet cremation equipment from federal permitting requirements. With the exception of Texas, the approval process for a pet cremator is the same as for human. In Texas, human cremation equipment is a registration process, which is typically completed in about 30-45 days. The installation of pet cremation equipment though requires a permit application to be submitted and this takes anywhere from 90 to 180 days to process and approve. Your equipment manufacturer will prepare the proper forms and provide the supporting technical information for you to sign and submit to the appropriate environmental agency.

From a regulatory standpoint, you're done. Now let's talk about equipment. Remember that the focus of this article is on pet cremation not large scale animal incineration. But, pet crematories must be prepared to handle batch cremations from veterinarians for families who do not want their pet's remains returned. A mistake many new pet cremation providers make is to underestimate the demand for this service and for pet cremation in general. They often purchase equipment that is too small for their needs, causing delays, visible emission problems and excessive wear and tear on the refractory lining. Smaller cremators are ideal for cremating one pet

at a time and for batches loads up to 300 pounds. Make certain the unit you are considering is adequate to handle your market needs.

The next size up in pet cremators usually has a second primary or main burner. This allows the operator to place a pet under each burner, doubling its capacity and speed. This style of cremator also allows the operator to process more cremations by extending the hours of operation without overheating the cremator. And it cremates faster and more fuel efficiently, allowing the facility to service more veterinarians, both in terms of individual cremations and larger batch loads because of its increased capacity.

Pet cremators are available in many different sizes. Make certain you conduct adequate research on your market to identify and understand your customers, their needs, the growth opportunities, and the level of competition just as you would for any other business venture, then size your equipment needs accordingly.

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

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

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

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

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

*Continued from Page A20*

**IMPROVING THE ARRANGEMENT CONFERENCE**

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Finalize payment at time of arrangement to relieve family.</li> <li>2. Encourage personalization of services and merchandise.</li> <li>3. Take off coat to make family more comfortable.</li> <li>4. Work to encourage questions.</li> <li>5. Remove desk and replace with dining room table – more comfortable for families.</li> </ol> | <ol style="list-style-type: none"> <li>6. Greatly expanded merchandise selection and personalization options.</li> <li>7. Improved convenience for families by adding flowers and markers.</li> <li>8. More selection of folders, cards, and register books.</li> <li>9. Allow more time for arrangements conference.</li> <li>10. Offer to make arrangements at home.</li> <li>11. Provide bilingual personnel.</li> </ol> |
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**CONTINUED ON PAGE A24**



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Fax: 718-465-7596 Office: 718-479-3040**Funeral Service and the New Economy, Ain't That A Joke!**

Continued from Page A19

areas and established centralized service facilities to reduce expenditures. And, most important of all we learned funeral services is not a growth industry. A growth industry is an industry which is growing earnings and/or revenue faster than the overall market. Growth industries usually contain a large number of growth stocks investments such industries are usually suitable for investors who are willing to accept larger risk in exchange for the possibility of larger returns. The problem with funeral service is the consolidator's only means of growing was to continually buy funeral homes; there is no internal industry growth. As a whole the industry is dependent on the death rate.

In the beginning independent funeral directors scoffed at the consolidator's practice of raising their prices on service and merchandise "sell to a consolidator and the first thing they do is raise prices." And,

**CONTINUED ON PAGE A25****Excerpt from... 353 More Great Ideas to Exceed the Service Expectations of your Families**

Continued from Page A23

12. Have a "can do" attitude.
13. Very carefully explain and give full disclosure to all expenses.
14. Take more time to listen to families' needs to be able to customize our service to them.
15. Introduce the family service counselor during the arrangement conference and explain their role.
16. Create an open forum discussion rather than a question and answer session.
17. Make our funeral arrangements in the middle Selection Room.
18. Go over everything TWICE and always pause for questions.
19. Approve ability to adapt.
20. Streamline Paperwork.
21. Offer more Options to Families.
22. Use Family Assistance.
23. Complete the printed Obituary for the family to approve before end of arrangements.
24. Rearrange the furniture to provide more comfortable setting.
25. We communicate to families our desire to help them after the service as well.
26. Improved merchandise presentation ARS rooms and slat walls.
27. Stress personalization.
28. Training sessions for our arranging directors to give them better skills and more confidence.
29. Lots of conversation before arrangements begin serve coffee – get them comfortable and relaxed.
30. Use a more compassionate approach.
31. Complete all paperwork before arrangements end.
32. More interactive conversation with the family.
33. Listen – accommodate – say "yes".
34. Created an arrangement checklist for family to sign.
35. Practice on presenting payment options and terms.
36. Involve more than one director in arrangements.
37. Sincerely thank every family for the honor they have allowed in serving them.
38. If I do not know why the family has selected our funeral home, I politely ask them. I need to know.
39. Complete all financial arrangements at arrangement conference – there's never a more appropriate time.
40. Simple – put the pen and paper down and listen. What you hear enables you to provide a more meaningful funeral.
41. We have done two email arrangements this year.
42. Provide a folder for all necessary papers for family to take with them at end of arrangements.
43. Include photo of casket and vault selected.

**CONTINUED ON PAGE A27****Mark Thomas and Chapel Craft**

**The new Chapel Craft Victory Urns are now available.** Hand-thrown by our master potter in our new ceramic studio these urns are in a class by themselves. Shown from left to right are the Solace, Riviera and Cresta; on top is the Lyrica. These and dozens more are in the Spring 2010 catalog.

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**The Basics of 21<sup>st</sup> Century Embalming Technology (Part 4)**

By John A. Chew

As we move into a new dimension of human body preservation, it is important to remember that the term embalming is a specific technique. The misnomer is to relate natural and man induced mummification which is not embalming but a preservation process associated with the removal of water from the tissue at the cellular level.

Embalming is in part removal of water with the replacement of reactive chemicals that change the consistency and the ability of cells to interact creating life processes. Total death occurs when oxygen is depleted and the organelles within the cells cease to function. (Organelles are a specialized part of a cell that performs a definite function.)

Organelles are complex proteins which are capable of introducing chemical changes in the organelles without being changed themselves. As mentioned, our concern is the development and use of environmentally safe non-toxic, non-volatile, practitioner friendly, enzymatically neutralizing agents which activate retardation (neutralization) through temperature change.

This, of course, is done by cooling the body prior to the introduction of a pre-injection formulation naturally or by refrigeration. The internal vascular wash interacts with the hematin released by the breakdown of the hemoglobin at the capillary level.

This disperses and carries fragmented blood and neutralized digestive enzymes allowing for intermittent drainage. This action decreases the rate of degradation.

After cleaning the body surfaces and clearing the vascular network, a special purpose neutralizer must be injected. Sixteen ounces per 50 pounds of body weight using between five and eight PSI with a rate of flow of 12.8 ounces per minute as a starting point. The amount of special purpose fluid should be based on estimated original body weight.

The original pre-analysis provides a diagnostic criterion and reiterates the importance of cognitive information which is incorporated into everyday practices of body preservation. Retention of non-toxic chemicals within the body effectively prevents/retards the chemical and physical changes that occur following death.

What will exist and be the same following a death is only limited information as to the cause of death. Medications and special treatments are not made available to the practitioner.

