

## *Funeral Businesses Moving Forward in Tough Economic Times*

**Mike Pearson purchases Jenkins  
& Newman Funeral Home**  
Page A14

**Restland Coppell Chapel design  
is Warm, Beautiful**  
Page A16

**Grand Opening of St. James  
Funeral Home South**  
Page A21

**Cremations America, LLC  
opens in Florida**  
Page A22

**Aaron and Burney Bivens Funeral  
Home is a New Venture in  
Orange Park, Florida**  
Page A23

**Stradling to purchase Roseboro  
Funeral Home**  
Page A24

**Rio Concho and LaFollett  
Services to form American  
Memorial Restoration**  
Page B1

**Walnut Creek Now  
Offering Caskets**  
Page B1

## Seger Funeral Home spans Four Generations



Seger Funeral Home



The Seger Funeral Home Chapel

ATKINSON, NE— **Seger Funeral Home** has been serving families in their times of need for more than seventy years. With their mortuary located just forty miles from the South Dakota border, all their funeral directors are licensed in both Nebraska and South Dakota.

**Leo F. Seger** founded the firm in Broken Bow, Nebraska in 1939. Seger sold the firm and returned to his hometown of Atkinson in 1941. He then opened Seger Funeral Home in the A.T. Hart building on the corner of State and Main Streets. Shortly after, he purchased the competing firm owned by E.J. Kilmurry and became the only funeral home in Atkinson. In 1956, Leo built the funeral home's current location at 302 West State Street and moved the business there.

In 1961, Leo's son, **Paul F. Seger**, became licensed and joined the firm. When Leo passed away the following year, Paul took over as owner and operator. Paul's

son, **Leo P. Seger**, was licensed in 1985 and joined him in the family business.



The A.T. Hart building in 1908

In 2004, Leo purchased Seger Funeral Home from Paul. Joining Leo and Paul are licensed embalmer and manager, **Darrel D. Leisy**, who has worked for the firm since 1979, and secretary, **Patricia J. Skrdla**.

Leo is very proud of his family's legacy of funeral service. He notes that his son **Paul A. Seger** will graduate from mortuary school in May and his nephew **Joshua Gossman** is also a licensed funeral director in Nebraska.

## Falvo Funeral Home serves Families for Four Generations



Falvo Funeral Home in Webster



Falvo Funeral Home in Rochester

ROCHESTER, NY— **Joseph Falvo** founded **Falvo Funeral Home** in 1926 in Rochester, New York. Its original location was on Ontario Street on the city's north side. He later established funeral homes on Lake Avenue and on Woodward Street before constructing the firm's present location at 1395 N. Goodman Street.

In 1961, Joseph passed the business on to his sons, **Rich-**

**ard** and **Arthur**. The two ran the funeral home until 1995, when Richard's sons, **Mark, Michael, and Chris** took over. In 2006, Chris'

son **Richard** joined the firm. Falvo Funeral Home also has a location at 1295 Fairport Nine Mile Point Road in Webster, NY.

PRESORTED STANDARD  
US POSTAGE PAID  
INDIANA PA  
PERMIT NO 12

NOMIS PUBLICATIONS, INC.  
POB 5159  
Youngstown, OH 44514

ADDRESS SERVICE REQUESTED

Please check your mailing label for accuracy

**NEW** M.NOMISPUBLICATIONS.COM

*Access our Online Directories  
via your Mobile Phone!*

U.S. Funeral Homes & Cemeteries  
U.S. Daily Newspapers  
International Funeral Homes

Suppliers  
Associations  
Pet Memorialization Firms



*Fast! Easy! Convenient!*

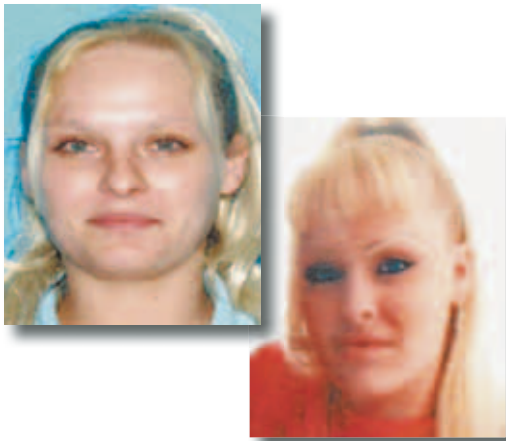
M.NOMISPUBLICATIONS.COM

# 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.

### Missing

#### HEATHER RIGGIO



**Date of Birth:** 3/11/1987  
**Date Missing:** 5/6/2007  
**Missing From:**  
 North Miami Beach, Florida  
**Age at Disappearance:** 20 Yrs  
**Age Now:** 22 Yrs  
**Sex:** Female  
**Race:** White  
**Height:** 5'1"  
**Weight:** 120 lbs  
**Hair:** Brown  
**Eyes:** Blue

**Circumstances:** Both photos shown are of Heather. She was last seen on May 6, 2007. Heather has a tattoo of a Chinese star on her lower back and a tattoo on her ankle. Her ears and lip are pierced. Heather was last seen wearing a pink top, jeans and high heels.

### Endangered Runaway

#### AMBER ELIZABETH CATES



**Date of Birth:** 2/3/1988  
**Date Missing:** 4/11/2004  
**Missing From:**  
 Columbia, Tennessee  
**Age at Disappearance:** 16 Yrs  
**Age Now:** 22 Yrs  
**Sex:** Female  
**Race:** White  
**Height:** 5'5"  
**Weight:** 100 lbs  
**Hair:** Brown  
**Eyes:** Hazel

**Circumstances:** Amber was last seen on April 11, 2004. She may be in the company of an adult male. Amber may still be in the local area or she may travel to Georgia or Texas.

### Endangered Runaway

#### JOSE FEDERICO NIETO

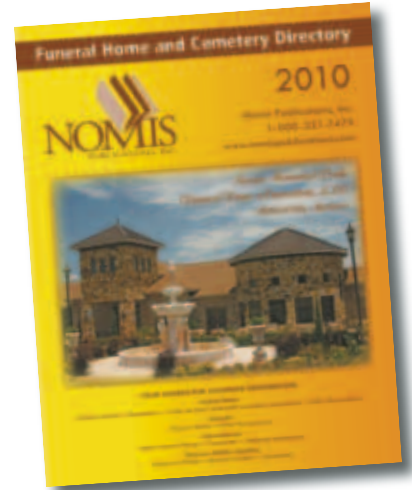


**Date of Birth:** 12/13/1994  
**Date Missing:** 1/24/2008  
**Missing From:**  
 Chicago, Illinois  
**Age at Disappearance:** 13 Yrs  
**Age Now:** 15 Yrs  
**Sex:** Male  
**Race:** White/Hisp  
**Height:** 5'1"  
**Weight:** 140 lbs  
**Hair:** Black  
**Eyes:** Brown

**Circumstances:** Jose may still be in the local area, or he may have traveled to Mexico.

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.

**SEND TO**  
**FRONT COVER**  
 c/o Nomis Publications, Inc  
 PO Box 5159  
 Youngstown, Ohio 44514

For more information, call Kim at 800-321-7479  
[www.nomispublications.com](http://www.nomispublications.com)  
[kim@nomispublications.com](mailto:kim@nomispublications.com)



Published Monthly by:  
 Nomis Publications, Inc.  
 PO Box 5159, Youngstown, OH 44514  
 1-800-321-7479 FAX 1-800-321-9040  
[www.nomispublications.com](http://www.nomispublications.com)  
[info@nomispublications.com](mailto:info@nomispublications.com)

**Subscription:** United States \$20.00 - Canada/Mexico \$50.00  
 Circulation 21,000 per issue. Overseas rates available.  
**Deadline for Press Releases:** 5th of the Previous month.

**Advertising:** Display Ad rates sent upon request. Classified and Shipping Directory rates published in each issue. All advertising must be received by the 5th of the previous month.

Due to the vast amount of sources, the publisher is not responsible for the content of any news articles or advertisements. Nor is the publisher responsible for any loss of revenue by failure to insert an advertisement. The contents of any advertisement submitted for publication are only the publisher's responsibility if the error is made by the publisher's typesetting department, and then only to the extent of the typesetting charges. Advertisers are responsible for adhering to individual state regulations regarding advertising. The contents of any news article submitted for publication is subject to editing and is published at the sole discretion of the publisher. The publisher reserves the right to refuse any news article or advertisement. The contents of this publication may not be reproduced, in whole or part, without the exclusive consent of Nomis Publications, Inc.

**Founder:** Chester E. Simon  
**Editor:** Margaret (Peggy) Rouzzo **Owner:** Lucy A. McGuire

### MONTHLY FEATURES

Classified Ads.....	B17
Shipping Directory.....	B15
Calendar of Events.....	B4
Association News.....	A41
Deaths.....	A46
Educational News.....	A35
Suppliers News.....	B1

### COLUMNS:

A Proactive Approach to Advance Funeral Planning.....	A6
Changing Lives Through Laughter by Nancy Weil.....	A8
Cremation Issues and Answers.....	A22
John A. Chew.....	A24
Klicker's Crosswords.....	A40
Legal Speak by Atty Harvey I Lapin.....	A10
Let's Chat by Kristan Dean.....	A20
Memoires des choix des Jacque.....	A42
Observations by Steven Palmer.....	A12
OSHA Compliance.....	A14
The Gift of Aftercare.....	A4

### 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).

© 2010 by Nomis Publications, Inc.

ISSN 1944-1126

Funeral Home & Cemetery News Online at [www.nomispublications.com](http://www.nomispublications.com)

### ONLINE DIRECTORIES

US & International Funeral Homes • Supply Companies  
 Cemeteries • Pet Memorialization Companies  
 Trade Associations • Plus Much More...

[www.nomispublications.com](http://www.nomispublications.com)

## PIMS to present Spring Con-Ed Seminar

PITTSBURGH, PA— Gene Ogrodnik, President & CEO of Pittsburgh Institute of Mortuary Science is pleased to announce its Spring Continuing Education Event entitled *2010-PIMS Best Practices 101*. This all day seminar sponsored by Pierce Chemicals/Royal Bond and PIMS will feature Robert G. Mayer, author of the only authoritative resource on embalming entitled *Embalming: History, Theory, Practice*, now in its 4th Edition, a Pittsburgh native and widely known and respected speaker, and William "Ziggy" Zwicharowski, who directs the renowned Port Dover Mortuary Service. Ziggy is also a widely sought speaker as he enlightens funeral directors and embalmers about the services provided to the "fallen servicemen," truly American heroes.

The seminar will be held at the PIMS Special Events Center on Friday, March 19, 2010.

Application for approval for 6 continuing education units has been made to Pennsylvania, West Virginia, Ohio, Maryland, New York and the Academy of Professional Funeral Service Practice. Breakfast, lunch, and all course materials will be included for attendees. For enrollment information contact PIMS at 412-362-8500 or email [pims5808@aol.com](mailto:pims5808@aol.com).

## West Virginia FDA to hold All Hazards Management Symposium

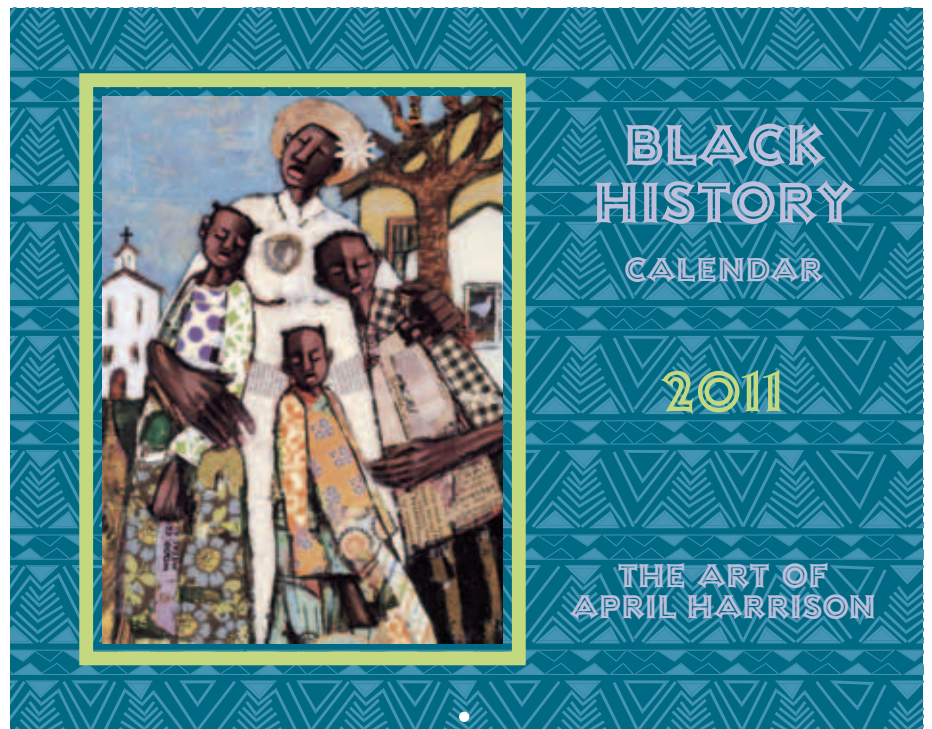
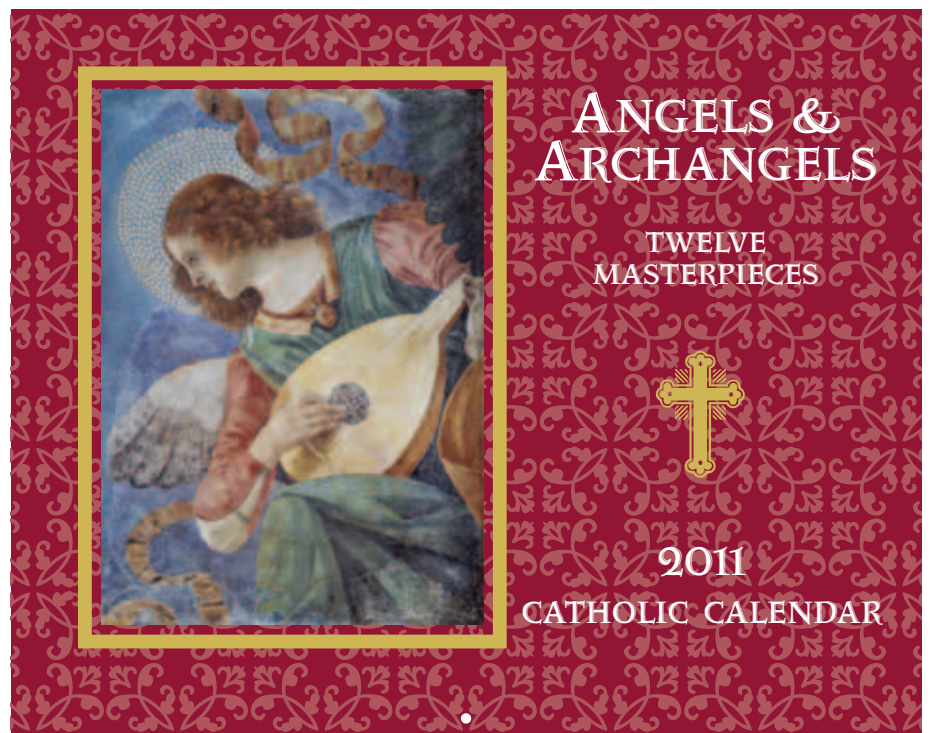
HUNTINGTON, WV— The Ninth Annual All Hazards Management Symposium will be held April 20-22, 2010 at the Tri-State Fire Academy in Huntington. This program has been designed to meet the needs of all persons and agencies involved with multiple death disaster planning and management. The focus of the program will be learning through the shared experiences of our peers during disaster operations. The interdisciplinary nature of disaster management and planning is reflected in a program which supports cross fertilization and topical in depth discussions among all responsible organizations: coroners/medical examiners, funeral directors, fire/EMS, law enforcement, health care and other voluntary and governmental organizations and agencies. Speakers will include actual disaster incident commanders, and the practical aspects of disaster management are emphasized.

On April 21<sup>st</sup> Vernie R. Fountain of Fountain National Academy of Professional Embalming Skills, Springfield, MO will present Mass Fatality Management Response Training. This condensed course will discuss a myriad of response tasks, and issues, that arise and identify management strategies, policies, procedures and methods to create an effective, organized and coordinated operational response. In addition, Mr. Fountain will conduct presentations that will identify specific techniques that can be implemented to embalm, restore (on some disaster fatality cases) and otherwise prepare disaster fatalities. He will teach some of his special techniques to accomplish restoration of traumatic injuries. A specific Preparation and Repatriation of Human Remains Plan, written by Mr. Fountain will be discussed.

The in-depth studies will also include Continuing Education Credit. CEUs have been applied for from West Virginia Board of Funeral Service Examiners, Ohio Board of Embalmers and Funeral Directors, Kentucky Board of Embalmers and Funeral Directors, and Maryland Board of Morticians and Academy of Professional Funeral Service Practice.

The interdisciplinary symposium is sponsored by West Virginia Funeral Directors Association, Tri-State Fire Academy, West Virginia Medical Examiner, West Virginia Board of Funeral Service Examiners, Cabell-Huntington Hospital Education Department, West Virginia Association of County Health Departments and West Virginia Sheriffs' Association. For registration information, contact Tri-State Fire Academy at (304)522-2006, Robert D. Carpenter at (304)525-8121, or John D. Reed at (304)847-2454.

Catholic Calendar Also Available in Spanish



*Promotional*  
**CALENDARS**

**99¢** each

Plus **15¢** each for shipping & handling

Your **personalized** information is shown at the **center** of your calendar.

**There are absolutely no other charges. Really.**

**800-413-4455**

The Judith Roth Studio Collection

The world's highest quality promotional calendars

*The Judith Roth Studio Collection is not affiliated with any other company or association. To receive these calendars, your signed order form must be sent directly to our company.*

Size of calendar closed 11" x 8 3/4" • Size of calendar open 11" x 17 1/2"

**Cherokee**  
Child Caskets  
Since 1911

Your Choice for when it matters most ...

**Style 90**



More Sizes, Colors  
& Panels Available

www.cherokeechildcaskets.com 800-535-8667

## Colonial Dames adopt Historic Cleveland Cemetery

**CLEVELAND, OH**— The historic **East Cleveland Township Cemetery** is approximately 12 acres of land situated in University Circle on East 118th Street having been forgotten by some Clevelanders and unknown to the majority. It has been surrounded by urban legend for decades and embroiled in litigation since its founding on August 31, 1859. Today there are over 17,000 people that have been laid to rest within its gates, many of whom were instrumental in creating the Cleveland we know today and who followed Moses Cleveland to the Western Reserve. There have never been any racial, ethnic nor religious lines drawn in the cemetery, despite its date of origin. On August 31, 2009 East Cleveland Township Cemetery celebrated its 150th anniversary. The Foundation obtained ownership of the cemetery in June 2003 from the Cities of Cleveland, Cleveland Heights and East Cleveland and has turned a previously neglected historical Cleveland landmark into its most up and coming Shining Star.

Three years ago *The National Society of the Colonial Dames of America* (NSCDA) in Ohio launched a campaign to raise \$10,000 for the East Cleveland Township Cemetery's endowment fund. The Colonial Dames are known across the country for promoting our national heritage through historic preservation, patriotic service and educational projects. The NSCDA founded in 1891, is an unincorporated association of 45 Corporate Societies with over 15,000 members. The Society's corporate headquarters is located at Dumbarton House, a Federal period museum in Washington, DC ([www.nscda.org](http://www.nscda.org)).

On November 6, 2009 East Cleveland Township Cemetery Trustee *Nancy Adams*



Colonial Dames local chapter President *Lucy (Grosvie) Cooley* addresses the Dames and Trustees of the Foundation, recognizing everyone's efforts to maintain the history of the United States of America.

presented an update on the status of the renovation and preservation process at the cemetery. After the presentation the Colonial Dames local chapter President *Lucy (Grosvie) Cooley* and State President, *Sally Connelly* announced to the East Cleveland Township Cemetery Foundation Trustees at the Tavern Club on Prospect that they had successfully raised the \$10,000 donation. The donation from the Colonial Dames has been received and is being placed in the Foundation's endowment fund at the Cleveland Foundation.

The cemetery is located at 1621 East 118th Street, which is just North of Euclid Avenue. For more information please contact Nancy Adams at 216-536-7432 or [adamsnancy@ectcf.org](mailto:adamsnancy@ectcf.org).

**Tell Them You Saw Their Ad**

**FUNERAL HOME & CEMETERY NEWS**



**International Logistic Services, INC.**  
DELIVERING WHAT OTHERS PROMISE

## International Air Transport of Human Remains

We work with licensed funeral homes and mortuaries to move human remains out of JFK (Kennedy) and EWR (Newark) airports to over 370 destinations worldwide.

- Full Airfreight Service, Including Routing, Booking, Documentation, Tracking, and Special Requirements
- Fully Licensed IATA Freight Forwarder
- TSA Approved Indirect Air Carrier (IAC)

For inquiries please contact us at:  
[www.ilogistics.com](http://www.ilogistics.com)  
(800) 842-0213  
(718) 723-5151



## The Gift of Aftercare

By Sherry L. Williams

My sister just called me and was very upset. Her surrogate mother and a woman she had loved and cared for over the past fourteen years had died. She was most upset by the treatment she had received from the funeral director. Here is how the story goes.

Her friend had pre-arranged to be cremated and taken to New York to be buried with her husband. Now, my sister and this woman had retired and were living in Florida, so the cremated remains were going to have to be shipped to New York, which is one of the issues.

My sister had never dealt with making arrangements when the final disposition was cremation. So, when she went to the funeral home to talk with them about what needed to be done to make sure her friend's wishes had been carried out, she asked the funeral director what was involved. She wanted to know what was going to happen to this person she loved like a mother and here is the answer she got when she asked what happens when someone is cremated.

The funeral director said, "We will put her body in a cardboard box, drive it to the crematory and they will burn it up."

Somewhat dismayed, she asked what they did with the cremated remains, and he said, "They will be put in a box about the size of a shoebox or smaller and we will take them to the post office and mail them first class to the cemetery. They will dig a hole in her husband's grave and put them in there with him."

My sister then asked if there was a way to see her friend and say goodbye and the response was, with a sigh, "I'll see what I can do." After a few minutes the funeral director came back and said she could see her friend now and he took her to the back hall outside a room marked prep room and her friend was on a stretcher, with a sheet over her, no hair combed, no cleaning her up or anything. She was just the way she was when he picked her up at the hospital. She stood there and touched her, cried and was

asked if she was through now by the funeral director.

They went back into the office and my sister asked if there was any kind of service or way to invite her friends to a remembrance service. The funeral director told her she could do something on her own at home or something, but they were going to take her friend to the crematory that afternoon.

She asked if there was another way that the cremated remains could be sent to New York because she couldn't stand the thought of sending her friend through the mail. The response was, I can give them to you and you can figure out what you want to do with them. After a few minutes, she asked if he could hold them there at the funeral home until she could plan a trip to New York and plan some kind of funeral for her friend. He said, "I guess we could do that for you" and with that he said, "we really don't have anything else we have to do here today, so you can go home now and we'll get busy."

She left, came home and called me crying. She asked if that was how funeral directors always handled cremation and if it was, why they were like that. She went on to say that this man was very cool, not a bit concerned about how she was feeling about her friend and that she felt like he just wanted to fill out the paper work and get her out of there.

I explained that not all funeral directors are like this and that this man was probably afraid of or uncomfortable with cremation. She asked why and wanted to know if it was because he didn't get as much money.

With that, I took a breath and said, "A lot of funeral directors are afraid of cremation because people don't get a chance to say goodbye and that interferes with the grieving process." She assured me that this was not this man's motive. She thought he was all about money.

I went on to say, unfortunately, many funeral directors feel that cremation is cutting into their opportunities to sell what is called a traditional service with a casket, viewing and service. I also explained that this man had missed the opportunity to serve you and perhaps get you to return to his funeral home if you ever had the need by not asking questions and providing you with some options to remember and memorialize your friend.

How would you have responded to my sister? Would you have asked the right questions?

- Would you like a private viewing for her friends here? Would you go on to explain that she could rent a casket for that purpose so that would help her hold down her cost? If

not, would you like to see her before we take her to the crematory? I can get her ready so you can spend some time with her. And when you had her ready, would you have taken her to a place with a chair where she could just sit with her a friend for a while?

- Would you like some Memorial Cards with your friends photo to send out to family and friends?
- Would she like for them to create for her a Video Tribute with photos she could supply so she could show them at a memorial service?
- Would she like for them to help her with a memorial program to celebrate her friends life?
- Would she like to see urns that her friends cremated remains could be put in because the usual container when it comes back from the crematory can seem cold and it is often difficult to embrace the fact that a person's body and the perception of their life comes back in a small cardboard or plastic box?

I might also ask you now to consider how you would have explained cremation when she asked you what happens when someone is cremated.

My friends, this is true, it really happened. I am not making this up, I wish I were. What are you doing about the growing number of cremations? How are you responding? Are you asking the right questions? Are you offering options? Are you servicing this funeral just like any other? If not, I challenge you to do some soul searching and some staff training, because no family should ever be treated in this manner, not if you want funeral service to survive.

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

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

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

# MORTECH<sup>TM</sup> MANUFACTURING INC.

**DISTRIBUTOR & MANUFACTURER**  
of Premium Mortuary Equipment-Family Owned  
and Servicing the Industry for over Twenty Five Years

## SPECIAL PRICING

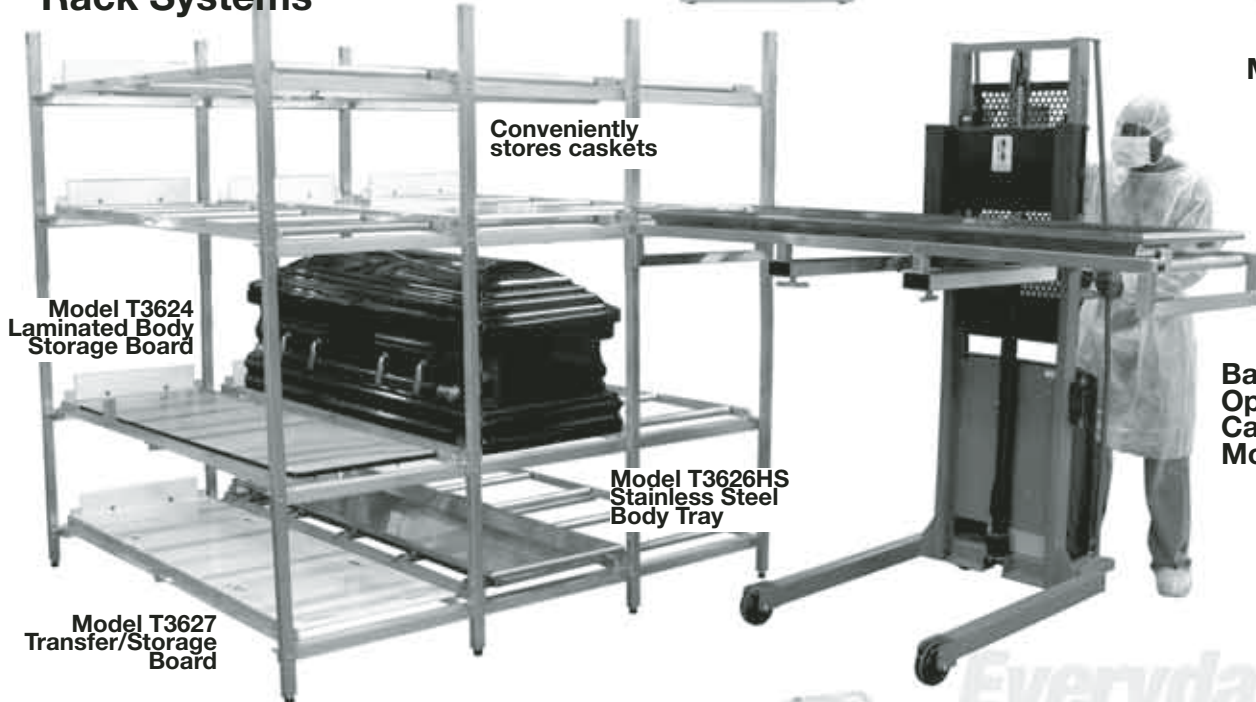
Economy Refrigerator 1036-R114EC

**\$4,699.00 + freight**



- Units ship fully assembled, simply plug it into an outlet and they are operational.
  - All quality stucco galvanized steel construction.
  - 30" wide door opening to accommodate larger cases.
  - The interior is provided w/ rolling racks & high density plastic storage boards.
  - 30" wide door opening to accommodate larger cases.
  - Add optional casters for mobility
- Please call for other styles & capacities.**

## Series 7030 Mortuary Rack Systems



Conveniently stores caskets

Model T3624 Laminated Body Storage Board

Model T3626HS Stainless Steel Body Tray

Model T3627 Transfer/Storage Board

## Custom Cabinets for your facility



**Flush Embalming Station Model 1036-13**



**Model M300 Portable Aspirator**  
Lightweight design for general suction, 1/8 hp motor, up to 22 Hg vacuum and includes suction regulating valve



**Mark IV or V Embalming Machine**

**Complete Water Control Unit Model 1036-1**

(Available in left or right versions)



**Stainless Steel Embalming Station Model 1036-9M**



**Battery Operated Cadaver Lift Model M678**



**Stainless Steel Hypodermic Needles**  
Luer Hubs with long lasting points

<b>20 Gauge</b> 1.5" long ..\$1.65 ea 2.5" long ..\$1.95 ea	<b>13 Gauge</b> 4.5" long ..\$5.50 ea 8.0" long ..\$7.95 ea 10.0" long \$8.95 ea
<b>19 Gauge</b> 3.0" long ..\$2.25 ea	<b>12 Gauge</b> 3.0" long ..\$3.75 ea 4.0" long ..\$4.95 ea
<b>15 Gauge</b> 3.5" long ..\$4.25 ea 4.0" long ..\$4.95 ea 5.0" long ..\$5.75 ea 6.0" long ..\$6.75 ea	<b>6.0" long ..\$6.75 ea</b>



**Three Piece Sterilization Sets**  
Solid Pan, Perforated Pan & Cover  
20.0" x 12.0" x 4"H  
**Only \$79 each**  
12.75" x 10.375" x 4"H  
**Only \$45 each**



**Plastic Undergarments**  
Clear, S - XL for most items  
Unionalls..... \$ 12.00 ea  
Shirt/Jacket .....\$ 10.00 ea  
Pants .....\$ 3.00 ea  
Capri Pants.....\$ 6.00 ea  
Coveralls.....\$ 3.00 ea  
Stockings.....\$ 3.00 ea  
Sleeves .....\$ 2.00 ea  
Infant Unionalls.....\$ 10.00 ea

Free ground shipping on plastic undergarments orders over \$300  
Continental US ONLY



**LW5500 Scissor Sharpener**  
Two step process sharpening  
100% diamond abrasive  
**Only \$89.00**

### Stainless Steel Instruments

**Dressing Forceps**  
6.0" long .....\$3.95 ea  
8.0" long .....\$7.95 ea  
10.0" long .....\$10.95 ea

**Scissors**  
Ends: Sharp-Sharp, Sharp-Blunt, Blunt-Blunt  
5.5" long .....\$3.95 ea



6.5" long ..... \$4.95 ea  
**Artery Forceps**  
Straight or Curved  
6.25" long ..... \$8.95 ea  
7.25" long ..... \$9.95 ea  
8.0" long ..... \$11.95 ea



**Disposable Headrest**  
Styrofoam, sturdy, disposable head and arm rest  
**Only \$ 25.00 per case**  
24 per case



**Headrest** Molded plastic, sturdy, reusable-  
**Only \$ 33.00 each**



**Flowmeter**  
Monitor and control flow of arterial injections  
**Only \$169.00 each**



**Plastic Body Boards**  
Set of 3  
**Only \$ 129.00 per set**



**Post-Mortem Thread**  
Cotton, White / Brown, 1 lb.  
**Only \$ 23.00 each**  
Polyester, White, 4 oz.  
**Only \$ 11.00 each**



**Premium Gloves**  
S - XL 10 bx/case 100/bx  
(One size fits all)  
**Latex PF Textured..... \$ 65.00 case**  
..... 7.49 box  
**Nitrile Powder-Free ... \$ 69.00 case**  
(Shown above) ..... 7.99 box



**Pall Bearer Gloves**  
Quality, Cuffed, White  
**Only \$ 11.99 per dozen**

**MORTECH MANUFACTURING INC.**  
411 NORTH AEROJET AVENUE,  
AZUSA, CA 91702  
TEL (626) 334-1471 • FAX (626) 334-1704

**(800) 410-0100**  
[www.mortechmfg.com](http://www.mortechmfg.com)

# PREMIER Funeral Supply Inc.

## BRUTE II® The Very Best All Stainless Steel Embalming Table on the Market!

Everyone else gives you an 18-gauge stainless steel top with aluminum base. We give you a **100% 304 stainless steel** table with a thicker 16-gauge top and a 14-gauge base **at a much better price!**

## MADE IN THE USA! TRUE USA QUALITY!

TOP FEATURES CONVEX SURFACE WITH SIDE TROUGHS



EASY ASSEMBLY  
90% ASSEMBLED  
OUT OF BOX

**1000 LB  
CAPACITY**

DOUBLE-LOCKING  
SIX INCH WHEELS

**MANUAL \$1567  
HYDRAULIC \$1997**

PATENT PENDING

## MULTI-LEVEL MORTUARY COTS \$1350

## CEMETERY LOWERING DEVICES ON SALE NOW!



## OVERSIZED MORTUARY COTS

THE BEST PROPORTION OF SIZE & WEIGHT ON THE MARKET!

• Double-tubed for strength • Straps and cover included

**\$957 750 LB  
CAPACITY**

**SUPERIOR  
QUALITY!**

★★★★★

**NOT MADE  
IN CHINA**

## CHURCH TRUCKS

• 5" no-stooping, fully locking chromed wheels  
• Double support bars • Only 5" deep when folded

**\$475 950 LB  
CAPACITY**

CREDIT CARDS ACCEPTED



DESIGN COPYRIGHTED

## QUALITY & VALUE AT A REASONABLE COST

PRICES SUBJECT TO CHANGE.  
PRICES DO NOT INCLUDE S&H.

PH 561.602.3330 • FX 352.458.4613 • [www.premierfuneralsupply.com](http://www.premierfuneralsupply.com)

[WWW.NOMISPUBLICATIONS.COM](http://WWW.NOMISPUBLICATIONS.COM)

## Helping Survivors Manage by Kat Reed



**SAINT PAUL, MN**— Following the funeral, after everyone has left and you return to the empty residence of the departed, where do you begin? *Begin Here: Helping Survivors Manage* by **Kat Reed** delivers practical everyday assistance to the people left behind after a death. It is a hands-on user's guide to help individuals (survivors) manage the day-to-day tasks after a death. It features spiral binding for ease of use, pockets for keeping loose papers, checklists, calendar pages for follow-up, and tips on delegating.

Everyone dies. Such a blatant statement might be shocking, but it is nonetheless true. There are countless organizations around the world that offer grief support, but none provides the product that *Helping Survivors Manage* offers. *Helping Survivors Manage* was created on the foundation of most new ventures: a void in the market. They hope to fill that need with their experienced team of subject matter experts—those who have been through it, as well as funeral directors, hospice, health and death care professionals—to help others through this difficult time.

Kat Reed has over 25 years experience in the financial/business world. Her background in bookkeeping and office management gives her the unique ability to address both the details and the big picture. She has been a hospice volunteer and has an affinity for the elderly. She became interested in the issues survivors face when both her parents died in a thirteen month span.

This book arose from Kat's own work helping her predominantly deaf father manage her mother's affairs when her mom died. Kat and her dad wondered how people manage all these tasks when they don't have a family or support system.

For more information, contact *Helping Survivors Manage*, PO Box 16058, Saint Paul, MN 55116. Phone 612-293-6407. Visit [www.HelpingSurvivorsManage.com](http://www.HelpingSurvivorsManage.com).



## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### How to Pick a Pre-Need Marketing Company

Earlier this year I had the good fortune to attend the ICCFA Wide World of Sales Conference in New Orleans. If you have never attended such an event, I highly recommend it. Several attendees approached me during the conference and asked me the following question: "How Do I Pick The Right Pre-Need Marketing Company to Serve My Funeral Home?"

To answer this question, I solicited the guidance of Mr. Tyler B. Anderson. Tyler is the Regional Development Director for the Outlook Group, Inc. in the Wisconsin and Greater Chicago region, working with numerous independent-family owned funeral homes. Tyler would love to hear from you. He can be reached at: [tanderson@theoutlookgroup.com](mailto:tanderson@theoutlookgroup.com).

If you are considering using the services of an independent pre-need sales and marketing company to work with your funeral home in developing and/or further enhancing your pre-need program, you need to do your homework.

Here are some key questions a funeral home owner should ask any marketing company you are considering partnering with:

- Will the marketer engage in a process to learn my business and uncover my unique needs?
- Will the marketer design a program that will be structured to specifically compliment / enhance the culture and reputation of my funeral home? If so, how will they accomplish this?
- Is the marketer providing a tailored program paired with proven systems and processes that are backed by in the field results and testimonials?
- What training / education / ongoing support programs does the marketer provide? (Not the insurance and/or trust provider, the marketer themselves)
- Is the methodology / philosophy of the marketer focused on educating your families to make informed decisions or just on "selling" your families"?
- What is the educational process the marketer uses to train counselors to take a family through the funeral preplanning process? Do they offer continuing education and support?
- How is the educational process consistently reinforced and refined for improvement?
- What lead sources will the marketer advocate working and are they working multiple sources simultaneously?
- Does the marketer provide a Lead Tracking / Lead Generation database to measure the results of a counselor's activity and effectiveness? Does this system also measure and track all marketing program effectiveness?
- Is the marketer focused on creating a LONG TERM mutually beneficial partnership or are they interested in just "putting contracts on the books"?
- What does your gut instinct tell you about the marketer? Do they instinctively feel right to you or are there lingering questions?

Carefully review any "marketing agreement" between yourself and the marketer. It is important to ensure everything is plainly spelled out in writing as you have agreed. The duties and responsibilities of all parties should be clearly outlined. Do not agree to and/or sign anything you are not completely comfortable with.

Always ask for a list of client references. Take the time to contact and speak with those they have and/or are currently serving. How do they feel about the marketer and the services they provide?

Working with a reputable pre-need sales and marketing company can be a very good thing for your funeral home. They can offer you tools and techniques found nowhere else in the funeral industry today. Make sure you do your homework about the company before entering into a business relationship. Once you are in agreement work right alongside them to make your pre-need program the best it can be.

It may take a little time to fully get your program where you want it to be and that's OK. Be patient, supportive and follow their advice. Rome wasn't built in a day. Quality, professional, sustainable pre-need programs are not developed overnight. There is a lot of strategic integration of thought, process and personnel that must take place in a proper timeframe to get your program moving in the right direction!

Want to know more? Contact me at [tanderson@theoutlookgroup.com](mailto:tanderson@theoutlookgroup.com).

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).