When we look at the multi-purpose methodology as it relates to temporary preservation in preparing a body for visitation, we must return to the basics of life and death and the overall physiology of the life cycle and the implications of enzyme action.

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

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## Funeral Service and the New Economy, Ain't That A Joke!

Continued from Page A24

gradually greed began to set in, "if the consolidator can charge that much so can I," along with reduced service. No, you say! "We provide all the service a family could possibly want." True, but only at a price! Think about what happened. When you cut back on service, families are going to question what they want or need. And let's stop blaming "Baby Boomers" because they think differently than their parents, they're the ones caught up in the "New Economy".

Think about this. You and your spouse decide it's time for new living room, dining room or bedroom furniture. You are going to visit all of the local furniture stores, you are going to take along a floor plan of the room; you may even decide to travel to factory showrooms to find the perfect furniture for your room. This whole shopping process can take you anywhere from one or two weeks to several months and you are going to spend anywhere from 5 to 10 thousand dollars for furniture you are going to look at and use for the next 20 years. I ask you, is it right to expect a family to come into your casket showroom, spend the same amount of money, select a casket within minutes and then charge them extra if they want visitation for an extra day?

Is there a solution to all this? Yes! Adjust some of your service charges, take a hard look at your casket pricing, do those things that will encourage a family to see value in the services you provide.

Prior to Consolidation and prior to the "Funeral Rule" the industry philosophy was "good embalming means repeat business" and "memory picture" was the catch phrase funeral directors used when explaining closure upon the death of a loved one.

I can make you no promises that this will make a difference in your business, but I can tell you that the concept of memorialization and funerals without visitation has been growing for the past 40 years and nothing changes over-night. What is important is, it is a starting place to encourage families back to the value of funeral service.

Richard A. Santore is the President and founder of Practicum Strategies. Practicum Strategies is an approved provider of Continuing Education in every State that accepts Online and home-study continuing education courses for funeral professionals. Richard can be reached by email at Richard@pshomestudy.com or 800-731-4714 Visit Practicum Strategies website at www.pshomestudy.com.

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

Continued from Page A24

**IMPROVING THE VISITATION**

1. Serve coffee.
2. Encourage use of families' music.
3. Insure sufficient staff for large visitations.
4. Define roles and responsibilities to staff working a visitation and practice.
5. Arranging director at first viewing.
6. Counsel family about any conditions with the deceased to prepare them before first viewing.
7. Magnetic Picture Boards.
8. Display any family heirlooms or hobby items.
9. Take great care in flower display arrangement – make sure flower shop has family flowers to funeral home in time.
10. Provided family longer private time for first viewing.
11. More flexibility in visitation hours for convenience of families not funeral home.
12. Candle from Funeral Home lit at visitation.
13. Provide coffee, donuts, and cookies.
14. Handing out Memorial Folders and spending more time visiting.
15. Use greeter at register book.
16. Insure family is completely satisfied.
17. Manager meets with every family at some point during visitation.
18. Improved the quality of our visitation staff.
19. Keep staff working not sitting in office.
20. Encourage pre need to attend visitations.
21. Greet visitors at the door, offer to take coats, and lead to register, give them memorial folder and take to visitation room.
22. Increased the number of times we personally check on family.
23. See to it that one of our principal funeral directors is hosting the visitation during the most visible time – more exposure to the public for our key personnel.
24. Display Memory Book and Candle listing paying tribute to deceased that we have conducted services for in the past.
25. Placed children's books and videos in lounge.
26. Placed a tall stool chair in visitation room so person can greet people but still be sitting.
27. On large visitation we have staff direct parking lot.

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, cemetery workers and clergy. His extensive training and experience spans over 35 years at every level of the funeral and cemetery profession and the church. For more information or to contact Mr. Van Beck visit [www.vanbeckseminars.com](http://www.vanbeckseminars.com).

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



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

**Funeral Service Couple of the Year: William and Mary Boyd**



William F. Boyd, Sr.



Mary Webster Boyd

**William F. Boyd, Sr. and Mary Webster Boyd give us lessons in love, commitment, determination and dedication that last a lifetime**

At 94 years of age, **William F. Boyd, Sr.** is one of the nation's oldest funeral directors. It has been an honor to recognize his commitment to the funeral service profession and as a loving spouse, father and grandfather. As a young man, William Boyd considered himself a dedicated mortician. Then came the funeral that laid him low—and made him a master of the craft. He had worked with his father for 11 years, stood beside him as he discussed arrangements with distraught parents and dazed widows. He thought he understood the anguish people brought into the family funeral parlor.

When his hero, **Elmer F. Boyd**, died on a winter's day in 1944, William Boyd never consoled the same way again. “I thought I was empathizing with them,” he recalled in a near whisper. “But I didn't realize, until my father died, what was happening. That void, that vacancy makes all the difference in the world.” Generations of Greater Clevelanders have felt that enriched sensitivity. Throughout the region's black community, **E.F. Boyd & Son Funeral Home and Crematory** came to stand for compassion and commitment, a certainty as sure as death.

Boyd, one of the longest-serving funeral directors in America, calls his life's work a public service and a privilege. He figures he has buried “quite a number of thousands” of people in a career spanning 75 years. He may know more about death than anyone living. He shyly acknowledged that he has not given a lot of thought to his own passing, though he knows it cannot be far away. He's 94. But he's ready for the end, he said confidently. While facing mortality daily, he lived a remarkable life.

On a recent afternoon, Boyd arrived at the family flagship, at East 89th Street and Cedar Avenue in Cleveland, Ohio in a snazzy blue blazer with the Boyd insignia scripted above the breast pocket. He pushed a walker into a bright chapel warmed by stained-glass windows, having driven himself from his home in Beachwood. Boyd is contentedly semi-retired. His children and grandchildren run a business that includes three funeral homes, a crematory and 60 full-and part-time staff. But the patriarch still drops by and even works an occasional funeral.

CONTINUED ON PAGE A30

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We must be prepared for anything on every first call. **Shun Newbern**, CFSP is the author of a practical manual on removal protocol. There is no other publication on the subject that is as complete and up-to-date in its coverage on decedent care and transportation. This guide covers traditional practices as well as some new trends.

Shun Newbern, CFSP founder of **Shun Newbern & Associates**, is well respected in the funeral service as a speaker, consultant and licensed professional. The firm has recently revised a practical removal manual, *Establishing a Standard of Excellence in the Removal Procedure*. After receiving many litigation cases relating to removals and decedent identification issues, it was time to republish this unique manual. The purpose of the manual is to improve the standards of performance. It is created to save funeral homes of all sizes from litigation and headaches, as a result out of a lack of improperly training of the mortuary staff. With the increase in direct cremation, green burials and transports by non-license persons this manual expounds on the need for personal protection equipment and other issues. The practical manual covers various types of decedent removals, the dangers of contagious pathogens, and understanding OSHA standards.