## Veterans Choice<sup>SM</sup> Funeral Homes score a Bullseye with VFMC's "Operation Valentine"

**SANIBEL, FL**— The message is a simple one. "Thank you so much for what you do. We always need you." That's just one of the many sweet messages from the heart of a child to a soldier overseas in a project called "Operation Valentine". Thousands of Valentine cards were sent to our heroes overseas by the exclusive **Veterans & Family Memorial Care** Providers participating in VFMC's annual "Operation Valentine".

The project was simple and meaningful, according to **Mark Davis**, founder and Chief Executive of Veterans & Family Memorial Care. Students and people in the community wrote messages to the troops on Valentine cards, cut-out hearts, or whatever they liked, and VFMC Providers nationwide made sure they were delivered to soldiers in Iraq, Afghanistan and other places around the world where U.S. troops are stationed. "The mission was to write a message on them, say thank you, tell a little about themselves, and wish the troops a Happy Valentine's Day," said Mark. "They're away from loved ones so they really want to know that people back home appreciate them. Care packages are one thing," he added,

"but this is a morale boost."

Feedback from the exclusive VFMC Providers that participated in "Operation Valentine" included this message from **Joseph Floyd** of **Oliver-Floyd Funeral Home**, Greenville, OH. "Just a quick note to let you know we enlisted three of our elementary schools to help with the Operation Valentine. We were able to send 427 valentines for our troops. It makes you proud to be an American with such caring children showing their support for our troops."

In addition, this message came from **Rob Crouch** of **Crouch Funeral Home**, North East, MD. "We enlisted the help of two schools in our area and received 446 valentines to send to our troops. We are proud to be able to participate in these wonderful programs. Isn't it fabulous that we can show our unwavering support for those that protect our country so well. Thanks."

There are over 800 family owned funeral home providers in 45 states and Guam that are exclusive, certified Veterans & Family Memorial Care Providers. For more information visit, [www.VeteransFuneralHomes.com](http://www.VeteransFuneralHomes.com) or call toll free: (866) 770-6791.



## Beautiful & Affordable Memorials

### Terrybear<sup>®</sup> Urns & Memorials

(888) 588.8767

[www.terrybear.com](http://www.terrybear.com)

All urn designs © 1994-2010 Terrybear, Inc. Terrybear is a registered trademark of Terrybear, Inc. Heart Keepsakes are patent protected.

**SOUTHLAND  
MEDICAL  
CORPORATION**  
800-959-9160

## March Specials

Prices Good Through Apr 20, 2010  
For Promo Pricing - Reference YB310

**SAFESKIN  
LAVENDER NITRILE**

- 3 mil • "latex like" fit • chemical resistant • latex free
- thinner, superior alternative to vinyl yet 60% stronger
- non-sterile • ambidextrous • single-use • beaded cuffs
- textured • packaged 150 pr/box in sizes XS-XL

**Buy 9 boxes ~ get 1 free!**  
10 bxs/cs \$176.00 cs

**UNI SEAL LATEX  
HIGH RISK GLOVES**

- 15 mil • high tensile strength • economical gloves
- non-sterile • ambidextrous • single-use • extended 12" cuffs
- textured • available in sizes S-2XL

packaged 25 pr/bx, 10 bxs/cs \$85.00 cs

**SAFESKIN STERLING NITRILE<sup>®</sup>  
POWDER-FREE GLOVES**

- 4 mil • "latex like" fit • stretch nitrile for excellent fit and feel
- high tactile sensitivity • great value - get more per box!
- chemical resistant • latex free • non-sterile • ambidextrous
- single-use • beaded cuffs • textured • available in sizes XS-XL

regular cuff, packaged 75 pr/bx, 10 bxs/cs \$148.00 cs  
extended 12" cuffs, packaged 50 pr/bx, 10 bxs/cs \$149.00 cs

### NEW! CHURCH TRUCK DRAPE FOR FERNO MODEL 87

- NO frame required
  - folds up and expands with truck
  - great way to dress up older trucks
  - available in: forest green, burgundy, black, navy blue, royal blue, charcoal, and light grey
- \$350.00 ea



### PORTI-BOY MARK V EMBALMING MACHINE

- two year full warranty - units repaired at no charge, including freight charges and a loaner if needed
  - 0 - 80 pounds pressure flow rate, 0 - 1 gallon per min. at your discretion
  - 3.5 gallon jar fluid capacity
  - powerful high-speed 1/5 hp quiet, smoother running motor
  - solid state timing pulsator, for long lasting maintenance free reliability
- Mark V 24-1/2" x 15" x 15" \$2,455.00 ea



**ARM POSITIONERS**

- lightweight, economical styrofoam positions arms in casketing
- 7" L x 2-1/2" W x 3" H

56/cs \$18.00 cs

**HEADRESTS**

- disposable styrofoam

24/cs \$29.00 cs

### WASHABLE BLOCKADE GOWNS

- washable one ply with poly cotton back\*
- fluid resistant fabric shield
- breathable to reduce heat buildup
- extended length, back ties and knit cuffs
- available individually or 12/cs

L tie-neck	\$28.00 ea	\$256.50 cs
XL tie-neck	\$30.00 ea	\$265.50 cs
L snap-neck	\$30.00 ea	\$265.50 cs
XL snap-neck	\$32.00 ea	\$274.50 cs
2XL snap-neck	\$33.50 ea	\$292.00 cs

\*this fabric has stain and fluid resistant properties; therefore, bleaching should not be necessary and is not recommended.

### WASHABLE COMFORT EASE<sup>™</sup> UNISEX SCRUBS

- 65% polyester 35% cotton ComfortEase<sup>™</sup> fabric
- available in: S-3XL, 11 colors; 4x and 5x, 5 colors (call for details)

#### ONE-POCKET SCRUB TOPS

- v-neck, reversible pullover top
  - left breast pocket w/set-in sleeves
- S-XL \$12.70 ea 4XL \$18.65 ea  
2XL \$15.25 ea 5XL \$20.35 ea  
3XL \$16.95 ea

#### DRAWSTRING SCRUB PANTS

- reversible drawstring pants with matching ties
- S-XL \$13.55 ea 4XL \$21.20 ea  
2XL \$16.10 ea 5XL \$23.75 ea  
3XL \$18.65 ea

WOW!  
That's a savings of **15%**

Call for a catalog or visit us online at  
[www.southlandmed.com](http://www.southlandmed.com)  
Ph. 800.959.9160 or 714.456.9160  
Fx. 714.456.9094 • [info@southlandmed.com](mailto:info@southlandmed.com)

We offer a full line of:  
• Protective Gloves • Protective Apparel • Other Apparel • Facial Protection • Prep Room Supplies • Funeral Service  
• Soaps & Disinfectants • Instruments • First Call • Coroner & Donor Service • Ferno<sup>®</sup> Mortuary Products • Church & Chapel  
• Funeral Stationery • Mortuary Equipment • Crematory Products • NEW~Hair & Beauty ... and a whole lot more!



Contact CK directly at 888-304-3457  
www.ckmemories.com  
or contact your Messengerline  
or Hilton Funeral Supply  
representative

**Low Cost,  
High Impact:**  
You'll love  
the response  
from  
your families.

Adding a warm,  
comforting glow  
to any funeral,  
memorial service,  
or visitation.

## Historic Brooklyn Cemetery gets Tech Savvy: Green-Wood Cemetery launches New Blog

**BROOKLYN, NY**— Brooklyn's historic **Green-Wood Cemetery** has announced the launch of its new blog—*Green-Wood Discovery*—created to provide visitors, art enthusiasts, photographers and historians with frequent updates on new discoveries, photos, restoration projects, events, tours and landscaping changes that together make this National Historic Landmark one

of New York City's most intriguing and remarkable visitor destinations. The blog *Green-Wood Discovery* is authored by Cemetery Historian **Jeff Richman** and can be viewed by visiting [www.greenwood-discovery.org](http://www.greenwood-discovery.org).

"Green-Wood Cemetery is a microcosm of the history of our City and the nation," said cemetery president, **Richard J. Moy-**

**lan.** "Countless individuals whose contributions helped shape our history are interred here, alongside some of the finest examples of 19th and early 20th Century sculpture and architecture found anywhere. The discoveries here at Green-Wood are endless. We hope that this new blog will inspire new guests to visit and old ones to return while providing people across the world with yet another venue to share their remarkable Green-Wood Cemetery stories and knowledge."


Mr. Richman added, "This blog gives me an opportunity to share some of Green-Wood's most exciting news and developments. Whether it's the discovery of an unmarked grave of a Civil War hero, a recent monument restoration, a new planting, or a new educational exhibit or tour, you will find news of it here. I have learned amazing things from people around the world who shared their knowledge about Green-Wood and its permanent residents. I hope this blog encourages more people to become involved with our many interesting projects."

Mr. Richman, a practicing attorney for 33 years, was introduced to Green-Wood Cemetery, quite by accident when, more than three decades ago, he purchased some photos of the historic cemetery at an an-

tique photography show. Intrigued, he soon took a photography tour of Green-Wood, and admits his life changed. He became a frequent visitor and 15 years ago became even more involved, conducting research about its history.

After leading educational tours at Green-Wood and authoring the quintessential volume on the Cemetery, Brooklyn's Green-Wood Cemetery: New York's Buried Treasure, Jeff became the full-time historian in May 2007. He has also authored *Final Camping Ground*, a book documenting the Cemetery's seven-year Civil War project that resulted in the discovery of gravesites for more than 4,000 Civil War soldiers and veterans, both North and South.

Established in 1838, Green-Wood Cemetery is built on 478-acres and boasts extraordinary works of 19th century art and architecture. Home to hundreds of famous historic figures in New York City history, Historic Green-Wood Cemetery offers many tours of its facilities and also offers concerts and events to the public throughout the year. It was designated a National Historic landmark by the US Department of the Interior in 2006. For more information about Green-Wood Cemetery visit [www.greenwoodcemetery.org](http://www.greenwoodcemetery.org).



## Roberts & Downey Chapel Equipment, Inc.

Argenta, IL 62501 • 800-331-9093  
[robertsanddowney.com](http://robertsanddowney.com)



Large Baby Bier/Cremation Altar as the base of the Urn Carrier, offers multi-purpose functionality. The enclosed Urn Carrier provides a way to present the cremains in a more formal manner for the funeral service.

For over twenty years  
**Rick and Elizabeth Roberts, owners of Roberts & Downey,**  
have been supplying the funeral industry  
with superior quality handcrafted  
hardwood chapel furniture, on a custom built to order basis.

Your authorized Howard Miller, Hekman and Woodmark dealer.

The funeral business is all about family and this year we're staying home with ours as we await the birth of our fourth grandchild. See you next year!  
**Call for Convention Specials**



Queen Anne Collection



## Changing Lives Through Laughter

By Nancy Weil

### What Can I Say?

"I know this is hard," we say as we shake our client's hand. "I am so sorry for your loss," we add sympathetically. We bury their dead and move on to our next client. We don't expect to see them again until their next loss or perhaps when they attend a friend's funeral at our funeral home. We bury the dead and move on to the next. We say the "right" things, offer comfort for a moment and then disappear from their lives. The question begs answering, "Are we doing enough?"

We connect with a person during the most difficult time in their lives. We work with them when they are at their most vulnerable, when their brains are not fully functional and their hearts ache. Our clients turn to us for guidance and support for the few days following the death of their loved one. We become the rock they can rely upon. Yet, their grief continues on past the day of the funeral and burial. We must continue to be present, able and willing to help them with their grief.

How well do you understand the grief process? Outside of your own personal experiences and your interactions with clients, have you read literature or research studies, taken courses or otherwise prepared yourself to handle your client's grief? Beyond the latest cremation figures or the newest casket models, the trends and the fads that come and go,

is the one common factor beneath everything we do...grief. Yet many in our industry do not truly grasp how to best help those in need, because they don't really understand grief.

Our business model should be built around this unifying factor. If we can meet their needs *before* their time of need, and we can be there *at* their time of need, then shouldn't we also be there *after* the death has occurred? By educating ourselves about bereavement we can develop a plan of action.

Simply put, your business should be offering some type of aftercare programming. Continuing the relationship into the months ahead makes good business sense. Reaching out once the initial fog has lifted is welcomed and appreciated by your customers, *whether they respond or not*. Even if they never attend a grief support program or memorial service, simply knowing that you care makes a difference to that person. Send a letter of sympathy with a hand written personalized note on it. Better yet, pick up the phone and give them a call and ask if there is anything else you can do. One funeral home in our area sends out a staff member to the home of the next-of-kin to visit, asking if they received good service from their staff and lets them know about their aftercare programs. A short visit that makes all of the difference for their business, because complaints are handled immediately, changes made based upon customer feedback and pre-need planning is gently introduced. If you think you don't have time to follow up, just wait and you will have lots of time on your hands when your competitor walks away with your clients.

Another simple way to offer bereavement support is to have reading materials, DVDs and audio CDs available for your customers to borrow or keep. Why would you want them to go to the library or the internet to find what you can already offer? Isn't it better to stay connected by making available the support information your families may need? Make up a flyer with your suggested reading list broken down by category. Have links to grief websites available on your website. Create a flyer listing all of the grief support services in your area. Make it easy on the bereaved to find the information that can provide comfort and support.

Create opportunities to bring past clients together through community remembrance services, informational seminars and other events. Host a concert, a walk or a coffee get together. Bringing people together who are at different stages of grieving, lends support to the newly bereaved and allows those further along the path to realize how far they have come and offers them the opportunity to reach out to others. Make sure your staff is present at these events to greet those they have served and to answer questions that may arise.

"Please let me know if there is anything else that I can do," is a statement that can be said with the knowledge that with a little planning, some education and a desire to help, you can be there for your clients beyond the day of the funeral. "Let me tell you about our grief support programs" is a much better statement than a weak, "My deepest sympathies." Which would you rather say?

I am offering to anyone who requests it a free copy of my booklet, *A Brief Exploration of Grief*. Read it yourself and share it with your clients. For those who would like, I can also send you one of our grief support packets that we send out to all of the families we serve.

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).

**SEND US YOUR NEWS**  
PO Box 5159, Youngstown, OH 44514  
Fax (800)321-9040  
[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)



# The "Classic" Cremator

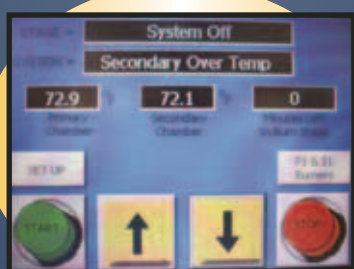
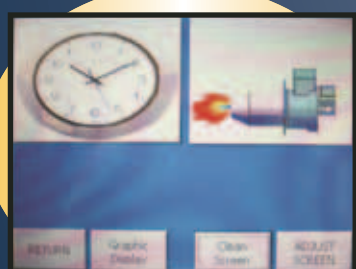
## PERFORMANCE BEYOND EXPECTATIONS

BUILT to exacting quality and safety standards and backed by a two-year limited warranty, the fuel efficient "Classic" outperforms every other cremator in its price range. Take a look at some of the performance benefits the "Classic" offers!



Exceptional standard features combine with professional expertise to deliver the product and service you demand. Unsurpassed in customer support, you can rely on U. S. Cremation Equipment's "Classic" to provide years of trouble-free operation.

**Model US 100  
"Classic" Cremator**



### CLASSIC PERFORMANCE

- Cremate up to six bodies in a 10-hour work day
- Complete cremation every 60 - 90 minutes
- No cool down required between cremations
- Designed to cremate obese cases up to 800 lbs.
- Fully automatic PLC operating system

### CLASSIC FEATURES

- Power charging door/dual hydraulic cylinders
- Primary chamber viewport
- Secondary chamber temperature recorder
- Color touch screen control – standard
- Powder coat finish with stainless steel trim

Visit us at booth # 352 at the ICCFA Convention March 1-13 in San Antonio, Tx



370 S. North Lake Boulevard, Suite 1004 • Altamonte Springs, FL 32701 • Ph: 321.282.7357  
 Fax: 321.282.7358 • www.uscremationequipment.com • E-mail: info@uscremationequipment.com

\$450



\$650



SATISFACTION GUARANTEED  
Please call (864)346-4777

## Brunswick Memorial Home wins "Best Funeral Services of Central New Jersey" Award

EAST BRUNSWICK, NJ—Brunswick Memorial Home has been voted the 2009 Best of Central Jersey for Funeral Services by the *Home News Tribune* and *MyCentralJersey.com*. The



Brunswick Memorial Home

award, as voted on by the readers via write-in submissions, recognizes Brunswick Memorial Home for being the "Best of the Best" in funeral services in Central New Jersey.

Brunswick Memorial Home has been locally owned and family operated in the paper's publishing region for nearly thirty years and in 2009, the staff served families from more than 15 religious backgrounds. It is a member of the prestigious *International Order of the Golden Rule*, through which it constantly solicits and reviews family feedback as a cornerstone of providing not only the best possible service, but also identifying new trends and unique ways to better respond to the diverse families it serves.

**Peter Kulbacki**, manager, was unaware of the compe-

dition, but humbled by the results, "It is a great honor to have those that we have worked with and around to recognize our dedication to each family." He added, "I am privileged to have an exceptional staff that shares my commitment both to easing the time after a loved one passes away and to continually finding ways to improve ourselves."

Readers of the publications had the opportunity to vote on the awards during the summer and fall of 2009. Each voter had the opportunity to place one vote per category, for a total of ten votes on the awards.

More information on Brunswick Memorial Home, which is located in East Brunswick, New Jersey, can be accessed at [www.BrunswickMemorialHome.com](http://www.BrunswickMemorialHome.com).

## Going home after a funeral can be tough. Going home to paperwork can be even tougher.

The Executor's Toolkit builds your business by building relationships with the families you serve. Branded with your logo, this kit helps families close an estate, protect against identity theft and reduce estate fraud. Your reputation extends beyond the service...ensure your support continues by providing The Executor's Toolkit.

Call **888-829-8362** today for your **FREE DVD** and see how you can add value and revenue to your business.



INEVITABLE EXODUS INC.

THE EXECUTOR'S TOOLKIT™

[www.InevitableExodusInc.com](http://www.InevitableExodusInc.com)



## Legal Speak

By Atty. Harvey I. Lapin

### Illinois Legislature enacts New Cemetery Law

The Illinois Legislature enacted a new law regulating cemeteries in response to Burr Oak Cemetery. The new law that is titled the Cemetery Oversight Act (COA) can be located currently on the Legislature site on the State of Illinois website as Public Act 096-0863 or under Bills and Resolutions as HB 1188. COA consists of 213 pages of new provision that was signed into law on January 18, 2010. COA will now be administered by the Illinois Department of Financial and Professional Regulation (DFPR)

Some cemeteries are fully exempt from the law and some are partially exempt. The fully exempt cemeteries are family burial grounds, inactive cemeteries that have had no burials for 10 years and no care funds and small cemeteries that do less than 25 burials a year and do not maintain care funds. Partially exempt cemeteries are religious cemeteries, governmental cemeteries and cemeteries that have less than 25 burials a year over the last two-year period and do not maintain care funds.

The partially exempt cemeteries are basically exempt from most of COA, but they do have to comply with the following:

1. possible investigation and mediation by ("DFPR");
2. the new duty of care, or adequate maintenance;
3. the obligation to maintain a map or plat;
4. the burial record requirement;
5. whistleblower protections for their employees;
6. the obligation to make entries into the database;
7. the obligation to maintain an index of burials;
8. the obligation to enforce traffic controls;

9. the obligation to provide customers with a statement of services;
10. a prohibition on requiring cash-only payments;
11. the requirement to comply with consumer protections; and
12. the requirement to post signs that advertise the DFPR consumer complaint phone number.

The author is the General Counsel to the Illinois Cemetery and Funeral Home Association (ICFHA) and actively assisted the ICFHA and its Lobbyist with information and suggestions that were provided to DFPR staff and members of the legislature and staff. The explanation of ICFHA's position opposing the enactment of COA can be found on the [icfha.org](http://icfha.org) website with a link to COA. There also is a short concise summary of COA and a chart that summarizes the various provisions of the law.

While ICFHA worked with the executive branch and the legislature to remove some of the more onerous provisions proposed in earlier drafts of COA in the final analysis it was determined that ICFHA could not support the enactment of the new law. The reason, as stated on the website, is that:

"... ICFHA determined that the final legislation still contained unduly onerous provisions, and that it would not be in the best interests of Illinois consumers. ICFHA therefore formally opposed the legislation."

Some of the key requirements that are onerous or could be onerous still in COA are:

1. Separate licenses are now required for the cemetery manager and customer service employees of the cemeteries that are not fully or partially exempt, in addition to the licensing of the cemetery entity that was previously required. Independent contractors that perform work as a cemetery manager or provide customer services are required to be licensed. Cemetery workers must provide the cemetery with a "workers statement" and a copy is provided to DFPR.
2. Licensed cemeteries are required to provide proof of liability insurance in an amount to be determined by Rules and with provisions for the benefit of consumers that may not be obtainable.
3. There are annual reporting requirements of information that is unknown at this time because it will be determined by Rules.
4. A new database will be developed and cemeteries will be required to provide extensive information in addition to that required to be provided to the Vital Statistics in connection with burial permits.
5. DFPR has extensive investigative and enforcement powers over licensed cemeteries including the right to impose penalties up to \$10,000 for each violation.

6. The effective date of COA is March 1, 2010, but some of the prior laws are not repealed until March 1, 2012, so it appears that some licensees may be required to continue to be licensed with a different agency and be required to file annual reports.

Some of the other provisions of COA are listed in the summary of key provisions on the ICFHA website. Unfortunately, due to political concerns the enactment of COA was rushed through the state legislature and it is probable that there will be additional legislation to clarify some of the problems. However, in the final analysis it is expected that the enactment of COA and its enforcement will cause many of the smaller cemeteries in Illinois to go out of business. In addition, there is very little in COA that would have prevented the alleged criminal activity by the four Burr Oak employees that caused the investigation, hearings and the enactment of this law.

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.

# Survival.

To excel in today's market, you don't need all the solutions;  
**you need all the solutions in one.**

## Let's face it— it's a jungle out there.

There is no shortage of technology companies trying to sell you more and more individual solutions; all claiming to help your business. Unfortunately, they forget that time is money, and money is your money.

The real impact of having to deal with individual technology companies only adds layers and layers of up front costs, ongoing costs of multiple support, licensing and upgrade fees, steep learning curves, and having to endure the real fear of whether your current technology supplier will still be around in the morning.

Thankfully, in the face of today's economy, decline in death rates, spike in cremation rates, eroding margins, and the continued change in society's values, there emerges a single all-in-one solution designed to help increase efficiencies, reduce costs and increase revenues.

## Your world has just changed.

Welcome to the Revolutionary IMS, the most comprehensive strategic initiative ever conceived for funeral professionals. It can single-handedly replace all of your existing funeral home technology solutions and help you grow new market share and increase revenues in ways you never thought possible.

It provides you with all the tools and is built on a platform that allows you to rapidly respond to any competitive challenges. Best of all, it has been designed by funeral directors for funeral directors, something you will immediately notice and appreciate.



Contact us today to see how this revolutionary new integrated system can not only help you survive, but excel in today's changing market.



For more information or a free demo, contact us at 1-866-748-3625 • [FrontRunnerPro.com](http://FrontRunnerPro.com)

"the shorter the supply line the better off you are"

*Funeral Directors Research, Inc.*

AMRA INSTRUMENT, LLC  
623 N. Tower (P.O. Box 359)  
Centralia, WA 98531



www.amrainstruments.com  
www.preproumdirect.com



WEB DIRECT GIFT & PRICING

## Gilbert "Gib" Parthemore receives Rotary Club Award

HARRISBURG, PA— Gilbert J. Parthemore, vice president and supervisor of the Parthemore Funeral Home and Cremation Service in New Cumberland received the Robert D. Hanson Rotary Excellence Award for his continued work in helping the Rotary Club of Harris-

burg reach the Club's strategic community service goals.

The Excellence Award is named in honor of Robert D. Hanson's dedication to Rotary on the local and regional level. Hanson had been an active member of the Rotary Club of Harrisburg for more than three decades.



(L to R) Steve Parthemore, Joanna Parthemore, Chris Parthemore, Gilbert Parthemore, Gib Parthemore, Sondra Parthemore and Dr. John Judson of the Rotary Club.

In his community life, Parthemore has been active in service and leadership roles of the Rotary Club of Harrisburg for 17 years. He has served on the board of the Rotary Club of Harrisburg and the Red Land Senior Citizen Center. He has served his community as president of the West Shore School District Board of Directors where he served as a director for eight years. Parthemore is a member of numerous Masonic organizations and the Knights of Columbus.

In his professional life, Parthemore has been a part of the family owned business for more than 25 years with his father and two brothers. He is a graduate of Cedar Cliff High School with a bachelor's degree from West Virginia University and mortuary sciences degree from *Cantonsville Community College* in

Baltimore. He is licensed insurance agent and is also certified to perform eye recovery by Will's Eye Hospital, Philadelphia.

Rotary International is a volunteer organization with over 32,000 clubs in more than 200 countries conducting humanitarian programs that address today's issues, such as hunger, poverty, and illiteracy. The 1.2 members donate their expertise, time, and funds to support local and international projects. The Rotary Club of Harrisburg was the 23rd club in the world to be organized.

**Tell them  
you saw  
their Ad**

**FUNERAL HOME &  
CEMETERY NEWS**

THE DEATHCARE INDUSTRY'S LEADING ONLINE TRIBUTE COMPANY BRINGS YOU

*Expressions*<sup>SM</sup>  
Funeral Resource Center<sup>SM</sup>

Your complete source for Obituary Tributes,  
industry trends, products and news!



- Free Obituary System (can easily be added to any website)
- Funeral Webcasting Service (from \$40 a broadcast, plus equipment)
- Free online Classified Ad postings
- Vendor Marketplace (with online ordering)
- Memorial DVD program (order online)
- Simulated Oil Portrait Program (with 24 hr delivery)
- Latest News
- Funeral Comics
- and much more!

Visit Today: [www.ExpressionsTributes.com](http://www.ExpressionsTributes.com)



## Observations

By Steven Palmer

### Disaster Dysfunction

"The conditions in which bodies are being buried is not respecting the dignity of these people."

—Max Beauvoir, Haiti's Main Voodoo leader, educated at City College in New York and at Sorbonne in Paris

Archbishop Joseph Serge Miot of Haiti was in his diocese offices, housed at the Port-au-Prince Cathedral on January 12 at 4:53 PM when the 7.0 earthquake struck. The falling rubble killed the Archbishop whose body was recovered two days later.

An open casket visitation was held and about two thousand attended the Funeral Mass. Haitian President Rene Preval was also present. The 63 year old cleric was laid to rest in Lilavois Cemetery.

He was one of the few, of the estimated 150,000 dead, who had a properly scheduled funeral service.

Louis Banatty, a broadcaster, businessman and US Marine, who has a home in Punta Gorda, Florida, died in the earthquake and is interred in a stranger's backyard in Haiti. His wife Chantal told the Miami Herald that she wants to bring him back to Florida.

"No box, no sheet, no nothing. They dug a hole and buried him in the ground like that."

At least she knows where he is.

Tens of thousands have been taken to mass graves with families not knowing where their missing family members are.

Luvie Netus, 76, attended a graveside service for her cousin's husband. She told the Miami Herald, "Traditionally we are not animals, we have funerals. Funerals are important to Haitians. We expect a coffin and a Mass."

The Republic of Haiti, a Caribbean country, 10,714 square miles, is the poorest country in the Western Hemisphere.

After the initial rescue operations it was apparent that those killed in the earthquake needed to be dealt with. The government sent out equipment to scoop the dead from the streets and cleared destroyed buildings and the dead contained therein and took them off for mass burial with the rubble they died in.

"We just collect them like this" a dump truck driver told the Wall St. Journal as he pointed to the back of his truck loaded with decedents and structural debris.

Titanyen, about 20 miles north of Haiti's capital has been a cemetery for years. Now it is a dumping ground for the quake's dead as are several other areas on the road between the capital and the cemetery.

Mass outdoor cremations are also being performed. Cremation is not generally accepted in Haiti.

In Port-au-Prince, frustrated survivors have put up barricades of bodies and rubble to protest the slow distribution of aid.

The reason for the rush to bury this problem is the worry of disease and epidemic.

In his blog "Jurisdynamics," University of Louisville Dean and Professor Jim Chen writes, "Seen in this light, mass burial is almost invariably wasteful, and in the extreme cases culturally abominable. It treats victims of disaster as a public health threat, and public officials gripped by fear-or motivated by nothing more complicated than an understandable desire "to do something" - routinely dispose of victim's bodies with little or no regard for their families. At a minimum, the efforts put into mass burial divert resources from survivors in their greatest hour of need."

Chen thinks that mass burial, as a matter of public health policy, is unnecessary. He writes that unsafe food and a lack of access to safe water, lack of facilities for personal hygiene and safe sanitation arrangements are much more of a threat to the public.

Haiti's religions, especially the "voodoo priests" see the mass burial as complete desecration. Many believe in zombies, dead bodies brought back to life by supernatural forces could torment the living.

The religions in Haiti are mostly Christian, traditionally Roman Catholic, but Protestant religions, mostly fundamental, are increasing in popularity. Reportedly more than half of

Haiti's nine million population practice some sort of voodoo. Many reportedly believe that voodoo and their Christianity can coexist.

Why is the United States not helping in the recovery and identification of these victims? The host government must ask for assistance. Humanitarian aid was accepted. The Haitian government has taken control of the mortuary response and has not requested or authorized any government or private organization to assist in any way. DMORT (Disaster Mortuary Operational Response Teams) sent assessment teams in the beginning in the anticipation of being called and at this writing have sent another assessment team to attempt to locate and repatriate American fatalities. The National Funeral Directors Association has been in constant contact with US leaders to offer assistance and has attempted to contact all three of Haiti's funeral homes that were lost in the earthquake. Donations of equipment have been collected for Miami funeral homes who serve Haitian families to be shipped to recovery workers in Haiti. NFDAs Funeral Service Foundation has been collecting funds through their "Haiti Relief Fund."

Port-au-Prince businessman and chairman of the charity Food for the Poor Daniel Rouzier has hired backhoes to dig trench graves so that the victims can at least be laid to rest with some dignity.

"You have to understand that it is completely un-Haitian to dump bodies like this." Rouzier told the Los Angeles Times, "We have extreme respect for the dead. And these people deserve a decent burial."

After the burial a priest performed last rites and Rouzier placed holy water on the graves.

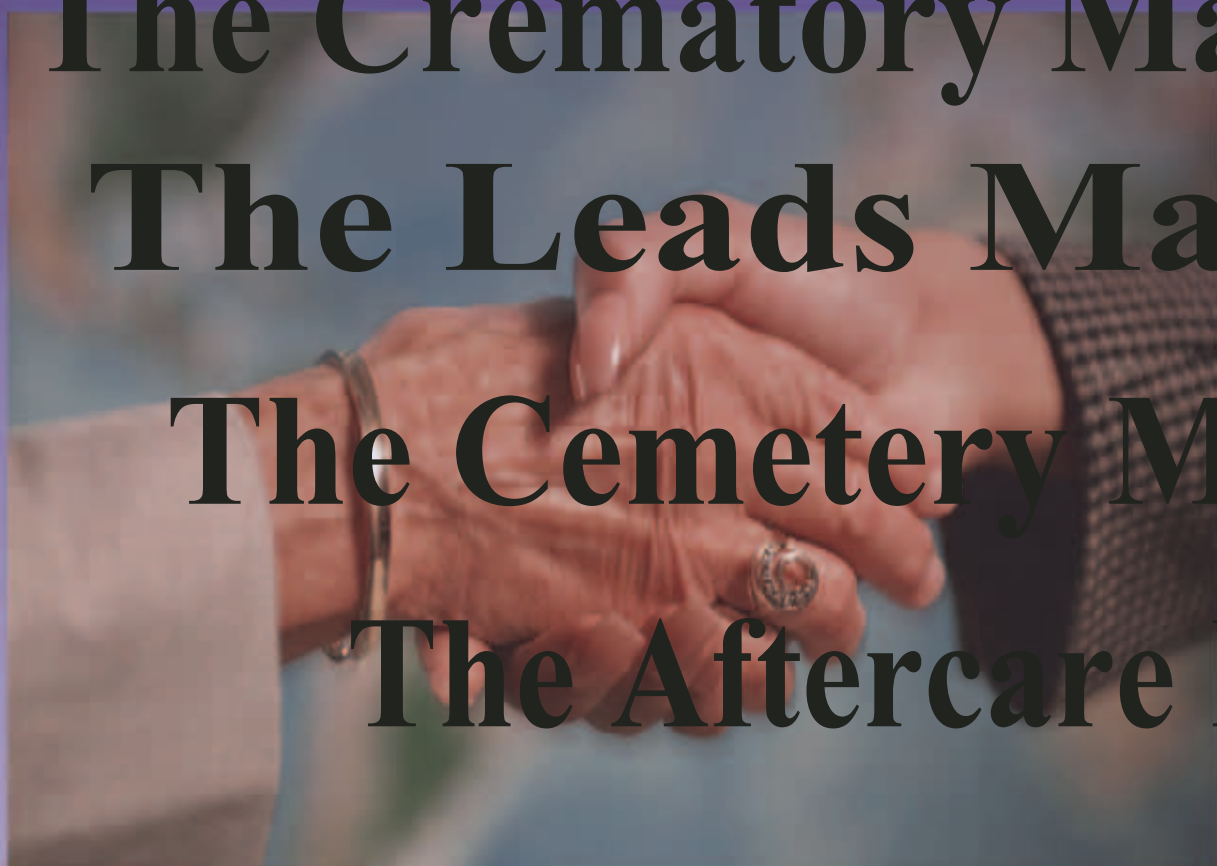
"Now is not the time to point fingers," Rouzier said, "Now is the time to make things right."

"Our first concern has to be the living and not the dead."

—Gabriel Verret, economic advisor to the Haitian president

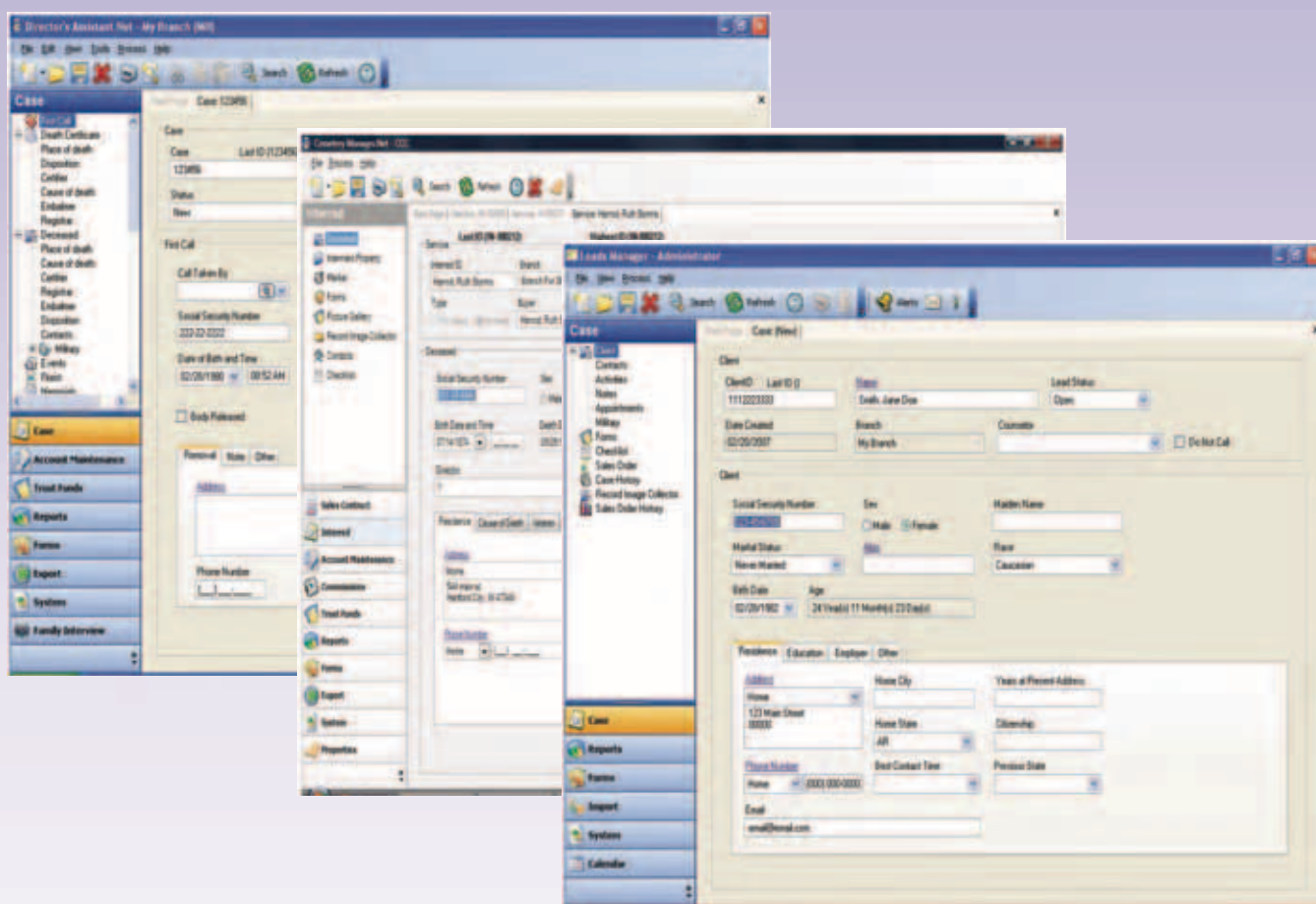
Steven Palmer entered funeral service in 1971. He is an honors graduate of the New England Institute of Applied Arts & Sciences. Licensed on both coasts, he owns the Westcott Funeral Homes of Cottonwood and Camp Verde, AZ. Steve offers his observations on current funeral service issues. He may be reached 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](http://www.westcottfuneralhome.com).

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



By: Continental Computer

Introducing **U Design** and **User Defined** by Continental Computer. These exciting new tools will allow the user to truly customize their own data input screens, and store fields that are not available in other areas. Using our software the only limit you have is your imagination



- Products:
- The Director's Assistant \*
  - The Cemetery Manager
  - The Leads Manager
  - The Crematory Manager
  - The Aftercare Manager
  - Keepsake Publisher
  - Memorial Designer \*
  - Accounting Software
  - Hardware

\* Spanish Versions Available

**Contact Us**

Tel. (800) 240-1016 (North America)  
 Tel. (870) 932-0081 (Outside U.S.)  
 FAX: (870) 931-1273  
 E-mail: sales@continentalcomputers.com  
 www.continentalcomputers.com



## AMERICAN PATENT PENDING PRINT-A-PLATE L.L.C.

*The Power of a Personal Touch*

**TIRED OF THE OLD WAYS?  
READY FOR SOMETHING NEW?**

*Let Print-A-Plate modernize your method of making plates for urns, caskets, grave markers, and vaults.*



**1-888-663-6050**  
**www.printaplate.com**



Our system is completely **FREE** with your first order of plate materials

- Uses Your Computer And Laser Printer
- Attractive And Durable
- Easy And Economical

**NOW  
INTRODUCING  
OUR NEW  
BRONZE CASSET PLATE**

All plates available  
in your choice of  
GOLD OR SILVER



*You can create a beautiful marker for the next family that needs your professional service. Give them that personal touch. They will remember and thank you for it!*

**USA PATENT PENDING  
12/176,609**

**CALL TODAY! 1-888-663-6050**

## Hathaway & Clark Funeral Home adds New Staff

LOUISVILLE, KY— **Hathaway & Clark Funeral Home, Inc.** is pleased to announce the addition of several new staff members.