Some funeral establishments have used the guide as their primary operations and procedure manual. This newly revised edition is much easier to read and use. This edition is no longer coiled, it is seamed together for endurance and durability. The ideas and techniques will be deemed useful into the protocol that exist today. It is essential for anyone that is new to the business, such as students and apprentices. Shun Newbern, CFSP is a graduate of the San Francisco College of Mortuary Science and the University of LaVerne. He is the California Ambassador for The Academy of Professional Funeral Service Practice (APFSP), a current member of Epsilon Nu Delta Mortuary Fraternity and the American Society of Embalmers. For more information on placing orders visit [www.shunnewbern.com](http://www.shunnewbern.com) or email [shunnewbern@aol.com](mailto:shunnewbern@aol.com).



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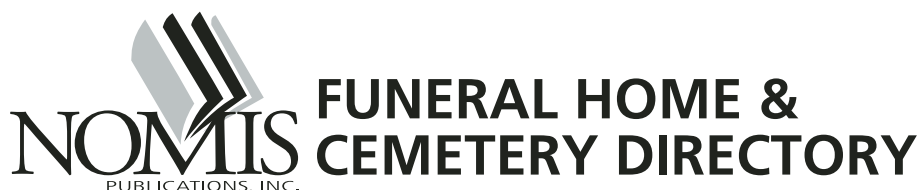


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**Funeral Service Couple of the Year: William and Mary Boyd**

*Continued from Page A28*

His ninth decade finds him spry, charming and curious. He still plays golf and serves on community boards. He reads the Wall Street Journal and The Plain Dealer daily. This day, he lamented that the economic crisis is hurting "my people," meaning black people.

Boyd's sense of community was forged early. He came out of Glenville High School in 1933 into a Depression and went to work for his father, Elmer, who started the family business in 1905.

With his business and his health failing in 1938, Elmer Boyd made his son a proposal. He would buy a new headquarters if his son William would run it. William Boyd knew what that meant. His father saw the mortician trade as a calling, a service to the community and to God. "He was asking me if I would shoulder that responsibility," Boyd recalled. "I'm 23. That's when I made the commitment."

He assumed the life his parents knew. He married

the beautiful **Mary Webster**, the love of his life, and for years she answered the phone when it rang at their bedside at night and passed the call to her husband, who was soon outside starting the hearse and keeping in mind that death has no clock and when you get the call, you must always be ready to answer. That marriage is a test of staying power, love and commitment in a relationship. Mary Webster Boyd has been involved in many community, civic, and social affiliations

while enjoying her role as wife, companion and funeral director as well as mother and grandmother. The couple recently celebrated 70 years of marital bliss and were acknowledged under "Love & Happiness" in the October 5-12, 2009 edition of *Jet Magazine* for their outstanding marriage.

Boyd enjoys a certain elite status, "like a little celebrity," in his community. He also has a passion for civic and social obligations. He chaired the first Freedom Fund Dinner of the Cleveland NAACP in 1959 and served as vice president of the Cleveland School Board in the 1960s to name just a few.

William and Mary can boast and take it a lot easier knowing that the third and fourth generations have stepped up to the plate and answered the funeral service call and are doing one heck of a fantastic job. The Boyds have a few *Academy Award Oscars* on the shelf. Having some of the nation's top VIP and Celebrity Funeral Services recognized around the world has its perks. A tribute to the Boyd Family went into the United States Congressional Record on

September 27, 2005 in recognition of their centennial anniversary by the late Honorable Stephanie Tubbs Jones, on behalf of the 10th congressional District, with the statement, "Their existence is a true testament to family values and dedication and the continuing legacy of the American Dream. The descendants of Elmer and Cora Boyd have answered the call with self determination, creativity, faith and responsibility".

His children have stepped forward to help carry the load. **William "Pepper" Boyd Jr.** is now the CEO of Boyd & Son. Daughters **Marcella Boyd Cox** and **Marina Boyd Grant** along with husband **Owen Grant** are top executives. Grandchildren **Victoria Boyd** and **Lisa Taylor**, the fourth generation, are also enjoying their career in funeral service.

In the past, the Boyds helped an older man deal with changes in

the black community that raised his ire and broke his heart. In 1995, with street violence killing off young black men, the Boyds raised billboards that warned of "The Mourning After" a senseless death. The public-service campaign sparked discussion and soul-searching in the black community. Today, Boyd Funeral Homes are known for hosting memorable funerals customized with personal touches.

"He has the pastor's touch," said the Rev. Marvin McMickle, the pastor of Boyd's Antioch Baptist Church, across Cedar Avenue from the funeral home. McMickle felt that touch four years ago when Boyd helped to bury his mother. "This is rough, emotional work," he observed. "It takes a strong person. But also a very caring and compassionate person. He's not just a business person. He's a preserver of a remarkable family tradition."


**CONTINUED ON PAGE A31**

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**Funeral Service Couple of the Year:  
William and Mary Boyd**

*Continued from Page A30*

Boyd has watched the business change, and often for the better. Pre-arrangements have become common as people are more comfortable talking about death, he observed. But cremations are more common too, and Boyd does not like what he sees as a trend toward quicker funerals. He believes that grieving needs to be given time and ceremony. "That's when you commit yourself to the living," he said.

With some reluctance, he has begun to look toward the day when his earthly life ends, when he lies in a Boyd casket. "It's

amazing how you build an immunity to thinking about that. I can't explain it," he said. "I'm becoming very self-conscious of it now. Each day is like a bonus." And he smiled, his face aglow in the sunlit chapel. "I have tried to do the best that I could for my family, for my church and for my community," he said. "And when that time comes, I can feel I left nothing undone."

The 100 Black Women of Funeral Service Organization is honored to be affiliated with the historic Boyd Family and deeply honored to recognize William F and his devoted

loving wife Mary Boyd as our 2009 Funeral Service Couple of the Year for their commitment to each other, their family, and the funeral service profession. They have truly served God's purpose for mankind. May God continue to bless their marriage and funeral service Ministry in Cleveland, OH. A very special thank you to daughter Marcela for sharing the family history, news articles, TV interviews, as well as all the updates on her parents well-being and health throughout the year. We are so proud of our funeral service couple of the year.



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# Educational NEWS CONTINUED

## FINE Mortuary College hosts Captain Brad White from New England Burial At Sea



The Atlantic Sea Shroud for full body burial is shown to Marsha Wise (Left) by Captain Brad White.

**NORWOOD, MA— FINE Mortuary College, LLC:** A Private Two Year College in Norwood, MA hosted a lecture, slideshow and examination of a model new pouch, the *Atlantic Sea Shroud*, for full body burials at sea. **Captain Brad White** of **New England Burials at Sea** explained that the new shroud was designed after examining records over 200 years old which described how the body was wrapped and weighted down. The students were fascinated that cannon balls made in Whitman, MA are currently used as the weights. Families and friends of the deceased can accompany the remains—which can be ashes or full body—on the ships which sail not only off the coast of New England but also down the middle Atlantic seaboard.

The names of three FINE students and Dean **Marsha Wise** were drawn from a hat and awarded prizes



(L to R) Christopher Voccia and Louis Hebbelinck won prizes from Capt. White.



(L to R) David Midolo and Capt. White. David won the grand prize at the talk.

by Capt. White. The grand prize of a four hour fishing trip went to **David Midolo**. Dean Wise and **Louis Hebbelinck** were given an unattended ash scattering which comes with photos journaled by Capt. White. Last, **Christopher Voccia** was awarded a \$25 gift certificate for a lunch at a restaurant of his choosing.

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# Educational NEWS CONTINUED

## The Foresight Companies, LLC holds their first Aftercare and Outreach Program Seminar



(L to R) Tim Livingston, Owens Livingston Mortuary; Kevin Owens, Owens Livingston Mortuary; Dan Isard, The Foresight Companies; Beverly Brown, Hiers-Baxley Funeral Services; Hope DeJarnett, Higgins Funeral Home; and Tim Copeland, Copeland Funeral Home, Patrick Fitzgerald, Fitzgerald Funeral Home.

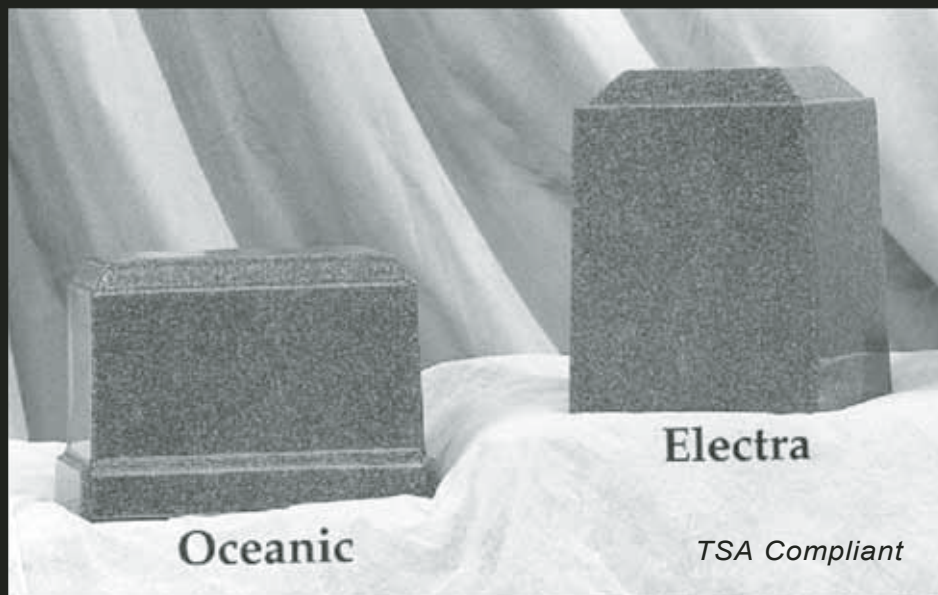
**PHOENIX, AZ— Daniel M. Isard**, President of the **The Foresight Companies, LLC** announced the company successfully concluded a two day seminar for funeral home owners and managers to explain the benefits and how to conduct Aftercare and other outreach programs. "This is a program that I wanted to conduct for 21 years, since I first learned of the concept of Aftercare," Dan Isard said. "We did this first two day program by invitation only and had five firms attend this program which went into the reasons that every funeral home and cemetery should be conducting these programs, how to do them, how to plan for them and what the effect of these programs are upon the business, staff, community and attendees," he added.

The program was held on December 10 and 11 at the Doubletree Hotel in Scottsdale, AZ. Firms attended from as near as northeast Arizona to as far away as Florida and New York state. **Beverly Brown** from **Hiers-Baxley Funeral Services** in Ocala, FL said, "Excellent seminar; I would recommend it highly. My only complaint is that I would have enjoyed one more day learning from Dan's excellent advice and experience." **Tim Livingston** from **Owens Livingston Mortuary** said "I am impressed with the excellent information I walk away with after attending any one of Dan Isard's seminars."

During the two days of programming Isard identified over 60 different programming ideas the

**CONTINUED ON PAGE A34**

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# Educational NEWS CONTINUED

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## The Foresight Companies, LLC holds their first Aftercare and Outreach Program Seminar

*Continued from Page A33*

attendees can implement. These programs fell into categories he identified as Global, Large, Mid-Sized, Boutique, One on One, and Reverse programming. Video podcasts are being produced and will be available on the web site [www.thefuneralcoach.com](http://www.thefuneralcoach.com). Attendees left with a workbook that had information and forms to allow them to

successfully plan their own programs when they get home. Furthermore, it is anticipated that the company will post a blog and virtual lending library for those attendees to share their successes and failures. "We want this to be a community of businesses that understand the importance of helping people survive the loss of a loved one," Isard said. "In

the future we will allow attendees to share their stories and planning documents with each other through our web site kind of like a lending library. If you donate a form or program document you can get one of your choice," he explained.

Unfortunately the timing of the program was at a time when it conflicted with some people's schedules so we have decided to present the seminar again the end of March," said Susan Ralston, the

program's administrator. "People can go to the company web site at [www.f4sight.com](http://www.f4sight.com) and get information about the next time this is being offered," she added. The Foresight Companies, LLC is located in Phoenix, AZ and is one of the nation's leading financial and management consulting firms. Dan Isard is the author of four books and hundreds of articles and has address funeral and cemetery meetings throughout North America.

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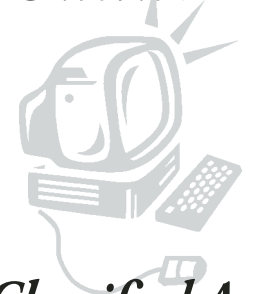


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# Educational NEWS CONTINUED

## MKJ'S Seminar Speakers explain how to get the most out of Business in Challenging Times



MKJ Seminar Speakers. Clockwise from top: Robert J. Prout, Dan Stevens, Marilyn Jones Gould, Glenn H. Gould, David Nixon, and Troy Blake. Center is Ken Banks.

**LARGO, FL**—MKJ Marketing will host an impressive lineup of speaking authorities who will discuss how to make the most of your business in challenging times. The seminars will be held on February 8 – 11, 2010 at the Westin Riverfront Resort in Beaver Creek, CO and on March 8 – 11, 2010 at the Ritz-Carlton Beach Resort in Naples, FL.

**Ken Banks**, retail marketing expert and renowned speaker will be the keynote presenter.

With over 30 years of retail marketing experience as the head of marketing for retail giants such as Pets-Mart, Circuit City, Eckerd Drugs and more, Ken's expertise and dynamic motivational speaking abilities will provide funeral professionals with the tools on how to immediately strengthen their brand. Branding through staff and services will increase new business and strengthen loyalty from past client families.

**Marilyn Jones Gould**, President of MKJ Marketing states, "In such a challenging business environment, we understand how important it is to learn immediate, actionable tactics from our seminars. After this seminar, each participant will be able to apply the information learned to their business and overcome the economic hardship that most funeral homes and cemeteries are facing."

In addition to Ken Banks, there will be six dynamic speakers including **Dan Stevens**, funeral business consultant with over 35 years experience in all phases of buying, operating, selling and consulting; **David Nixon** of **Nixon Consulting** specializing in funeral business accounting; **Robert J. Prout**, Funeral Director and Owner of **Prout Funeral Home Inc.**, and leader in green funeral services; **Troy Brake**, Marketing Group Director of **Batesville Casket Company** and expert on research findings of imported caskets; **Glenn Gould**, CEO of MKJ Marketing and renowned funeral business market research analyst; and Marilyn Jones Gould, President of MKJ Marketing and sought after trainer and marketing expert for the death care profession.