**Georgia M. Hampton** has joined the staff as a newly licensed funeral director and embalmer; **Robert A. Grevious** as funeral director and embalmer; **Wanda O. Grevious** as funeral director; **Tracy Tyree** as ap-

prentice embalmer and **L.J. Tyree** as an associate.

Hathaway & Clark Funeral Home is a family owned business that has been operating since 1901. As Louisville's oldest Black owned and operated funeral service provider, Hathaway & Clark will continue to serve the community with care, compassion and affordability.

## Mike Pearson purchases Jenkins & Newman Funeral Home



Sharon and Mike Pearson

COLEBROOK, NH— **Mike Pearson**, LFD, a graduate and faculty member of *FINE Mortuary College, LLC*: A Private Two Year College, and his wife **Sharon** have purchased the **Jenkins & Newman Funeral Home** in Colebrook, NH.

Mike joined the funeral home in 2001 as an apprentice, and graduated from FINE in Norwood, MA in 2005. Mike has taught distance education courses at FINE from his home in New Hampshire for over four years.

When asked about the purchase, Mike said, "We're very happy to have a family-owned business, and to be able to stay in Colebrook, We're here to help people when they need us the most."

FINE is thrilled for the Pearsons and happy to have him join the other FINE graduates who have bought and are successfully managing funeral homes around New England.

## Reinsel Funeral Home purchases new Cadillac Coach



OIL CITY, PA— **Joseph Reinsel**, owner of **Reinsel Funeral Home & Crematory** in Oil City, is shown recently taking delivery of his new 2010 Cadillac Eagle Coach from **Phil Cauvel** of **American**

**Coach Sales**, Cleveland, OH. **Phil Cauvel** is the Eagle Coach representative for American Coach Sales in Western Pennsylvania and Eastern New York State. He resides in Titusville, PA.



## OSHA Compliance

By Gary Finch

### *Preparation Room Sign-in Sheet Doesn't Help with OSHA*

Some funeral homes have non-employees sign a prepared statement prior to entering their preparation room. More often than not, this statement was initially developed by an association or other support group. Before a beautician, trade embalmer, pathologist or some other outsider can enter, they must sign the statement.

The statement is essentially a hold harmless clause. The original intent of this document is to clarify to OSHA that those who sign it are not employees of the firm. Therefore, the employer has no obligation to offer them safety training, personal protective equipment or the free Hepatitis B vaccination series.

Intent aside, OSHA does not recognize broad hold harmless clauses. This is not to imply that the statement has no value. Indeed it might serve to insulate the employer in a separate and unrelated liability case. As to OSHA, it has no value. In some cases, such as when the employer inserts a "hold harmless" clause into OSHA's "Hepatitis B Vaccination Disclaimer", it might render the statement invalid and cause the employer to be cited and fined.

Thus, from an OSHA perspective, these signed statements certainly do not help the employer. Furthermore, they are unnecessary. OSHA standards are clearly intended to govern minimum safety procedures set by the employer for the employee. The people asked to sign "entry statements" are not company employees.

Funeral homes sometimes view beauticians, part time embalmers, and even housekeepers as gray areas. Actually, OSHA has published guidelines as to how they distinguish a true independent contractor from an employee.

The OSHA method for determining an independent contractor is not the same as that used by the IRS. OSHA does not care if the outside contractor was issued a 1099 or not. They will ask if the outside contractor offers services to the public. Do they offer services to other funeral homes or to just this one? Here, a retired embalmer or beautician working part time for one funeral home may get issued a 1099, but OSHA considers them a part time employee if they just work for one firm.

As a part time employee, if it is determined that they are exposed, they are entitled to the same safety considerations and benefits as an exposed full time employee. This is the area where the funeral home employer should rightly focus. Funeral homes would be well served by determining which outside contractors pass this test and which do not. It's not about having signed entry statement disclaimers.

"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).

## Mark Davis speaks Deathcare on his New Blog, MyLifeInDeath.com

**SANIBEL, FL**— I guess you can say that Mark has been around the block a couple of times when it comes to his 34 year career in the death care industry. He was 18 years old back in 1976 when he first cut his teeth working for one of SCI's largest funeral home groups at the time, **Riverside Memorial Chapels** in Miami, FL. Today, he is the founder and CEO of **Veterans & Family Memorial Care**, a public relations and branding company with over 800 family owned funeral home providers in 45 states.

In his blog Mark will express his thoughts, ideas and insight on the people, topics and issues of the day as they relate to the "business of death". He will share many bizarre



Mark Davis

experiences and encounters and will rant about his niche marketing philosophy, branding techniques, and the value added services that are reshaping the industry. Mark will share his journey through the death care industry which began by prying a deceased 80 year old man off a toilet in a Miami Beach 3rd story walk-up. He will talk about bootstrapping a start-up funeral home, growing it to nearly 700 cases per year and then selling 10 years later, all in one of the most competitive business environments in the country. He will discuss his meetings and negotiations with SCI top dogs **Bob Waltrip** and **Bud Hunter** when they made an unsolicited and unsuccessful run at buying his business. He will speak about the collapse of the deal to merge his funeral business with one of the nation's largest Hospices, and how he was just 24 hours away from changing the face of the funeral industry. Mark is an industry visionary, innovator and entrepreneur with a dogmatic work ethic and an unusual and sometimes unpopular point of view.

Over the course of his career Mark has seen and experienced much. He has met with, and talked with everyone from backhoe operators to architects and funeral home owners to corporate CEO's. He has sold millions of dollars in preneed funeral and cemetery contracts and has developed lead programs and PR campaigns. He's trained countless numbers of funeral directors, salespeople and funeral home staff. He has been privileged to have collaborated and consulted with

some of the best in the business and has had the misfortune of crossing swords with some of the worst. Recently, Mark was honored to have been invited and attend an Executive MBA class on Entrepreneurial Business Valuation at the University of Pennsylvania's Wharton School of Business.

Mark has personally arranged thousands of at-need funerals and has sold everything from direct cremation to the Marcellus Masterpiece. He has shared tears with parents who have lost

young children and has been the cause of tears during preneed sales presentations (criers are buyers). Mark has arranged funerals for Catholics and Jews, Muslims and Buddhists, Italians and Chinese, fallen heroes, celebrities, politicians and mobsters as well as his own family and friends. He's a funeral director's funeral director, a highly respected mentor and a fearless, enigmatic leader. In the business of death, Mark has just about seen and done it all. Please visit Mark at [www.MyLifeInDeath.com](http://www.MyLifeInDeath.com)

## A Life. A Loss. A Tear.™



PATENT PEND. 2009

Elegante's proudest achievement is available in five finishes with matching keepsake and necklace pendant. This collection is a funeral director's dream — combining unique styling with greater profit potential.

Ask your funeral supplier about America's #1 urn line. Or call us today, and an ELEGANTE distributor will contact you.

*Elegante*  
BRASS COMPANY

800.252.7277  
[www.EleganteBrass.com](http://www.EleganteBrass.com)

QUALITY CAN BE AFFORDABLE

## Bass-Mollett . . . leading the way in the funeral industry!

*New*

## Hunting and Fishing Series

**Register Books**  
RB325 6NPC *Hunting*  
RB326 6NPC *Fishing*



Available at  
**ICCFA BOOTH #332**

Visit [www.bass-mollett.com](http://www.bass-mollett.com)  
to see other hobby books including golf,  
racing and motorcycle riding.

Size: 10" x 7"

Interior pages are printed in full color on natural parchment.

**Box sets and computer interiors are also available.**

**Matching acknowledgments and service records**

Size: 5½" x 8½" (unfolded)

Acknowledgments are packed in 25's with white envelopes

AC-325L (Hunting) features "Thank you sincerely" verse.

AC-326L (Fishing) features "Your kind expression" verse.

Blank service records are available 2up & micro-perfed.

**Attend your state convention**

**to see more of what's new at Bass-Mollett,**

**including our new *Life's Pleasures* register books.**

**BASS-MOLLETT**

PH: 800-851-4046 FAX: 800-664-9726

[www.bass-mollett.com](http://www.bass-mollett.com)



RB423 6FS  
**Gardening**



RB424 6IC  
**Music**



RB425 6IC  
**Woodworking**



RB425 6IC  
**Cooking**



## Restland Coppel Chapel design is Warm, Beautiful



Restland Coppel Chapel



The grand lobby of Restland Coppel Chapel

**COPPELL, TX**— Newly constructed **Restland Coppel Chapel** located in Coppell, Texas, celebrated its grand opening last year. **J. Stuart Todd, Inc.** designed the new facility for **Stewart Enterprises, Inc.** It is a beautiful 12,000-square-foot building utilizing the Texas Hill Coun-

try Style, consisting of native stone, masonry and metal standing seam roofing.

“This facility blends beautifully with the Coppell community and we are proud to offer caring, quality service from another Restland facility,” said Manager **Jill Hefner**. Restland Coppel Cha-

pel is the second facility with the Restland name, known since 1957 as offering exceptional service to the families of north Dallas.

The facility is on the grounds of **Rolling Oaks Memorial Center**, which also features a 2,000-square-foot outdoor pavilion, 1,800-square-foot columbarium and landscaped burial grounds, all designed by J. Stuart Todd, Inc.

The cemetery is on a beautiful piece of property with rolling grassy meadows and natural oak trees throughout. The exterior of Restland Coppel Chapel is a combination of brick and Austin stone, giving the facility a comfortable, residential look. A large porte-cochere guides guests to the main entrance. The entryway leads to a grand lobby, the welcoming focal point of the funeral home, with its natural wood cathedral ceiling and stone fireplace extending from floor to ceiling. Natural light flows in from the plentiful windows, adding warmth to the facility’s atmosphere.

The two large staterooms can easily be converted into a chapel with seating for more than 150 guests. The chapel is equipped with a full audio/video system, bringing up-to-date technology to Restland Coppel Chapel. A public coffee lounge complete with a kitchen provides space for catered receptions.

**JST Interiors** enhanced Restland Coppel Chapel’s interior with functional design and vibrant earthen colors of rust and green to compliment the building’s ambiance.

In addition, as an added convenience for families of loved ones and funeral professionals, the funeral home contains an onsite crematory which includes a private area for the family.

## Sandra Clark Funeral Home purchases new Lincoln Hearse



**DALLAS, TX**— **Sandra Clark** of **Sandra Clark Funeral Home**, Dallas took delivery of her new Lincoln Hearse with oval window feature. Sandra is an active member of the *National Funeral Directors and Morticians Association*. The hearse was purchased from **Muster Associates, Inc.** of Calhoun, KY.

## 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: **Whelan Schwartz Funeral Home**, Reading PA and **Prasser-Kleczyka Funeral Homes**, Milwaukee WI.

Established in Clearwater 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).

## What’s your vault type?

Finally, choosing a burial vault is simple, with a personal touch.

Everyone’s personality type is unique, and we all deserve to have a burial vault that reflects our individual lives.

Trigard’s Personal Touch program removes the intimidation factor, clears the way for confident decisions and leaves only good choices. The program asks your families a series of basic questions about their loved one in order to select the perfect personalized vault according to their answers, also allowing them to choose styles, colors and appliques.



## PERSONAL TOUCH™

A Touch Screen Guide to Selecting a Burial Vault



Call us at 800.637.1992  
or visit [www.trigard.com](http://www.trigard.com)  
for more information.



Patent Pending. Copyright © 2010 Greenwood Inc.

## Who was that masked man?

By Mark Lohman

Oh, those thrilling days of yesteryear when the Lone Ranger and Tonto would sweep into someone's life fix the problem and ride off unassumingly into the sunset and onto their next adventure. I'm guessing that the people who were helped by these heroes, never wanted to see them again: unless, of course, they had another crisis.

"I hope I never see you again." To a jilted lover, these words are devastating. To an anguished parent of a wayward child, these words cut to the core of their very soul. To a funeral director, it's just another day. Hopefully, we never take these words personally. That is, of course, unless we deserve them.

We enter someone's life when they are broken, bereaved and bewildered. We experience emotions they may have never revealed to anyone else. They have exposed their vulnerability and entrusted us with their feelings and their tears. We are what they need us to be, when they need us and for as long as they need us. Then, they want us to go away until they need us again.

This became a reality to me a while back when I took care of a lovely lady. Her son Bill worked in some type of outdoor occupation and seemed very rough and rugged. As he warmed up in the arrangement conference he got a little melancholy and teary. We held a beautiful service for her in our chapel, then out to the national cemetery. I very ceremoniously put on white gloves and carried her urn to the table for the service, then back to the hearse for the burial. Bill had little control over his emotions and thanked me profusely for the care I gave his mother and the way I handled her urn. I was the best thing since sliced bread.

Lest you think I am even remotely patting myself on the back, please read on.

Several months later I saw Bill and his wife in Wal Mart. I went out of my way to follow him and reconnect. After all, I put on gloves and made a big deal out of his mom's service. I was the greatest thing



Mark Lohman

since, well, you know. I called his name and he turned around. "Bill" I said. He looked at me like he didn't know who I was. "I'm Mark from the mortuary. I took care of your mom a few months ago." I was expecting a gushing of praise and thanks and tickertape and handshakes and gratitude. Maybe even a statue of me in his front yard.

You know that feeling you have when you are sitting in the middle of the intersection, by yourself, because you thought the light turned green? Nowhere to turn

and nowhere to hide. Kind of like the same feeling when you say hi to someone that you think you know, only to realize they aren't the person. This was Bill. He almost looked insulted that I would single him out in public.

It wasn't that he didn't remember me. He remembered me all too well. I brought it all back to him; the tears, the emotions, the loss and the vulnerability. He was polite, but that was about it. No conversation, no nothing. I quickly retreated, found my wife and stayed close.

CONTINUED ON PAGE A18

## ATTENTION EMBALMERS

FOUNTAIN NATIONAL ACADEMY'S 1ST BIENNIAL

### INTERNATIONAL EMBALMING AND RECONSTRUCTIVE SURGERY CONFERENCE FOR PROFESSIONAL EMBALMERS

AUGUST 5-8, 2010

HOLIDAY INN CONVENTION CENTER  
SPRINGFIELD, MISSOURI, USA

Attendance is accepted on a first-come, first-served basis and is limited to the first 300 registrations. It is open to all licensed or qualified embalmers and apprentice embalmers.

Mortuary Science Students are accepted based on space availability

**Save on fees and insure space availability by registering early!**

The entire conference is focused on Embalming and Specialized Reconstructive Surgery Techniques. The Conference Theme is "The Value of Open Casket Viewing".

In addition to Mr. Fountain's presentations he has hand picked 11 additional Speakers from across the United States, Canada, England, Ireland and South America.

Approximately 20 Table Top exhibits will display only items related to Embalming and Reconstructive Surgery. In addition to the 12 hand-picked speaker's presentations, exhibitors will be allowed to conduct 30-minute sessions to discuss specific products and product capabilities.

**Sponsored and Hosted by:**

**Vernie R. Fountain, Founder, Embalmer, Reconstructive Surgery Specialist, CFSP**

**Fountain National Academy of Professional Embalming Skills**

**2211 West Norton Road, Springfield, Missouri 65803, United States of America**

**Phone: 417-833-5130**

**For more conference and registration information please e-mail: [vfountain@earthlink.net](mailto:vfountain@earthlink.net)**

# MIPRO

## Portable Wireless PA Systems



- Wired & Wireless Pa Sytems
- AC and Battery Operated
- Use Indoor or Outdoor

systems starting under \$200

## Hear Every Word



Portable Sound Systems For Memorial Services



System MA-707PA



System MA-101A



System MA-705PA

Contact your local Church & Chapel representative for details

### Church & Chapel Metal Arts, Inc.

2616 W. GRAND AVE • CHICAGO, ILLINOIS 60612-1117

Ph: 773-489-3700

Fax: 773-489-3434

info@church-chapel.com

Toll Free: 1-800-992-1234

Toll Free Fax: 1-800-626-3299

www.church-chapel.com



# Funeral Service Foundation to report Research Findings

**BROOKFIELD,WI**— From the consumers' perspective, most funeral homes are pretty much all the same. All funeral homes offer burial, cremation and pre-planning services, they carry an inventory of caskets, vaults and urns, and they offer similar forms of personalization. Even facilities tend to be very similar within a community. So at the most fundamental level, the greatest difference between funeral homes are the individuals that work there.

Market research consistently reports that the second most often volunteered reason given by consumers for preferring a funeral home is knowing or liking someone on the staff.

In recent years mortuary school classes have become increasingly divergent,

- Some students are right out of high school while others have graduate degrees.
- Some students have never worked in a funeral home while others have spent their entire lives working in funeral homes.
- Some students are in their second career while others have never held a full time job.

Because the mortuary students have such divergent backgrounds, some students are better prepared for work in a funeral home than others. The best funeral directors, whether recent graduates or experienced funeral directors, often migrate to larger funeral businesses for better benefits, regular hours and other forms of compensation.

Smaller volume funeral businesses are often faced with limited choices when hiring funeral directors. This factor contributes to lower pay for these individuals, which contributes to many recent mortuary school graduates leaving the profession early in their career.

Because qualified individuals serving as funeral directors is fundamental to the health and prosperity of the funeral profession, the **Funeral Service Foundation** commissioned a

comprehensive research study to investigate the Recruitment and Retention in the death care profession. The objective of this comprehensive study is to learn funeral directors' attitudes toward work and career, how people are recruited into the profession and the factors that contribute to their success in the profession. Also, how the recruitment process can be improved to attract more and better-educated students to mortuary schools.

The FSF Board of Directors believes that smaller volume, independent funeral firms, which represent the foundation of funeral service, will benefit the most from attracting more qualified individuals into mortuary schools. Accomplishing this is a matter of elevating the profession's efforts to attract people.

Information for this study was collected from:

- Working Funeral Directors
- Funeral Home Owners and Managers
- Mortuary School Administrators
- Mortuary School Students
- Adults age 18-29, including college students and graduates

The study was conducted from December 2007 through June 2009.

In addition to the Recruitment and Retention study, the FSF also funded a study by **Dr. Thomas Shaw**, a licensed funeral director with practical work experience and an instructor in the *Southern Illinois University* Mortuary Program. The purpose of Dr. Shaw's project was to study personality and workplace characteristics that would contribute to the development of a personality matrix to be used in identifying individuals that will derive intrinsic rewards from helping families through the loss of a loved one.

The Recruitment and Retention study also considered the results of a study conducted by the *New York Funeral Directors Association* to determine the work satisfaction and retention of licensed funeral directors.

The Foundation wants to share the research findings with the Death Care Profession.

The Funeral Service Foundation Board of Directors believes the research findings must be promulgated to the profession for the research project to be a success. This will be accomplished through a series of articles published in the death care industry publications. The articles will be compiled into a book that will summarize the research study procedures; present the research findings relative to the personality types most likely to find funeral director work rewarding and the best places to find these individuals. The book will include interviewing and selection tools to assist the interviewer and the applicant in identifying the applicant's personality traits that would contribute to their long-term success and satisfaction with a career in funeral service. The interview tool will include the questions derived from Dr. Shaw's study.

In addition to the published articles and book, the Funeral Service Foundation is making the findings available as a program for conventions and conferences. The Funeral Service Foundation Board of Directors based upon a competitive request for proposals selected **Glenn Gould**. Glenn will author the articles and book, and is available to make presentations at state and national association conventions and conferences.

The Funeral Service Foundation (FSF) is a national public grant making organization with a mission to raise awareness of the important work of the funeral profession, and to provide resources for:

- Career and professional development
- The support of funeral service and allied professions
- Public awareness and education

The FSF works on behalf of all aspects of death care, including independent and corporate funeral service, the vendor community and to the lives of the individual families served by the profession.