The speakers will cover topics such as:

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- At what price point does lower prices overcome buying American?
- What's the profitability of reception services?
- What's the profitability of green funerals/natural burials?
- Selling memorialization as the cremation rate increases.
- Creating productive managers.
- Upgrading cremation sales.
- Ways to improve your website.
- PR programs that appeal to consumers.

MKJ Marketing is pleased to have two sponsors for the seminars – **The Whitmore Group** specializing in insurance and personal liability coverage for the funeral service profession and **Meadow Hill Company**, the producers of Thumbies® and Buddies® memorialization jewelry. For more information or to register for these seminars, visit [www.mkjmarketing.com](http://www.mkjmarketing.com) or telephone MKJ at 888-655-1566.

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## Life Appreciation Training announces 2010 Schedule of Weekend Intensive Trainings

**NORTH BAY VILLAGE, FL**— There are 26 **Life Appreciation Weekend Intensive Trainings** scheduled in the United States and Canada, from January 2010 to July 2010. The Training Mission is to empower just ten funeral directors at a time with a proven system to consistently create powerful personalized funeral events.

Each weekend Training begins Friday at 7:00 pm for two hours. On Saturday The Training continues with breakfast as a group and concludes after dinner. Sunday breakfast at 8:00 am; the Training concludes no later than 3:30 pm.

The dates are as follows: February 20-21, Marina Del Rey, CA; February 27-28, College Park, GA; February 27-28, Princeton, NJ; February 27-28, Palm Springs, CA; February 27-28, Honolulu, HI;

March 6-7, Vancouver, BC; March 20-21, Cincinnati Blue Ash, OH; March 20-21, New Orleans, LA; March 20-21, Calgary, AB; March 2-28, Charlotte, NC; April 3-4, Coraopolis, PA; April 10-11, Mendota Heights, MN; April 10-11, Oklahoma City, OK; April 10-11, Charleston, SC; April 17-18, Toronto, ON; April 24-25, Boston, MA; May 8-9, Syracuse, NY; May 15-16, Little Rock, AR; May 22-23, San Diego, CA; May 29-30, Key West, FL; June 5-6, Denver, CO; June 12-13, Tukwila, WA; June 19-20, Ottawa, ON; and June 26-27, Brookfield, WI.

For detailed information, cost, dates, locations and hotel information please contact Life Appreciation Training at 305-420-6744 or Visit their new website at [www.lifeappreciation.com/dev](http://www.lifeappreciation.com/dev).

## PIMS Students sponsor Annual Christmas Drive for the Needy



PIMS Students (L to R) Casey Woolery, Brent Hamilton, Dionna McQuaid, and Rudee Dillick.



Natalie Cohn presents canned hams for the food baskets. SEE ARTICLE ON PAGE A37

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# Educational NEWS CONTINUED

## PIMS Class #141 elects Officers



(L to R) Rudee Dilick, president, Justin Benson, Vice-president, Erin Maser, Secretary, Terry Tate, Treasurer, and Eva Masters, Class Representative.

**PITTSBURGH, PA**— Students from **Pittsburgh Institute of Mortuary Science (PIMS)**, Class #141, recently elected their class officers. **Rudee Dilick** of Freeport, PA was elected Class President; Class Vice-president is **Justin Benson** of Canonsburg, PA, **Erin Maser** of Pittsburgh was elected Class Secretary, **Terry Tate** of Tyronne, PA was elected Class Treasurer, and Class Representative Elect is **Eva Masters**. Congratulations to the newly elected officers and students of Class #141.

## PIMS Annual Christmas Drive for the Needy

*Continued from Page A36*

**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 27<sup>th</sup> year for the Christmas drive which was initiated by faculty members **M. Roger Walker** and **Joe Marsaglia**. PIMS students brought-in non-perishable food items, clothing and toys which were delivered to a local church for distribution to needy families. In addition, monetary contributions were made by local funeral homes and businesses which were used to purchase canned hams and other food items. This year, a record breaking 413 food baskets were prepared.

A formal delivery of the food baskets, clothing, and toys was made to the Fourth Presbyterian Church. Pittsburgh Bureau of Fire provided a fire truck and personnel to escort Santa and students to a local church. As well, Pittsburgh TV Channel 4 was also on hand to cover the event and the story was aired on the 6:00 p.m. news.

PIMS class #141 student Brent Hamilton was dressed as Santa and the students formed a human-chain to unload the items into the church. The students, faculty and staff express their sincere thanks to all those who were a part of this year's event.



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# Association NEWS

## ICCFA 2010 Convention & Exposition: Helping Companies determine their Next Step

STERLING, VA—The most successful companies constantly ask themselves, "Where do we go next?" Never has that question been more relevant for cemeteries, crematories and funeral homes.

The International Cemetery, Cremation and Funeral Association's 2010 Convention & Exposition, March 10-13 in San Antonio, Texas, has been designed to help attendees determine their "Next Step" as they strive to meet the needs of a rapidly changing marketplace.

The Convention offers the most extensive selection of sessions ever assembled within the profession, with 84 hours of programming developed within 10 educational tracks. Among the six keynote presentations, speakers will offer expertise that is not only customized for the profession but in some cases represents original market research commissioned by the ICCFA specifically for this event.

"Not all conventions are created equal, and this year's ICCFA Convention



Rhonda Harper



Genevieve Bos



Ze Frank



Dr. Nick Morgan



Ken Gronbach



Tara Hunt

raises the bar yet again," said Program Chair **Nancy Lohman**, CCFE, of **Lohman Funeral Homes, Cemeteries and Cremation** in Daytona Beach, FL. "Our keynote speakers will share expertise on our industry's future consumers and what we need to know to succeed, and our educational tracks will drill deeply into topics that are vital for business owners and managers who are grappling with their companies' next step."

Keynote addresses include:

*The Customer of Tomorrow:* **Rhonda Harper**, chief executive officer of Real Truth Marketing and Joy and a former vice president of marketing and strategy for Walmart Stores Inc./Sam's Club will offer original market research and analysis regarding how companies within our profession should position themselves today to reach the customer of tomorrow.

*Secrets of Marketing to Women:* **Genevieve Bos**,

co-founder and publisher of PINK, a magazine, website and events firm catering to professional women, will share her insights on how to connect with this key demographic group.

*Facebook May Not Be the Answer:* Renowned Web guru **Ze Frank** will examine how death care companies can project themselves online in ways that are appropriate, productive and effective.

*Authentic Communication:* **Dr. Nick Morgan**, communication coach and author of two books on public speaking and networking, will share lessons on communicating with authenticity and charisma.

*How to Profit from the Demographic Storm:* Demographic researcher and author of "The Age Curve" **Ken Gronbach** will analyze the cemetery, cremation and funeral service profession through the lens of shifting demographics and offer direction on how businesses

CONTINUED ON PAGE A39

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# Association NEWS CONTINUED

## ICCFA'S Cremation Coaching Center announces Cremation Arranger Certification Program

STERLING, VA— The ICCFA Cremation Coaching Center will offer its Cremation Arranger Certification Program as part of the 2010 ICCFA Convention & Exposition,

March 10-13 in San Antonio, Texas. The program, which features educational sessions led by industry leaders, will take place on Saturday, March 13.

Attendees who participate in the program will be awarded a Cremation Arranger Certification as well as six hours of continuing education credits. Six one-hour sessions will provide training on how to arrange and create meaningful tributes and memorialization for cremation families and how to best communicate those options to them.

"The 2010 Cremation Arranger Certification Program has been refined to include fresh, up-to-

date information vital to the success of today's funeral establishments," said **Julie A. Burn**, CCE, CSE, director of cremation services for the ICCFA. "A new hands-on, interactive session will help to improve communication skills, and a session led by ICCFA's special cremation counsel, **Poul Lemasters**, will address the many cremation liability issues the industry faces when working with cremation families."

For more information on the program, visit [www.iccfaconvention.com](http://www.iccfaconvention.com).

For information on the Cremation Coaching Center and to access its many resources, visit [www.cremationcoach.com](http://www.cremationcoach.com).

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 7,400 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

## ICCFA 2010 Convention: Helping Companies determine their Next Step

*Continued from Page A38*

need to evolve to survive and thrive.

*Building Your Social Network Through Social Capital:* **Tara Hunt**, a community marketing specialist and author of the widely acclaimed business book "The Whuffie Factor," will discuss the explosion of social media and how businesses can tap into its power to build lasting networks and community.

Educational breakout tracks include: Event Planning; Cremation Arranger; Competing as an Independent; Managing for Success; Technology; Green Services; Marketing to the Latino Community; Embalming; Pet Loss Services; and Sales and Marketing.

For complete program details and registration materials, visit [www.iccfaconvention.com](http://www.iccfaconvention.com).

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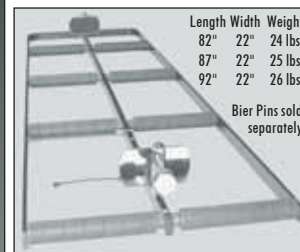
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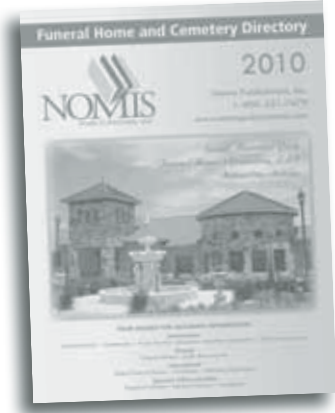
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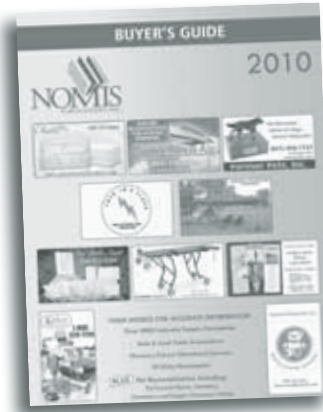




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# Association NEWS CONTINUED

## NFDA, FSF and CANA: Earthquake in Haiti

Please visit [www.nfda.org/haiti](http://www.nfda.org/haiti) for the latest news and information on Haiti; this Web page will be updated daily, or as new information becomes available.

**BROOKFIELD, WI**— The members of the **National Funeral Directors Association** (NFDA) join with the world community in expressing their heartfelt sympathies to those affected by the earthquake that devastated the island nation of Haiti on January 12. The **Cremation Association of North America** (CANA), pursuant to action by the CANA Board of Directors, has announced that CANA is encouraging members to support the Haitian relief effort established by the National Funeral Directors Association and the **Funeral Service Foundation**.

Numerous NFDA members continue to express their interest in traveling to Haiti to assist with DMORT operations and to help local funeral directors preserve the dignity of those who died. Members should not self-deploy to the affected areas as conditions are severe; participating in a coordinated response with a government or aid organization will make for an effective response to the

needs of the Haitian people. NFDA staff is working closely with government officials to determine the type of assistance needed from the funeral service community and when it might be safe to travel to Haiti. In the meantime, NFDA members interested in volunteering in Haiti should call the association at 800-228-6332.

"Many CANA members have inquired about how they can help with the relief effort following the earthquake in Haiti, and the CANA Board is encouraging members to support the FSF-NFDA effort," said CANA President **Bill McQueen**. "We can more effectively serve the urgent need for supplies and support in Haiti by working with the previously announced program rather than to create a new

program. We are particularly pleased that contributions to the FSF-NFDA program will be used for humanitarian efforts, including, if possible, funding for mortuary affairs efforts."

NFDA has partnered with the Funeral Service Foundation (FSF) to accept donations to support relief efforts in Haiti.

Contributions to the Haiti Relief Fund will be used for humanitarian efforts, including, if possible, funding for mortuary affairs efforts.

Assistant Secretary for Preparedness and Response **Dr. Nicole Lurie** (U.S. Department of Health and Human Services) exclusively invited NFDA to take part in a conference call to discuss medical donations related to the Haiti disaster relief effort. NFDA also participated in a conference call with the U.S. Department of Health and Human Services Infrastructure Protection Program to further discuss relief efforts.

Finally, the FBI issued several reminders to the public to help them avoid fraudulent solicitations purportedly for a charitable organization and/or a good cause. NFDA advises its members to follow these FBI guidelines, which include:

Do not respond to any unsolicited (spam) incoming e-mails, including clicking links contained within those messages. Be skeptical of individuals representing themselves as surviving victims or officials asking for donations via e-mail or social networking sites. Verify the legitimacy of nonprofit organizations by utilizing various Internet-based resources that may assist in confirming the group's existence and its nonprofit status rather than following a purported link to the site. Be cautious of e-mails that claim to show pictures of the disaster areas in attached files because the files may contain viruses. Only open attachments from known senders. Make contributions directly to known organizations rather than relying on others to make the donation on your behalf to ensure contributions are received and used for intended purposes.

In addition, funeral directors should not contact Haitian funeral directors about shipping bodies once communication is restored. Haitian funeral directors in the affected areas have their own struggles now, and cannot accept bodies at this time. For more information, visit [www.nfda.org](http://www.nfda.org).

### TO MAKE A CONTRIBUTION:

- **Online:** Visit the FSF Website, [www.funeral-servicefoundation.org](http://www.funeral-servicefoundation.org), and click on the "Make a Donation" link at the top of the page to make a secure contribution via PayPal. Donors should indicate their contribution is for the "Haiti Relief Fund" in the comments section of the PayPal donation form.
- **By phone:** Call the foundation office toll-free at 877-402-5900 to make a contribution via credit card.
- **By mail:** Mail a check, payable to the Funeral Service Foundation, to: Funeral Service Foundation; 13625 Bishop's Drive; Brookfield, WI 53005-6607. Donors should indicate their contribution is for the "Haiti Relief Fund" on the memo line of the check.

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Combine eggs, milk, salt and pepper in a shallow dish. Place one slice each of turkey, ham and cheese on 4 bread slices. Top with remaining bread slices. Dip both sides of each sandwich into the egg mixture. Place sandwiches in a large skillet coated with cooking spray over medium high heat. Cook 3 minutes on each side until sandwiches are golden. Sprinkle with powdered sugar. Serve sandwiches with sauce.