Funeral Service Foundation grants are available to those within the death care industry, as well as organizations that work in concert with the goals of funeral service, primarily in the areas of grief and bereavement support.

For more information on the FSF "Recruitment and Retention" research project contact the Executive Director of the Funeral Service Foundation, **Celi Clark Haga**, at [cclarkhaga@funeralservicefoundation.org](mailto:cclarkhaga@funeralservicefoundation.org) or telephone 877-402-5900.

## Who was that masked man?

*Continued from Page A17*

I was a cop for twenty years before I found this profession. They taught us in the academy that if you recognize a fellow officer out in public, away from work, let him be the first to acknowledge you. We never knew if someone was working undercover and we might ruin an operation.

Sorry Bill. Next time, I won't blow your cover, and I definitely won't take it personally.

Hi ho Silver, away.

Mark Lohman (FDR 3147) is a licensed funeral director with England Family Mortuary in Temecula, California. He spent 21 years as a police officer before retiring and finding his new found passion in the funeral profession. Mark loves meeting with families and adding a personal touch to every service. He lives in Murrieta, California with his wife Peggy. They have five children and two grandchildren.

## G. BURNS CORPORATION

### Removable Silhouette Landau Bars and Removable Name Plates

No side panels



NO BLIND SPOT

Bars are durable laser cut 18-gauge stainless steel.

Call Don McClintock 1-800-465-7718

Visit our NEW website [www.gburnscorp.com](http://www.gburnscorp.com)

Build a van floor



SAVE MONEY!

## THE ULTIMATE 1000 LIFT™

- Lifts caskets and remains.
- Ceiling mounted - no storage required.
- 1000 pound lifting capacity.
- Simple installation.
- One person operation!

### ALL-IN-ONE LIFTING SYSTEM™!



Fully Retractable Straps

Casketing

Lifting & Dressing

ULTIMATE 1000 LIFT™ shown with NEW FREEDOM PIVOT™ (upgrade feature)

## MORTUARY LIFT™ COMPANY

800-628-8809 or (319) 364-4910

FAX: (319) 364-4930

FREE gift at [www.mortuarylift.com](http://www.mortuarylift.com)

The keepsake program designed to help you...



...and your Families

Meadow Hill's Thumbie keepsake program delivers more than just a charm. It gives your families something to hold—something to touch.

A memorial to those we have loved and lost.

Thumbies help you help your families.

Set up your account today!

Meadow Hill CORPORATION

Add Thumbies to your keepsake center.

Call **877.848.6243**

to receive your **free** marketing kit.



Print Everyone.

You never know when you will be asked to make a charm.

**"Perspectives" Gender and Ethics in the Industry (Part 1)**

By Carole Jones Banks, LFD/EMB

Remembering when I first entertained the notion of getting involved in the Death Care Industry flushes me with an overwhelming sense of growth and accomplishment. Growing up in a family that owned and operated funeral homes, it was not a far stretch to consider. I attended my first state convention in 1991, shortly after graduating from Gupton-Jones College of Funeral Service in Atlanta, GA. What an overwhelming arena. There were men, everywhere, dressed in dark suits and all sporting a distinguished air about themselves. Their conversations included a myriad of topics related to their practices in funeral service. Sure, there were a few women sprinkled throughout the scene, mostly wives. For the most part I was in a man's world and it was apparent. This was probably one of the most intimidating scenes of my, young, 20 years of life.

Now, nearly twenty years later, I remember those days often. When speaking with other women in funeral service, I frequently make the comparison from then to now. The past two decades have seen a measureable transformation in funeral service. Women are entering this profession at a rapid rate. As for licensing, women are almost equal in numbers. Be it succession or her nurturing interest, women have been thrust to the forefront of the Death Care Industry. From funeral home owners and operators to chairpersons and members to National and State boards, women have established a notable presence. Actively functioning in the offices of state associations, industry Fraternities, sales, marketing and many other aspects of this industry, her professional talents, for the most part, have been embraced.

As personal testimony, succession was the ultimate lure. Shortly after graduating from college, I received a summons from my grandparents to relocate and "help" with the family businesses, two funeral homes. Now a third generation funeral director and embalmer, my founding grandparents having passed away, I find myself the part owner and operator of the funeral home. I knew from early onset, this would be my life's calling.

My professional commitments have afforded me the opportunity to travel across the country making the acquaintance of many within this industry. Amusingly enough, as women, the story is oftentimes somewhat similar. It was not the initial profession of choice, but the loss of a founder or owner created a need. There is a common understanding amongst women that we serve and function in a profession that has long been led by our male counterparts. It is also understood that although this to no fault of anyone, we must work hard to overcome perceptual challenges on a daily basis. I find that many women are now carrying on the family funeral business when a husband, father or, like myself, grandfather has passed on. I am grateful that my grandfather saw the need to get me in place long before his passing. I was prepared, experienced and accepted in his absence. This is not always the case for some women. Women in the Death Care Industry are met with the same, familiar, professional challenges of the "everyday" working woman. In conversations throughout the country, women express some levels resistance when functioning in leadership roles of the industry. In some areas, it is still revered that men are to take charge of all funerals and women should reframe from leadership over their male counterparts.

I have heard from women of incidents where they, as owners, managers and licensed directors, have been nudged and encouraged to allow their male employees take lead on the funeral because it is more acceptable. Although some may agree, the majority of women I've spoken with feel strongly that their credentials, experience and desire afford them the same roles as any other professional. For years, men have exclusively been the expected provider of service to the grieving community. Do we as women play a role in our acceptability and gained respect? That's a debate for another day. We can, however, offer positive means to create and foster a healthy work environment. Here are a few tips on how, as professional women in the death care industry, we can gain and maintain the professional respect of their counterparts:

1. Always strive to be the best at whatever it is you are doing. As with any profession, you should strive to put forth your best efforts, without taking shortcuts and accepting sub-standard results. This will encourage professional respect.
2. In leadership, be willing to listen to ideas of others but be confident enough to make the final decision. Women in leadership po-

sitions have expressed resistance from their male counterparts. A dogmatic approach is non-effective, but so is uncertainty. Be prepared to stand on your leadership values.

3. Don't get caught up in "power struggles" Don't allow someone else's ego to lead you astray. Know your role and your responsibilities.
4. Consider your physical appearance. Your professional attire should be just that "professional". It's difficult for anyone to respect you, or your authority, if your appearance is a distracter and does appropriately warrant it.
5. Avoid verbal (and physical) confrontations. Be clear on points. Take caution to limit dialogue that is not healthy to the situation. If a verbal situation appears to escalate, seek a tactful exit by ending the conversation.
6. Avoid criticism that is not helpful or constructive. Do not give, nor accept, criticism if it fails to remedy a deficiency in a respectful manner. Again, I encourage you to seek a tactful exit from any conversation that becomes potentially volatile.
7. Grow, Grow, Grow. Always seek to stay on top of this progressive industry. Know what's working and what's not. Grow your skills and seek to improve.
8. Maintain a healthy and professional relationship with your male counterparts. Avoid personal relationships that can turn sour. Keep lines of communication open by conveying, clearly, your professional expectations professionally. Identify your prospective roles and do not allow boundary lines to become obscured.
9. Don't be Defensive. As women, we sometimes assume that our male counterparts prefer not to be under the reign of a female. This presumption is not always the case. Don't predispose yourself to conflict by building walls with anticipatory stereotypes and expected behaviors. There are men who, not only respect but appreciate women in this industry and they will work diligently to give the best of themselves-no matter who is in charge.



Carole Jones Banks

10. Work. Don't Sweat the Small Things, just Work. Remember, you are in the Death Care Industry because you care about others. The family at hand is the first and foremost concern.

Whenever possible, lend consideration to these ten steps. Your day will be less stressful, your work relationships enhanced, and ethically, you will be appreciated, respected and a noted value to the death care industry. Conflicts, of anyone's fault, only impede performance. Working to minimize them will create a productive work environment. Women, have you ever wondered how the mind of your male counterpart in the death care industry works? Is it you? Is it him? Or, maybe, it's just two different points of view that, with a cohesive approach in understanding, create ONE GREAT PHILOSOPHY IN THE DEATH CARE INDUSTRY. In the next edition Shun Newbern, CFSP, BS will observe a male view of "Perspectives", Gender and Ethics in the Industry.

Carole Jones Banks is an embalmer, third generation operator of Jones Unity Funeral Home, Monroeville, Alabama, member of the Alabama Board of Funeral Service and Instructor at Bishop State Community College, Department of Funeral Service. She can be contacted at cbanks@bishop.edu

**Jarvis Incinerator Co., Inc.**  
Quality service since 1876  
PO Box 1146  
Lowell, MA 01853

**SALES ✓ SERVICE ✓ REPAIR ✓ SPARE PARTS ✓**  
We repair all crematory makes and models

Specializing in refractory brickwork. Based in Northeast = less travel and cost to you. Phone: 617-957-6092 Fax: 978-458-5816 www.jarvisincinerator.vpweb.com

**LOWER COST CREMATORY REPAIRS**

**Fixed pricing includes everything!**

No need to call for changing prices!  
Our prices are printed in our brochures to keep it simple for you and the families you serve!

Fixed pricing keeps it simple & includes:

- Engraving (no additional charge for extra letters)
- Shipping and Handling
- Velvet Gift Box for Your Customers
- Personalized Presentation Box for Funeral Directors
- Permanent Archival Storage of Imprint for Additional Orders or Replacements

See why simple is better!

PROUDLY MADE IN THE USA

**Precious Memories™**  
QUALITY • CUSTOM • KEEPSAKES IN SILVER & GOLD  
1-800-774-0306  
email: pmkeepsakes@aol.com

**Triple H Company**  
P.O. Box 5790  
Ventura, CA 93005-0790  
(805) 650-6944 • (800) 252-3444  
Fax (805) 650-6444  
www.triplehcompany.com

**Triple H Company**  
Cemetery, Crematory and Mausoleum Supply Since 1950

**PYRAMID® CREMAINS BURIAL VAULTS**

- ◆ Tongue & Groove Connections
- ◆ Green Velour Lined
- ◆ Strongest Urn Vault of its Kind

Antique Gold  
Peace White

Original 9" x 9" x 14.5"  
Oversized 9" x 13" x 14.5"

"Bronze Color" or Gray  
• Original Hi-Impact Plastic  
**'UTILITY URNS'**  
IN SIZES AND CONFIGURATIONS TO FIT ALL NEEDS  
Cardboard mailers also available

3.5" x 6" x 9"  
4.5" x 7" x 8.75"  
Sizes up to 260 cubic inches.

Infant & Child Plastic Urns  
32, 78 & 125 Cubic Inches

**ULTRA Flip-Top Plastic Urn**

- Black, Brown or Light Gray
- Secure Locking Lid
- Bag and Tie Included
- 8.25"D x 6.5"W x 4.5"L

Sheet Bronze Urns  
5 Sizes  
Dozens of Styles

**TRION®** Lawn Vases  
Floral Lawn Vases  
Dozens of Options Available

Princess Design  
Empire Design  
**Golden-Line® Vases**

- Solid Jewelers Bronze Mausoleum Vases & Holders
- Gold, Oxidized and Nickel Finishes.
- Over 400 Varieties and Options Available

**MAUSOLEUM VASES • MADE IN THE USA**

**'Royal Duchess'**

- Plastic Mausoleum Vases & Holders.
- Less Expensive Zinc Ring Available
- 8", 5 1/2" or 4"
- Bronze, Gold or Verde Green.
- Over 150 Varieties & Options.

U.S. Patent No. D-319910

2" Disc Adhesive  
Standard Drill Design Holder  
Button with Bracket  
Variety of Colors & Finishes

## TRAPPIST CASKETS

New Melleray Abbey | Est. 1849 | Peosta, Iowa

**888-433-6934**

- Earth-Friendly Caskets & Urns
- Genuine, Old-World Craftsmanship

Accepting a limited number of wholesale partnerships with select, family-owned funeral homes.

[www.trappistcaskets.com](http://www.trappistcaskets.com)



### SEND US YOUR NEWS

PO Box 5159, Youngstown, OH 44514

Fax (800)321-9040

[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)



## Preventive Methods for Body Mix-Ups

By Shun Newbern, CFSP, BS

One of the most heart wrenching moments is when the family turns to you and says, "That is not my loved one." As funeral professionals, our first thought is that "This family is going through the grief process, before accepting their loss." And the second thought is "Oh not again, that darn apprentice embalmer has managed to disfigure another face." We have all had to respond to a family who has made similar statements. It is not an easy task. Over the past year there have been multiple situations in the media concerning a mix up at the hospital or medical examiner's office, but there are resolutions to prevent a horrendous event.

More recently a mortuary in Denver, Colorado had a decedent mix up involving two decedents that were in their care – an in house error. How does that happen? What is the duty of care and the standard of care concerning the removal and quality control management of the funeral home? As an expert consultant and witness, I have supported the plaintiff and the

defendant in these issues and most of the time the mortuary felt that they are too small to be concerned about toe tags and identification bands. That is frightening.

Personal relationships of trust are very valuable. The late President Nixon made it most clear when he said "Trust, then verify." Those that are releasing loved ones to the mortuary can get it wrong, from the convalescent home, hospital, another mortuary and also the coroner/medical examiner. The mortuary removal staff must verify the ID to every possible extent, not just the tag that is on the outside of the pouch. Once the body arrives into the mortuary, the funeral director and the embalmer must continue the verification process.

How many disasters have we experienced in the United States that signify the amazing risk of having a dead body in our care? Funeral homes catch on fire, have floods, go bankrupt, get invaded by thieves, are destroyed/damaged by acts of God and so on. There was a case in California where the mortuary had multiple violations over a period of time that led to the establishment's license being revoked, which obviously resulted in immediate closure of the business.



Shun Newbern

The county coroner was notified to retrieve the decedents until the next of kin was notified, then the nightmare continued - most of the bodies had no form of identification.

You must verify the ID at every possible level, particularly if there is a direct cremation or direct burial. When should the family or the next of kin identify their loved one? Wow, you ask such good questions. Often in the funeral profession, there are conditions that are very poor and are a great challenge (ask any embalmer they will tell you). Those conditions include, but are not limited to, facial trauma from an accident, edema from sustained life support, a gunshot wound to the head, or lacerations to the face and hands. When the loved one arrives into our care, is when we are aware of these conditions. Communication with the family is a must in every arrangement to determine the families' expectations after embalming.

Great customer service begins with great listening skills. Hearing is one thing, but listening and mentally absorbing the thoughts as someone is speaking is another thing. They may say, "She loved her long flowing hair" and not thinking that under the bandages the hair was shaved due to cranial surgery. "He was known for his mustache and distinguished sideburns" a family might recall, however the trauma has disfigured the decedent. By listening to their expectations you can support them by offering an identification. This is often very unpleasant for a grieving person to observe poor conditions before or after embalming; however, it articulates the required time and skill that the embalmer needs to sanitize, preserve and attempt to restore the decedent. If families really understood the dedication that is involved in embalming, they would have a better understanding of its value.

The family should be informed and given multiple options to identify the decedent when they are in the care of the funeral home. Have the next of kin give written consent, to personally identify or to designate a representative to identify their loved one on a video monitor, private room identification or by photo. If they accept or deny the option to ID, document that decision. This resolution can also be used to build trust in you, and the art of embalming to provide the best possible memory picture. At this stage they can observe the amount of trauma, see any possible problems that can result, give instructions for facial hair, hair styles, and most importantly build trust that the mortuary has the correct loved one.

Written expressed permission should be obtained prior to taking photos before performing embalming of problematic conditions. If the family cannot be contacted prior to taking photos, a detailed embalming report should be prepared explaining the decedent's condition before, during and after the procedure. Preparing an embalming report for non-embalmed cases is also good. At this phase the embalmer can document surgical scars, tattoos, eye color, amputated limbs, etc. as ways of identification. The next of kin should be informed of your efforts to reach them prior to taking photos. We should always be truthful in business. Lying can be taken as "willful misconduct." This unacceptable behavior to deceive the family is never tolerable.

The open casket does not act as a form of closure, but it is a part of the acceptance of the death, toward the path of the grief process. The open casket helps the family confront the reality of death. The truthfulness of our profession lays in part in our efforts to do our best to serve our families. Identification has not been verified until the next of kin personally sees their loved one, because seeing is believing.

Shun Newbern, CFSP, BS, is an embalmer for Rose Hills Mortuary, Whittier, CA, and expert witness. He serves as an expert witness, consultant and speaker on reliable issues. Shun has revised and reprinted a practical training manual "Establishing a Standard of Excellence in the Removal Procedure" that has been implemented worldwide in funeral practices. He can be reached at [shunnewbern@aol.com](mailto:shunnewbern@aol.com) or visited at [www.shunnewbern.com](http://www.shunnewbern.com).

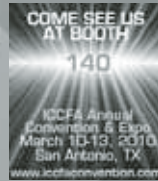
Keepsakes as vibrant as the life  
it represents

Love Ashes® memorial jewelry and framed memorials are custom hand-made in the Midwest from beautiful dichroic glass by owner and artist Silvia Engel

Beautiful pendants in two sizes and seven different color styles; with the ashes visible from the back, or hidden inside

We offer affordably prices and an incentive plan for funeral homes and crematoriums

Join the Love Ashes Associate Program and receive your FREE Business Partner Kit, call 1-888-GLAS-ART (1-888-452-7278) or visit [www.LoveAshes.com](http://www.LoveAshes.com)



## Let's Chat

By Kristan Dean

etables must get established and do most of their growing before warm temperatures arrive." She notes that March is the best time to plant "broccoli, Brussels sprouts, cabbage, carrots, cauliflower, kale, leeks, lettuce...and turnips."

Just remember to consider your climate and frost season before planting your first seed. This makes your local garden shop one of the best places to get advice.

Not able to dedicate space at your funeral home or cemetery? No worries. There are numerous ways that you can help bring this idea to life. Is there a community garden in your area? Consider asking its members to dedicate a small part of their garden to this project. No community garden? Ask your local garden shop if they might be able to help secure and care for a small garden.

Not able to facilitate a community garden? Consider helping individual families plant their own. Send the families you serve a note with packet of seeds of the flower that symbolizes the birth month of the one they love. If you are able to do a bit more consider inviting members of your community to a "seed swap" where you can give each family seeds for the plant you see in their garden. Looking for help putting the seed swap together? Enlist your local garden shops and landscapers.

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](mailto:kristan@mooneytunco.com).

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

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

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

Today while I watch the snow fly I realize that when this article comes out it will be March. Time to get ready for Spring: the season of growth and new beginnings, the time of year when so many begin to plan and get ready for gardening. It is the perfect time for you to help families create their own memory garden or, if you are able, to build a Community Memorial Garden to celebrate all their loved ones' memories.

The question is can you dedicate a space in the yard of your funeral home or cemetery to a garden where the families you serve and those in your community can visit and possibly spend time tending?

Will you consider Angela England's suggestions, in her article "Creating a Special Memory Garden" from [suite101.com](http://suite101.com). She recommends "using their birth month plant." These are twelve flowers that include: January - Carnation, February - Violet, March - Daffodil, April - Daisy, May - Lily of the Valley, June - Rose, July - Larkspur, August - Gladiolas, September - Aster, October - Calendula (the Marigold), November - Chrysanthemum, and December - Narcissus (the Daffodil).

Wondering what you can plant this early in the season? Consider reading Darlita Arnold's article "What do I Plant in March" from Q&ATimes at [http://www.theqandatimes.com/artman/publish/article\\_549.shtm](http://www.theqandatimes.com/artman/publish/article_549.shtm). She writes that March is "an optimum time to plant many perennials, trees, shrubs, evergreens, cool season vegetables, perennial herbs, and cold tolerant annuals."