Sauce: Combine 1/4 cup red currant jelly, 2 Tbs. Dijon mustard, 1 Tbs. orange juice and 1 Tbs. water in small saucepan over low heat. Cook until jelly melts.

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1/2 cup diced cooked ham  
Sage, nutmeg and onion salt to taste

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2 hard boiled eggs, finely chopped  
1 or 2 cups cream (or evaporated milk)

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# Association NEWS CONTINUED

## Michael Watkins, CFSP, named NFDA Senior Vice President of Operations

**BROOKFIELD, WI**— **Michael J. Watkins**, CFSP, has been named senior vice president of operations of the **National Funeral Directors Association (NFDA)**. In his new role, Watkins will oversee the Member Services Division, the International Relations Department, and the association's internal operations, which includes the Accounting, Information Technology and Human Resources departments.

Watkins most recently served as executive vice president of **Palm Mortuary** in Las Vegas, NV. Throughout the past 26 years, Watkins' professional experience in funeral service has al-

lowed him to work with funeral homes throughout the country. He has interacted with firms of all sizes (from less than 100 calls to more than 7,000 calls annually); firms that operate in urban and rural settings; and funeral homes where a majority of client families desire burial to firms where most desire cremation.

"I am eager to help NFDA continue to grow and improve," said Watkins. "Our members' focus is on providing the best possible service to each family that walks through their doors. On any given day, however, there are a multitude of additional issues – FTC and OSHA compliance, human resources, insurance and property liability, adherence to federal and state laws and regulations – that are critical to the operation of their business. I want to use the experience I have gained in this profession to seek new ways to make our members feel supported by their national association, allowing them to focus on doing what they do best – serving the bereaved."

"The diversity of Mike's experience, as a funeral director and in an administrative capacity, reflects the diversity of NFDA's membership and makes him an outstanding addition to this association's staff," said NFDA CEO **Christine Pepper**, CAE. "Regardless of the position he has held – whether he was dealing directly with grieving families, or helping to develop the skills of those who serve families – Mike's central focus has always been to seek new ways to enhance the experience of the bereaved. I am confident his skills will help NFDA strengthen its outreach to members."

NFDA is the world's leading funeral service association, serving 19,000 individual members who represent more than 10,200 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit [www.nfda.org](http://www.nfda.org).

## The Leading Cremation Arrangement Web Site Owner to speak at CANA Symposium

**LAS VEGAS, NV**— America's most successful Cremation Arrangement Web site owner, **Buddy Phaneuf**, will speak on "E-Commerce and the Cremation Customer: Why You Must Sell Cremations From Your Web Site" at the *Cremation Association of North America* and *National Funeral Directors Association* Cremation Symposium in Las Vegas on February 17.

Phaneuf's Web site, [www.csnh.com](http://www.csnh.com), which lets At-need and Preneed families select services and merchandise, fill out paperwork and pay online, sold well over a half million dollars in revenue in 2009.

"There is no other Web site in the U.S. that comes close to generating the amount of revenue that Buddy's site does," says **Michael Turkiewicz**, owner of **Funeral-Net**, the largest provider of custom Web sites to independent funeral homes in America. "But, there are a lot of people who have been watching Buddy for some time, and are now doing what he does with great success," Turkiewicz said.

One of those is **Blair Nelson**, whose [www.virginiacremate.org](http://www.virginiacremate.org) sold nearly \$60,000 in preneed in its first nine months of operation this past year, Blair Nelson said.

Phaneuf was the first person to bring a Web site to market that allowed families to completely arrange online. He has consulted with more than a dozen firms, assisting them in setting up cremation societies and e-commerce based websites in the funeral industry. Phaneuf's Web sites have won awards for design and creative use of technology, both locally and nationally. He has also been featured in a 2005 *Business Week Magazine* article on How To Use the Internet To Boost Sales.

Phaneuf received his undergraduate degree in operations research from the University of New Hampshire, and his MBA in finance from the George Washington University. Prior to working in funeral service, he was a senior management consultant with Deloitte and Touche in Washington, DC focusing on telecommunications and technology strategies.

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WEB DIRECT GIFT & PRICING

## The Triumph Group LLC partners with the NFD&MA

CANTON, MI— The Triumph Group LLC, at the Annual Board of Directors Meeting in Atlanta, GA, partnered with the National Funeral Directors and Morticians Association (NFD&MA) to provide business consulting, executive training and succession planning services to its members. Allen Siverls, President and CEO of The Triumph Group, LLC, will make available to NFD&MA's membership, funeral home business management services, as well as succession planning and business valuation services. In addition to this, Mr. Siverls will be hosting a series of training seminars aimed at strategically positioning funeral homes to grow and thrive in the future. The focus of this partnership will be to strengthen the financial and long term viability of NFD&MA's member firms to enhance the transfer of intergenerational wealth. A key component of this relationship is to foster the continuation of existing firms, by matching them with individuals who can insure the con-

tinuation of their business, when there is no successor. Mr. Ernest Adams, President of the NFD&MA says, "I am very excited about this partnership and hope it will assist our members with planning more effectively for the future." Mr. Hall Davis, past President and current Chairman of the Board says, "My theme as President was Proper Planning Produces Prosperity, and this partnership will enhance the prosperity of many of our members."

The Triumph Group L.L.C. is a funeral home management consulting company that specializes in "Enhancing Funeral Home Value through Strategic Solutions." TTG focuses on increasing funeral home profitability, staff training and development, business coaching, strategic planning and succession planning. Allen Siverls, MBA, CFSP has been in the funeral industry for 25 years and his prior experience includes: President and Chief Operating Officer of a 17 firm multi state ac-

quisition company, Director of Sales Training and Business Development for Milso-York Casket Company, Territory Manager and Team Leader for The Strategic Markets Task Force for Batesville Casket Company.

He is an instructor teaching Small Business Management at his Alma Mater, Pittsburgh Institute of Mortuary Science, and received additional Executive Business Training at The Wharton School of Business, The University of Chicago, The American Management Association, The American Society of Training and Development, The International Business Brokers Association and Toastmasters International.

Mr. Siverls is available for speaking engagements, business coaching and consulting, he may be reached at (313) 610-2065 or e-mail him at asiverls@thetriumphgroup.net.

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## Answers to Klicker's Crossword Puzzle on Page A40

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## NFD&MA selects St Maarten for the 2010 House Meeting

DECATUR, GA— As the industry continues to have its challenges, the National Funeral Directors and Morticians Association is committed to providing education, training, and collaboration to keep its members on the cutting edge of technology. "TSA: What does it mean?" "Are you an authorized International Shipper?" "What is the Red Flag rule?" "What are the burial customs in St Maarten?" These are only a few of the workshop titles scheduled during the 2010 NFDMA House Meeting to help you answer, "YES" to the question, "Is your funeral home compliant?"

NFD&MA is also excited to expand its borders internationally and work with other countries who seek embalming procedures and education. There will be ample time to discuss customs and traditions internationally in the most relaxed, comforting, scenic environment. Often referred to as the crossroads of the Caribbean, St. Maarten is located at the northern end of the Lesser Antilles, approximately 150 miles southeast of Puerto Rico.

Grab your passport, throw a few summer things in the luggage, and meet us in St Maarten at Sonesta Maho Beach Hotel and Casino April 24-28, 2009.