Want to celebrate National Nutrition month? Plant a vegetable garden. Looking for a place to start? Consider Darlita's advice: "Cool season veg-

# Grand Opening of St. James Funeral Home South



**ST. JAMES, NY**— Despite frigid temperatures, the day was bright, sunny and filled with joyful warmth as the Maher family opened the doors to **St. James Funeral Home South**, a labor of love more than two years in the making.

A crowd of 1000 lined up outside on January 9, 2010 as **Kenneth Maher Sr.**, along with his wife **Betty** and children **Ken Jr.** and **Kerry**, welcomed each guest and proudly showed them into the state-of-the-art building, now the largest funeral home in all of Suffolk County, Long Island.

As a bagpipe player finished a hauntingly beautiful solo to honor the Maher's Irish heritage, master

Kerry and Ken Jr. both expressed their heartfelt thanks to everyone, with Kerry saying, "My sister was such a big part of turning this into a reality. We will always be here for you, as you have been here for us."

Ken Jr. noted that the input of the community was key to the planning of the new building. "We thank you for telling us what you've hoped for and needed for the nearly 40 years that we have served you in our

**CONTINUED ON PAGE A29**

**Family's dream becomes reality as largest funeral home in Suffolk County opens its doors**

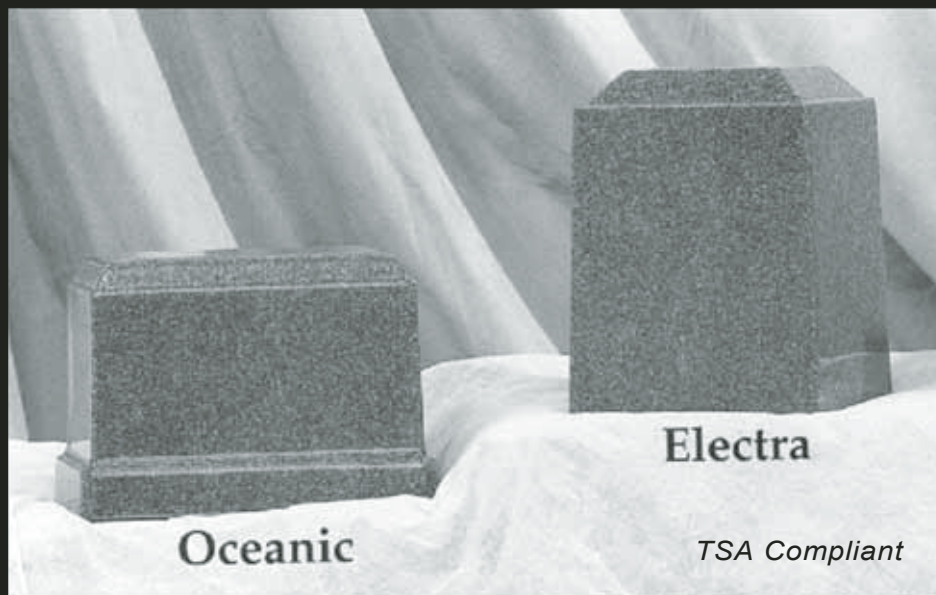
of ceremonies *Brother Francis Rowles* welcomed the gatherers. *Fr. Gerald Cestare* prayed with poignant words: "Dearest Father in heaven, we ask that You bless the Maher family. So many times they have stood with us in our grief. They have dried our tears and healed our wounds. They are no strangers to grief, yet their powerful witness and example of faith have strengthened us."

In his remarks, Ken Sr. told the crowd: "You have entrusted your loved ones to us for all these years. You have become our families, and we are so grateful for the love you have shared with us. This is not our facility; it is dedicated to all of you." Indeed, the hand-painted arch above the entryway speaks from the family's heart: "Welcome to our home."

Ken Sr. tearfully acknowledged the one person missing from the crowd: **Aelysche Maher**, Ken and Betty's daughter, who passed away on Oct. 4, 2007.

"Aelysche was very involved in our dream of opening this new building," said Ken. "I know she is with us here today." Betty added, "You have humbled and amazed us with your support and love, through good times and bad. We love you all."

## TAYLOR URNS Commitment To Service!



**OVER 150 DIFFERENT COLOR & STYLE COMBINATIONS**  
**PERSONALIZED ENGRAVING AVAILABLE**  
**CULTURED ONYX, MARBLE & GRANITE URNS**  
**CALL FOR FREE BROCHURE (800) 987-6390**  
Made In The USA  
1980 CENTERS AVE. LAKE HAVASU CITY, AZ 86403

**WWW.NOMISPUBLICATIONS.COM**



**Merchandising tool.**

**Educational resource.**



**Consumer guide.**



**Visual reference.**

Wilbert's **Cremation Choices™ Catalog** has been honored the past five years for its outstanding content and intuitive design, both within and outside of the industry.

An indispensable tool for funeral professionals, the consumer focus of the catalog helps educate families about cremation and illustrates the importance of tribute in celebrating a life and coping with grief.

There may be other cremation product catalogs available, but why settle for imitation? It's about choices. **Cremation Choices.**



To receive your complimentary copy of the 2010-2011 Cremation Choices catalog, contact your local Wilbert Licensee or email your request to [more-info@wilbertonline.com](mailto:more-info@wilbertonline.com)

**Cremation Choices**  
Exclusively by *Wilbert*

## Take Advantage of Your Casket & Supplier Discounts!

**Insurance Assignment Claims Paid WITHIN 24 HOURS OF VERIFICATION!**

**Reduce Your Receivables!**

**NO Chargebacks!**

**We Deal With Insurance Companies**

**- No Hassles!**



### BETA CAPITAL CORP.

**CALL TOLL-FREE: (800) 430-7935**

**Fax: (757) 488-7315**

**Visit: [www.betacapitalcorp.com](http://www.betacapitalcorp.com)**

**John Hudson - Marketing Director**

## Cremations America, LLC opens in Florida



(L to R) Cremations America Business Partners Gus Camacho, Jr. and Nolbert Sedeño.



Front of the Business and Entrance



The Arrangement Office



The Lobby of Cremations America

**CORAL GABLES, FL**— With over 20 years experience in the funeral industry working for major funeral homes in New York City and Miami, **Gustavo “Gus” Camacho Jr.** has decided to venture on his own and specialize in Direct Cremations in Miami. Gus Camacho Jr. and his new business partner, his father-in-law, **Nolbert Sedeño**, have opened a Direct Disposal Establishment of-

office in Coral Gables.

“Everyone that’s been in this business has seen the changes from traditional funerals to more acceptance of cremation, whether for financial reasons or the preference of the dearly departed,” said Mr. Camacho. “Cremations have increased dramatically in the past decade and we have to service the needs of the industry and our community.”

The Direct Disposal Establishment has been named **Cremations America, LLC** in memory of Mr. Camacho’s late grandmother, *Maria “America” Ortiz*.

Mr. Camacho and Mr. Sedeño are fully dedicated to the responsibility that comes with this difficult profession. They are ready to serve the community in which they work as well live.



## Cremation Issues and Answers

By Ronald Salvatore



### Internal Identification

Recent Headlines:

“Connecticut Funeral Home Accused of Cremation Mix-up”

“Family Says Funeral Home ‘Lost’ Their Mother’s Body”

Mistakes like these are not as infrequent as we would like to believe, and are often the result of sloppy paperwork, inattention to detail, invalid assumptions, poor internal communication and, most importantly, the lack of specific, written policies and procedures for the identification of the deceased while in the care of the funeral home or crematory.

These mistakes are horrific for the family and an absolute nightmare for the funeral home or crematory owner. Even if ultimately proven that the mistake was not that of your firm, but say of the hospital, coroner or other, do you think for a moment that the retraction or follow-up article (if there is one) absolving you and your company will make the front page of the local paper? Regardless of who is ultimately responsible, your business and reputation will suffer, and you will have to defend yourself and this is costly.

The importance of ensuring that the deceased is properly identified and tracked from the moment the body is picked-up and brought to the funeral home or crematory, to the point of burial or crema-

tion and the subsequent returning of the remains to the family cannot be over emphasized. Every funeral home and crematory needs to have an established system of procedures that ensures proper identification regardless of size and volume.

In my 20 plus years in the cremation industry, I have seen many different identification systems within crematory facilities, but in funeral homes the norm seems to be a simple marker board with the name of the deceased, the casket or container, place of service but little other information. Few have any type of identification on the deceased other than maybe a tag from the hospital.

To establish an identification system for your funeral home or crematory, start by contacting others in your state and review what they do. Most will be glad to share with you their internal identification procedures along with the rationale behind their decisions. Next month we’ll begin to build our own identification and tracking system that you can also use as a guide.

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.

## Carmon Community Funeral Homes and Grief Specialist introduce “New Day Counseling Center”



Debbi Knox and John C. Carmon

**AVON, CT**— After the death of a family member or friend, the grief can become overwhelming. But many don’t know where to turn for bereavement support. That’s why **Carmon Community Funeral Homes** is expanding its follow-up care programs by introducing **New Day Counseling Center**.

New Day Counseling Center is a partnership between the Carmon family and staff and **Debbi Knox**, MS, MFT, a Certified GriefRecovery® Specialist and Family Therapist. The new center is located next to Carmon Funeral Home & Family.

“We created this new program with Debbi Knox to meet the bereavement needs of families that our family and staff serve in our nine Greater Hartford locations, and we invite anyone else in Connecticut who is seeking support after the death of a loved one to take advantage of this resource,” explains **John C. Carmon**, CFSP, President of Carmon Community Funeral Homes and a past President of the *National Funeral Directors Association* and the *Connecticut Funeral Directors Association*. The family-owned funeral homes have been serving Connecticut for 64 years. “For more than a decade, we have offered support programs for adults, teens and children through *Mary’s Place*,

**CONTINUED ON PAGE A32**

# Aaron and Burney Bivens Funeral Home is a New Venture in Orange Park, Florida

ORANGE PARK, FL— **Burney Bivens**, a practicing attorney, joined his son, **Aaron**, in mortuary school in 2006 before the father and son team opened a funeral home in Orange Park in August 2009. Mr. Burney Bivens maintains his law office, established in 1982, while holding the title of Funeral Director in Charge for the new venture.



Aaron and Burney Bivens Funeral Home

The Messrs. Bivens began their planning process in 2005. Wanting to have a visible presence and convenient location, they scouted their town and settled on a vacant hardware store on one of the city's thoroughfares. In time, they expanded their vision, demolished the building and erected a new 14,500 sq. ft. facility.

Interestingly enough the entire venture became father/son throughout: Aaron and Burney Bivens; **Thor Heinrichs Architect** father and son, **Thor and David**; and **Duncan Stuart Todd** who had been in business with his architect father, the late **J. Stuart Todd**. Aaron Bivens is all in favor of families working together.

The preparation room was entrusted to the expertise of **Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists. The Bivens had given much thought to the prep and dressing rooms and submitted their ideas to DST who was able successfully to incorporate them into a total Premier Source design plan.

Mr. Aaron Bivens, Managing Funeral Director, comments on the ease of use of all of the equipment in the 3-station embalming room. He calls special attention to the cabinetry and safety features such as the overhead body and table wash, emergency shower and swing away eye wash which he appreciates. "They are there for use if needed," he com-

ments, "but not in the way." "The ventilating system is great and the separate dressing room with overhead lift is very functional," he continues.

The Bivenses are proud of their new funeral home with its chapel holding 180 persons and two viewing rooms that can open to accommodate large gatherings or serve two viewings with 85 visitors at the same time.

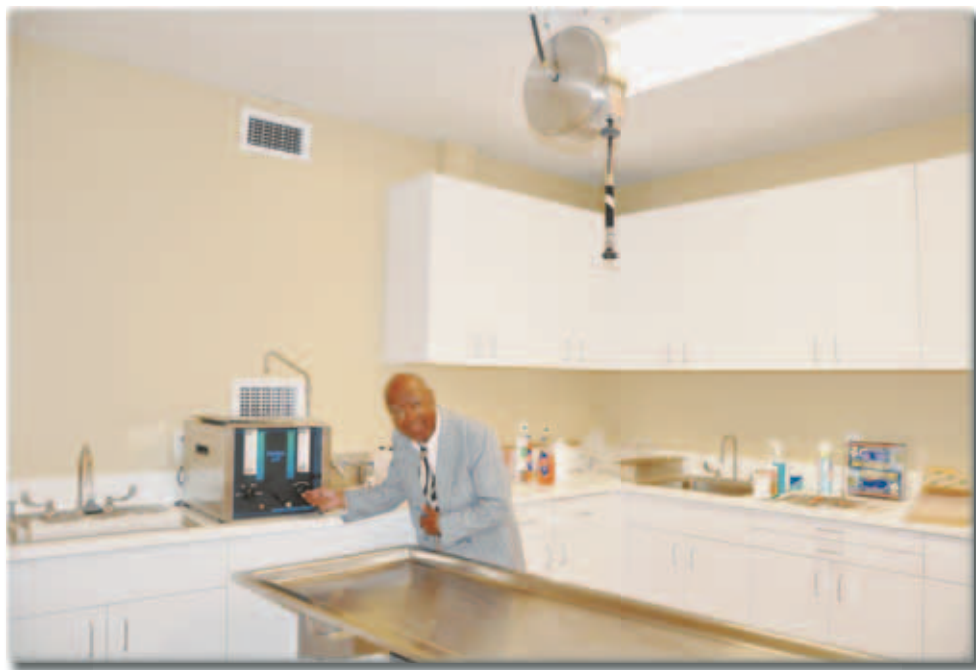
A published article in a local newspaper quotes Burney Bivens, who is African-American, as saying he wants to dispel the idea that the new funeral home will serve primarily the black community. "We will serve the entire community with the same high degree of professionalism and commitment as we have done over the past 27 years in the law practice."

Burney Bivens has served the North Florida region in various capacities, most recently as a trustee at Bethune-Cookman College, and a member of the Penney Retirement Community Board of Directors. He is a veteran of the U.S. Navy and U. S. Marine Corps.

Aaron Bivens was graduated from Bethune-Cookman College with a bachelor's degree in business administration. He has an associate's degree in funeral service from *Florida Community College* in Jacksonville and is a member

of the *National Funeral Directors Association*.

Aaron and Burney Bivens Funeral Home is located at 529 Kingsley Avenue, Orange Park, Florida 32073. Telephone 904-264-1233.



Burney Bivens in the new preparation room.

**SEND US YOUR NEWS**

**NOMIS PUBLICATIONS, INC.**  
**FUNERAL HOME & CEMETERY NEWS**

PO Box 5159  
 Youngstown, OH 44514  
 Fax (800)321-9040  
 press\_releases@nomispublications.com

"We Repair All Makes & Models"

**American CREMATORY EQUIPMENT CO.**  
 SALES • SERVICE • REPAIRS • SUPPLIES

Office: (562) 222-BURN  
 (800) 396-2254 • Fax (562) 222-2880  
 www.americancrematory.com  
 john@americancrematory.com  
 P.O. Box 4087 • 9828 Arlee Avenue  
 Santa Fe Springs, CA 90670

**"SERVICE IS EVERYTHING"™**

Make it personal, and make profits, with Memorial Tiles.™

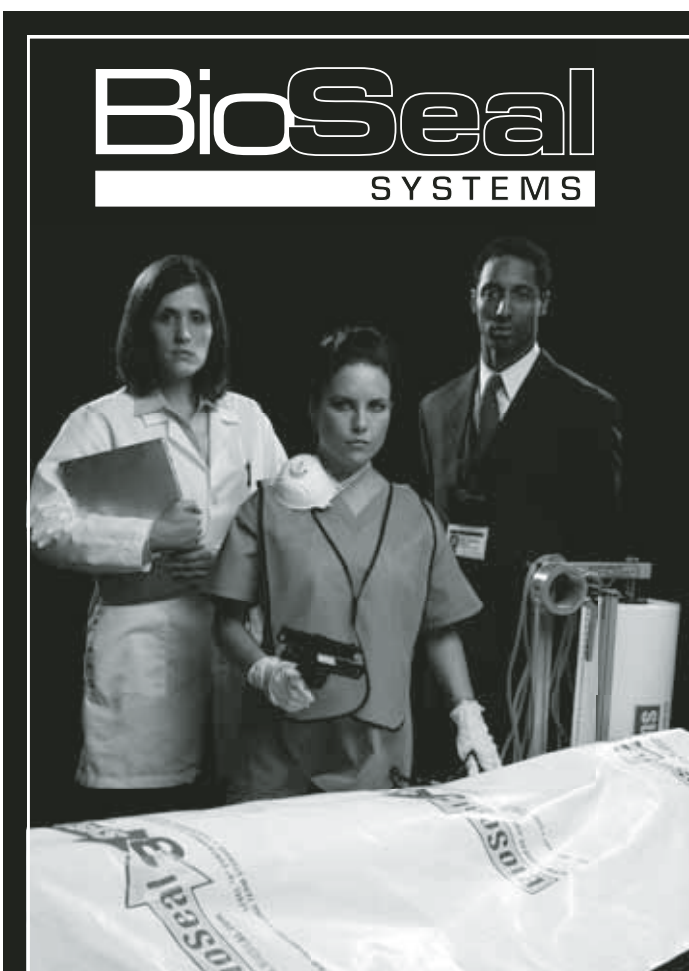


*Hampton Series Box with Memorial Tile™*  
 Insert, cherry finish and standard base.

*Keepsake Series featuring small glass urn. 6" x 8" tile size.*

Add profits with Memorial Tiles.™ Complete collection, completely personalized. Made in USA quality. Affordable prices. National Rep Network. (800) 628-9346 [memorialcollection.com](http://memorialcollection.com)

The MEMORIAL COLLECTION

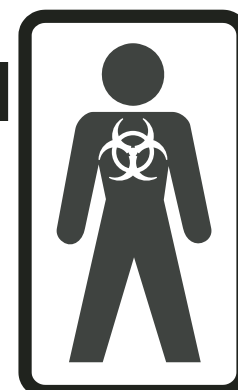


# Protect yourself, your team and others.

Absolute controlled containment - anywhere, anytime.

## Low Cost, Heat-Sealed Flexible Metal Casket

- ▶ Generates less than 1% residue upon incineration
- ▶ Temporary or permanent burial casket
- ▶ More cost effective than a traditional casket
- ▶ Reseals in minutes using a simple hand-held heat sealer
- ▶ Ships easily due to its light weight and flexibility
- ▶ Contains all odor, vapor, gas and fluid



Seal, Store and Ship with Confidence!

## Stradling to purchase Roseboro Funeral Home

By Karen Shuey



(L to R) Standing: Janice Stradling and Tom Stradling. Seated: Jennifer Stradling, James Stradling, Matt Stradling and Nicole Stradling. (Photo by Lulubelle Photography)

"Ralph's main goal here is retirement, but at the same time he wants to stay busy. And we'll be here to keep him busy," Jamey said with a smile.

Ralph Roseboro was contacted last week for comment concerning the sale of the funeral home but declined to make a statement.

To make the connection to the neighborhood even stronger, Jamey and his family will move into the Denver area in the future.

The Roseboro family has operated its funeral home since 1959, when **E. Louis Roseboro** bought the business from his father-in-law, **Harry M. Mellinger**.

Louis Roseboro owned the funeral home until his retirement in 1972, when his son, Ralph, assumed ownership.

Ralph and Ann's son Michael had been the majority owner of Roseboro Funeral Home, but was convicted of murdering his wife, Jan, in July. He is currently serving a life sentence in the state prison system. Tom said he made contact with Ralph "a while ago" to let him know the Stradlings were interested in purchasing the funeral home. But, it was only a few months ago that Ralph decided to take Tom up on their offer.

Tom said bringing a fellow family-owned company into the fold will help his own family business thrive. He said the opportunity to acquire a new branch was especially appealing because of the impact it will have on the survival of the business.

"Jamey and Matt will be partners here at the new location—that's our future," he said. "I'm in a very good position right now because I can share the load with my sons.