For more information visit www.nfdma.com or call 1-800-434-0958.



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# Death Notices



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**EUTOPIA MORSELL SIMMONS** of Chicago, IL died January 8, 2010 at the age of 91. A 1950 graduate of Worsham College of Mortuary Science, she earned her mortician's license in 1952. For nearly 57 years she served families in the Chicago area through **Kersey-McGowan-Morrell Memorial Chapel**. She was honored as a Living Legend and an honorary life member of the *100 Black Women of Funeral Service* at the *National Funeral Directors and Morticians Association Convention* in 2007.



**MARGARET L. "PEG" KAHLE** of Emlenton, PA died December 29, 2009 at the age of 95. She was long time president of the **Emlenton Cemetery Company** and maintained hundreds of obituaries and cemetery records.

**GENE CATRETT** of Atlanta, GA died December 16, 2009 at the age of 86. He worked at the **H.M. Patterson Funeral Homes** in Atlanta for 30 years, previously working for funeral homes in Columbus and South Georgia.

**ELLEN FISCHER SAUNDERS** of San Antonio, TX died December 27, 2009 at the age of 105. She and her husband operated a funeral home in San Antonio. At 25, she became one of the first women licensed in Texas as an embalmer and funeral director.

**CHARLES EDWARD BEHR** of Clearwater, FL died December 17, 2009 at the age of 63. In 1972 he was general manager for two Miami funeral homes when they were bought by **Service Corporation International**. He went on to work for SCI, buying and operating **Moss-Feaster Funeral Home** in Clearwater and the **National Cremation Society** in 1990.

**JOHN M. CRAIG** of Elizabeth Township, PA died January 2, 2010 at the age of 53. A graduate of the *Pittsburgh Institute of Mortuary Science*, he was a former funeral director with **William H. Craig Funeral Home, Inc.**, McKeesport, PA.  
Courtesy Clem's Livery Service, Pittsburgh, PA.

**JOSEPH J. DELLAVECCHIA, JR.** of West Chester, PA died December 6, 2009 at the age of 64. In high school he worked at the **Perri Funeral Home**, and later at the **Oliver H. Bair Company** in Philadelphia. In 1971 he graduated from *American Academy McAllister Institute of Funeral Service* in New York, NY and served his internship at the **Goldstein's Funeral Home** in Philadelphia. In 1974 he and Mr. Perri established a funeral home in Upper Darby, PA, and in 1977 he purchased the **Lawrence J. Reilly Funeral Home** of West Chester, which became the **DellaVecchia, Reilly & Smith Funeral Home, Inc.** and then the **DellaVecchia, Reilly, Smith & Boyd Funeral Home, Inc.** He established the **Chester County Crematory, LLC** in West Chester in 2009. He was a member of the *National, Pennsylvania and Chester County Funeral Directors Associations*, as well as the *Cremation Association of North America*.  
Courtesy Cremation Association of North America, Chicago, IL.

**PATRICIA K. McDERMOTT** of McKees Rocks, PA died January 3, 2010 at the age of 55. A fourth generation funeral director and a graduate of *Pittsburgh Institute of Mortuary Science*, she was owner and operator of **McDermott Funeral Home** in McKees Rocks and Kennedy, PA.  
Courtesy Clem's Livery Service, Pittsburgh, PA.

**AVIS SEEDERLY** of Columbiana, OH died December 10, 2009 at the age of 97. In 1948 she and her husband established **Seederly Funeral Home** in Columbiana, which became **Seederly Beilhart Funeral Homes** of North Lima and Columbiana, and later **Seederly-Mong & Beck Funeral Home**.

**ELMER JOHN "SCOTTY" JORDEN** of Gainesville, FL and formerly of Columbus, KS, died December 18, 2009 at the age of 93. A graduate of the *Kansas City School of Embalming*, he and his wife owned a funeral home in Seneca, KS until 1947, and purchased the **Catlett Funeral Home** in Columbus, in 1949, which they owned and operated, as **Jorden Funeral Home**, for 30 years.

*Death Notices*  
are continued on the  
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# Death Notices



CONTINUED FROM PREVIOUS PAGE



**JOHNNY E. PHILLIPS** of Waynesville, NC died January 2, 2010 at the age of 79. He graduated from *Gupton Jones Mortuary School* and served his apprenticeship at **Garrett Funeral Home**, where he remained and enjoyed a career of 56 years.

**KENNETH W. HARN, JR.** of South Baltimore, MD died December 14, 2009 at the age of 67. He had recently retired from **McCully-Polyniak Funeral Home**, where he had been a funeral director's assistant and chauffeur for 48 years.

**JUDITH C. RALPH** of Plantation, FL died December 22, 2009 at the age of 69. A graduate of *Miami-Dade Community College*, she and her husband founded **T.M. Ralph Plantation Funeral Home** in 1965.

**MADELINE S. MASTERS** of Palatka, FL died December 17, 2009 at the age of 93. In 1953, she and her husband bought the **Witt Funeral Home** in Palatka and established the **Masters Funeral Home**.

**ROY A. SUMNER** of Valdosta, GA died December 18, 2009 at the age of 71. He was owner and operator of **Sumner Funeral Home**, currently **Music Funeral Services**, in Valdosta from 1976 to 1996.

**HERMAN LATHAN** of Jackson, AL died December 28, 2009 at the age of 89. He was a retired self employed funeral director with **Lathan Funeral Home** in Jackson, Chatom and Grove Hill, AL. He started working in 1949 at **Woodson Furniture and Undertaking**. He purchased half interest in the funeral home in 1961, and his son purchased the other half in 1968. He was granted lifetime honorary membership of the *Alabama Funeral Directors Association* in 1990.

**GARLAND LLOYD LOCKART** of Moweaqua, IL died December 27, 2009 at the age of 91. A graduate of the *College of Mortuary Science* in St. Louis, MO, he had a funeral service career that spanned 50 years. He worked for **Dawson and Wikoff Funeral Home** in Decatur, IL, becoming its general manager in 1962. In 1971 he became resident manager of the **Moweaqua Dawson & Wikoff Funeral Home**. He was active in the *Illinois Funeral Directors Association*, holding several offices including president in the 1990-1991 term. He was the recipient of the *National Funeral Directors Association* Governor for Outstanding Service Award to the Illinois FDA and was also recognized as a Goodwill Ambassador.

**FREDERICK WILLIAM MEYER, JR.** of Indianapolis, IN died January 1, 2010 at the age of 85. From 1953 until 2004, he was the owner and developer of a number of cemeteries and funeral homes throughout the Midwest and South. He was a charter member and the first President of the *Pre-Arrangement Interment Association of America, Inc.* He was also a past President of the *Indiana Cemetery Association* and the *Cemetery Association of Tennessee*. He was affiliated with the *National Association of Cemeteries*, and the *American Cemetery Association*. He also served as an advisor to the Veterans' Affairs Committee of the United States Senate.



**JOSEPH E. COLLETTE** of Lancaster, OH died January 6, 2010 at the age of 71. He worked at **The Frank E. Smith Funeral Homes**, Lancaster.

*If you have an Obituary you would like to see listed here, send information to:*

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