"We feel that our dedication to service and our caring and compassionate attitude has allowed us to grow," he added. "And, with the addition of both my sons we need to grow—that's part of it."

Traditionally, Tom said, residents who live in a certain geographic area will gravitate toward a funeral home close to their roots when selecting a business to handle after-life arrangements.

"One of the reasons we're doing this is to reach out to families in that area," he said.

Tom said his own family's involvement in the business helps reach that goal. But, he added, many might be surprised to hear that he didn't push his kids to follow in his footsteps.

Both Jamey and Matt initially took a different path. Jamey attended school in the Midwest at Minneapolis Community College to become a licensed chemical depen-

**CONTINUED ON PAGE A34**

**DENVER, CO**— One of the Ephrata area's longest-running businesses is currently ironing out a deal that would greatly expand its territory.

**Stradling Funeral Homes Inc.**, a family-owned company which has branches in Ephrata and Akron, has announced it is purchasing the **Roseboro Funeral Home** in Denver.

The family-owned Roseboro Funeral Home has been a fixture in Denver, serving the community for more than a century.

"We know the Roseboro family very well and we know the facility very well," said **G. Tomlinson "Tom" Stradling III**, owner of Stradling Funeral Homes. "What we like about it is that it's a small community, fam-

ily business that's run a lot like ours is."

The facility, located at 533 Walnut St., will be called the **Roseboro Stradling Funeral and Cremation Services Inc.**, Tom said.

"It won't be a separate entity, it will be incorporated into our business," he said.

The decision to keep the Roseboro name, Tom said, was to honor the service and hard work of the owners who made it so successful.

"There's a lot of respect for **Ralph and Ann (Roseboro)** and the legacy they have there," he said, referring to the current owners.

**George T. Stradling Jr.** started Stradling Funeral Homes of Akron in 1953 to provide services to the community. Tom, George's son, joined the business in 1970 and was instrumental in opening a second location in Ephrata in 1977.

Now, the two branches are owned and directed by Tom, with assistance from three licensed funeral directors, his sons, **James and Matthew, and Daryl E. Steele**.

Adding to the family atmosphere is the work of Tom's wife, **Janice**, and Jamey's wife, **Jennifer**, who keep the busy business running smoothly. Matt's wife, **Nicole**, will also join the staff when she becomes an employee this spring.

Tom said that although Steele is not an official family member, he has been an integral part of the funeral home for 16 years. Jamey, as James is known, has been with the funeral home for more than eight years and Matt has been with the company for six.

Jamey, the eldest son, will be the supervisor of the new Denver location, but all four directors will serve families at the three facilities. Jamey said much of what people have come to expect from the Roseboro family will remain a fixture of the funeral home.

"The real difference is our personalities," he said. "It's not that we do anything different, we're just going to incorporate our service styles."

"The truth is, when families call upon us they tell us what they want," Tom added. Tom said Ralph and Ann will be "connected on a limited basis" to the funeral home even after the Stradlings take over.

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.

**New England Cremation Supply Co.**  
Supplier to the Cremation & Funeral Industry

**Wood Base Shipping Containers**  
ATA Certified/Tested  
Minimum Qty: 3

Three Sizes Available  
Combo Tray  
Air Tray  
IPPC Stamp Available

Visit our Web Site for other Products  
[www.necremation.com](http://www.necremation.com)  
Call Now to Order: 800-664-8365

## WE BUY PRE-NEED BURIAL RIGHTS CONTRACTS

Discover the advantages for your cemetery



*Understanding the needs  
of our industry*

24 N. Bryn Mawr Ave. #295  
Bryn Mawr, PA 19010-3304  
866-492-1031 610-643-4833  
[www.crownfin.com](http://www.crownfin.com)

All purchases subject to credit and underwriting approval

## SEND US YOUR NEWS

PO Box 5159, Youngstown, OH 44514

Fax (800)321-9040 [press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)



## *The Basics of 21<sup>st</sup> Century Embalming (Preservation) Technology (Part 5)*

By John A. Chew

Multi-purpose temporary preservation is a process that involves the replacement of natural fluids in the body. This is carried out by injecting a neutralizing formulation which inactivates the digestive enzymes at the cellular level. This allows a flexible time line for visitation up to six days with a possibility of as many as nine days. This time line is being studied and tested for a typical visitation period and the Green burial movement.

When we disrupt the natural degradation phenomenon, we slow down the natural chemical metabolic processes. This disruption also slows down the natural physical changes and is the basis of alternative technology as part of the funeralization offering (visitation).

Variable factors such as temperature, Ph, body mass and chemical saturation of the tissue are all important considerations for temporary preservation. A part of this equation is the interaction with potential intrinsic and extrinsic hazardous microbial digestive enzymes. In many cases, refrigeration may not be available so an air conditioner which has a low temperature control range of between 35 and 60 degrees F may meet the need in cooling the body prior to preparation.

Enzymes are very fragile due to their specific interaction during life. These same enzymes are respon-

sible for the autolytic destruction of the cells at death. By artificially cooling the body, the practitioner is simulating natural algor mortis (the cooling of the body to its surroundings).

At this point, we can observe that following death many human bodies do not undergo radical visual changes for 10 days. This can be due to many variable factors such as seasonal environmental conditions.

Decomposition begins at the time total molecular activity ceases. This varies at the cellular level. Multi-purpose chemical composition is formulated to interact on contact with the cells that make up the tissues and disrupt, not eliminate the various modes of the decomposition process.

Multi-purpose technology is based on long established fundamental concepts and practices used by many licensed practitioners. The idea being to establish a well-balanced approach to temporary preservation and to meet current needs of the profession and environmental concerns.

We must remember that all recommendations are proven and tested starting points for the preservation process. The sum total is to provide a safe working place for you the practitioner, to meet the emotional needs of the public and the environmental needs of mother earth.

# "To Serve the Living: Funeral Directors and the African American Way of Death" by Suzanne E. Smith

CAMBRIDGE, MA— In *To Serve The Living: Funeral Directors and the African American Way of Death*, Suzanne E. Smith sheds light on an intriguing aspect of African American history: the importance of the "homegoing" ceremony a funeral represents and the significant support role the funeral director has played in African American life.

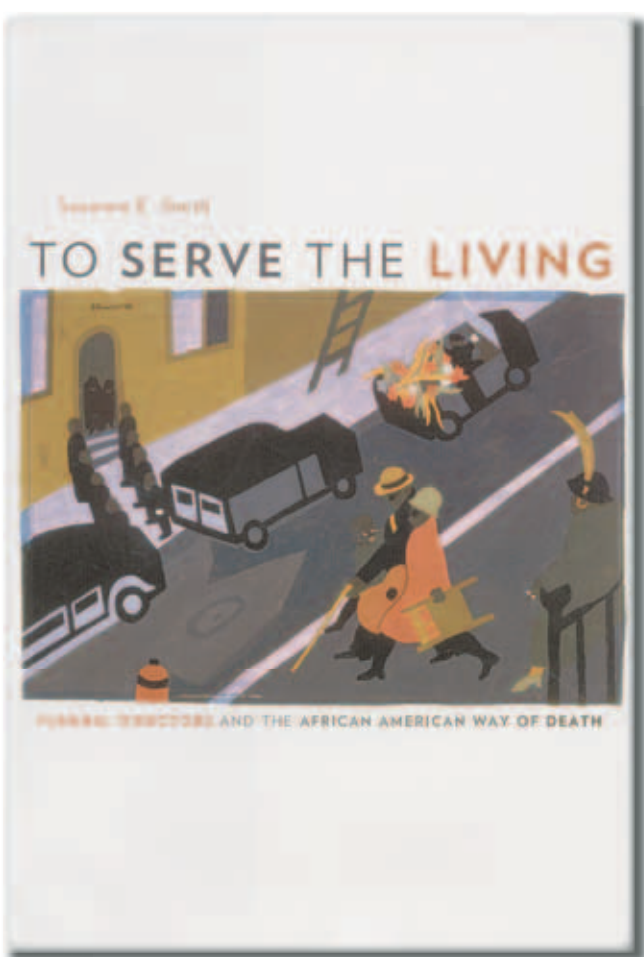
For African Americans in the era of Jim Crow, death was never simply the end of life, and funerals were not just places to mourn. Smith illustrates what roles death and funerals have had in African Americans' long quest for racial equality and segregation to secure their foothold in America's capitalist marketplace. With the dawning of the civil rights age, these entrepreneurs were drawn into the movement to integrate American society, but were also uncertain how racial integration would affect their business success.

From antebellum slavery to the twenty-first century, African American funeral directors have orchestrated funerals with dignity for the dead and their loved ones. As entrepreneurs in a largely segregated trade, these men and women were among the few black individuals in any community who were economically independent and not beholden to the local white power structure. The financial freedom they achieved gave them the ability to support the struggle for civil rights and, indeed, to serve the living as well as bury the dead.

"By getting the dead where they need to go, the living get where they need to be," said **Thomas Lynch**, author of *The Undertaking: Life Studies from the Dismal Trade*. "This deeply human pilgrimage is at the center of Smith's book on African American funeral directors and their frontline service to the nation's journeys from slavery and civil war, through Jim Crow and 'separate but equal' marketplaces—the sad and violent, heroic and hopeful history of race relations and civil rights."

*To Serve the Living* tells the fascinating story of how African American funeral directors have been central in the fight for freedom and have had as much to offer the living as the dead.

Suzanne E. Smith is Associate Professor of History at George Mason University. *To Serve the Living* is published by Belknap Press of Harvard University Press, visit [www.hup.harvard.edu](http://www.hup.harvard.edu).



## Some Handy Supplies You Never Think About...

### 1-800-777-3151

 <b>Quilted Casket Cover</b> Top quality protective cover that will last for many years. Assorted colors. \$39.50 4-\$36.35	 <b>"Shell-Shine" Casket Polisher/Cleaner</b> Specially formulated for caskets. Leaves no residue, spots or streaks! \$7.50 6-\$6.25 12-\$5.80	 <b>Casket Dust Covers</b> 3-Ply/Frost 175/Roll Many different uses for this handy item. \$88.50 roll
 <b>"Pull-Out" Spot Remover</b> Our "Work Horse" spot remover. Dries to a powder... brush away stains & rings \$13.25 3-\$12.10	 <b>"Erado-Sol" Stain Remover</b> Biological & Chemical Even removes blood! 2 oz. bottle \$3.25	


Service · Your Profession · Our Promise  
**LYNCH SUPPLY CO.**  
Since 1932

455 N. Cherokee Street  
Muskogee, OK 74403  
[www.lynchsupply.com](http://www.lynchsupply.com)  
800-777-3151

We gladly accept Visa and MasterCard

**CUSTOMIZE YOUR DIRECT MAIL PROGRAM! CALL 1-800-321-7479**

# Gardener's Glory

*Beautifully honor those who enjoyed spending time in the garden...*



Memorial Register Book  
Closed: 8.25" x 10"



Charming garden photography featured throughout series  
Expertly designed full color interior  
Memorial Register Book cover skillfully embossed

A full line of coordinated stationery  
*Service Folders • Acknowledgements • Prayer Cards • Bookmarks*

Box Sets also Available

Promo Code: 7966

## 800-827-5151

[www.messengerstationery.com](http://www.messengerstationery.com)





**STYLISH MATCHING TIES FOR PROFESSIONALS**  
**ANY SIZE GROUP OR ORGANIZATION**

100% WOVEN SILK

**www.tiesforyou.com**

AS LOW AS \$15.00

Phone: 877-770-TIES (8437)  
 Fax: 276-466-3474  
 E-mail: customerservice@tiesforyou.com

**NOMIS PUBLICATIONS, INC.**

Customize Your Direct Mail Program

**1-800-321-7479**

## Jones Funeral Home takes delivery of new First Call Van



MORGAN CITY, LA— Jones Funeral Home of Morgan City purchased a new 2010 Dodge Van/First Call Car. The delivery was made by **Muster Associates, Inc.** of Calhoun, KY.

## Awards of Excellence



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

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



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

## Tyra Butler: The Secret Weapon of Funeral Service Marketing

Change comes in all shapes and sizes and is a constant in today's world, impacting both our professional and our personal lives. Sometimes there are small adjustments that we need to make in our businesses and how we present ourselves and the product we represent. Then there can be significant changes where we can plot our course and keep our business plan in place.

**Tyra Butler** knows how to help us think through our decisions, and help us plan how we will do it. It could be something we have never done before and we are stepping out on faith, or it could be a most challenging type of change because we have not reached the pivot point of success that we know we want to achieve and are very deserving of. She would tell you a "little by little" principle will apply and it's comforting to know that she will be with you side by side.

It is no mistake that the 100 BWFS Award Committee selected **Tyra Butler**, Director of Market Development for **Matthews Casket Company**, as the 2009 International Funeral Service Business Entrepreneur of the Year at the NFDA International Convention in Boston, MA.

Tyra is a funeral service professional with a vision for every client that she serves. Every business and every owner is unique and treated as such by her and each one has a special vision that she qualifies with them. She gets them ready for the Matthews Vision to bring them to the next level.

"Without readiness, my clients are simply not prepared to occupy the future state of their business and I want them to accept that level of success I am trying to take them" Tyra states. "It would be too easy to go back to business as usual – because the foundation is missing and the foundation for the old way is already well established. With a strong relationship, we are building a foundation together. My clients are ready to move forward, to make changes in their funeral service business that will sustain them as we move forward to bringing in better products, education about the products and how they can use memorialization and our products to produce the best services available for every family that needs to be served."

Tyra Butler is a woman who transcended the marketing field in funeral service and always has an indispensable idea for your business. She is a superb and effective team leader and motivator for change and goes out in the field with a 200% effort to make your business better than you thought it could be. If you don't believe me just ask **Victor** and **Lola March** of the **March Funeral Home** in Baltimore or **Sammie** or **Cheris Congo** in Wilmington, DE, just two of her successful Matthews Casket Company clients in the United States. Or just ask **Taiwo Ungunsola** of Nigeria or **Crisma Henriquez-Ramirez** of the Netherlands Antilles who trust her in their international firms trying to move to the next level of success in funeral service and always hitting her up with Whom? What? Why? When? Tyra is helping them and so many more to become incrementally more successful in the funeral service industry.



Tyra Butler

## Mark Thomas and Chapel Craft



RT656

**C**eltic Bronze Cross Urn  
 Exclusive Chapel Craft design made of cast brass, hand finished and hand engraved. Large urn includes a free flannel urn bag and Tree of Life certificate. Keepsake size is available.



RM904L

**To order call: 800-437-2635**  
[www.markthomasco.com](http://www.markthomasco.com)

**The Mark Thomas and Chapel Craft Spring 2010 catalog is available now.**



**AIR-FLITE**

Beyond Excellence Since 1973



**Combination Casket Air Trays**

From **\$39.95**



**Cremation Containers**

From **\$48.00**



**Quality, Service and Value**

From **\$9.00**

**1-800-752-5251**

Air-Flite Containers, Incorporated  
 2699 Forsyth Road  
 Orlando, Florida 32807-6400  
[www.air-flite.com](http://www.air-flite.com)



That's when Your Ad  
will be working for you!



The Funeral Industry's #1 Trade Directory

*For complete advertising rates in the Funeral Home & Cemetery Directory  
contact Nomis Publications, Inc.*

800-321-7479 • Fax 800-321-9040 • E-mail [kim@nomispublications.com](mailto:kim@nomispublications.com)

[www.nomispublications.com](http://www.nomispublications.com)

PO Box 5159 • Youngstown, Ohio 44514

**WEBCASTING CENTRAL**  
Internet Broadcast Services From Your  
Chapel, Church & Cemetery

- Provide Live & Archived Service Webcasting
- Viewing Over Password Protected Web Pages
- No Monthly Minimums or Contracts Required

Prices from  
**\$70**  
per broadcast



For more information contact Colin  
at: 1-866-851-5809  
www.webcastingcentral.com

**Rhodes United Fidelity  
Funeral Home takes  
delivery of new Dodge  
First Call Van**



NEW ORLEANS, LA— Rhodes United Fidelity Funeral Home of New Orleans took delivery of their new 2010 Dodge Van/First Call Car, sold by **Muster Associates, Inc.** of Calhoun, KY. Rhodes United Fidelity Funeral Home serves from three locations in New Orleans, Algiers and Baton Rouge, LA.

*How do I Approach my Many  
Priorities as a Manager/Leader?*

By Bruce Clinton

Managers of people (leaders) have many responsibilities and wear many hats. Sometimes it is difficult to get through the daily needs-based responsibilities in order to focus on the leadership responsibilities of a manager. Here is a suggested list which prioritizes management and leadership responsibilities. You may find this list challenging or surprising at first. These have been validated by many managers and leaders over the years, who have realized their role was to build a team capable of achieving the business goals.

1. **Stabilization:** "Read the dials" as if you were driving a car – make sure your unit is stable and capable of meeting its business obligation. If you were a restaurant manager you may look at certain things: clean up from previous day, staff in place to carry out daily functions, parking area cleaned or plowed and supplies for day's menu in place etc. – you get the idea. If any of these indicators elicit a problem, you need to take appropriate action to stabilize the situation- once this is done you can move onto your next priority.
2. **New Hire Training:** A new person cannot provide a return on the investment until they are trained. As a professional leader you need to know where they are in their development process and get them up to speed as soon as possible.
3. **Team Development and Communications:** There are regular meetings that need to take place with your staff and you need to plan for and conduct them on a regular scheduled basis.
4. **Team Staffing:** If you are a new manager this may move up the ladder in priorities. The responsibility to recruit and select people for your team is a high priority often overlooked by managers. For example: an understaffed team has a high opportunity cost in lost or unrealized sales revenue.
5. **Personal one on one meeting with staff members:** The highly productive people often are taken for granted and one may think... he/she is doing fine. I will spend time with... he/she is not productive. Retention is important – especially with highly productive people- spend time with the winners – they have the capacity to give your team higher returns. Don't be surprised if they leave your company if you don't invest your time and energy in them.
6. **Personal Production:** You are not developing your team, if this is your only priority. It may be necessary, but it needs to fall into proper sequence of where you are in building your team. If personal production takes up all of your time than these other important roles of leadership are not taking place.



Bruce Clinton

Conclusion: These responsibilities, with the exception of stabilization, may not need to be done every day. However, there will be many days when several of these priorities are worked and a few rare days when all priorities are touched. Remember, manager/leaders have to switch their focus from themselves to thinking about team development in order to achieve goals: the process of recruiting, selecting, developing, managing and motivating a group of people into a highly productive unit. It is necessary to balance your leadership role with personal production. Management requires a commitment to leadership- it's more than a title.

Bruce G. Clinton is the founder of BusinessWise, LLC (www.business-wise.com), an executive coaching and consulting firm, which specializes in helping privately held business and professional practice owners with the challenges associated with growth and transition. He is also the co-founder of ASearch, LLC (www.asearchllc.com), a retained executive search firm, which uses a unique organizational development approach to remove the risk and doubt from hiring key people. He has over 35 years of consulting and executive coaching experience and is an author and speaker.

Bruce is a graduate of Hobart College with a dual major of Economics and Psychology. He has a MBA from the University of New Haven and has been awarded RCC (Registered Corporate Coach) & Registered Business Coach (RBC) designations and is a Life Member of World Association Business Coaches (WABC). He and his wife, Susan, have five children and four grandsons and reside in CT.

"the shorter the supply line the better off you are"

*Funeral Directors Research, Inc.*

AMRA INSTRUMENT, LLC  
623 N. Tower (P.O. Box 359)  
Centralia, WA 98531



www.amrainstruments.com  
www.preproomdirect.com



WEB DIRECT GIFT & PRICING

YOU CAN CUT BACK ON YOUR PRINTING COSTS  
WITHOUT SACRIFICING YOUR STYLE



PO Box 5159 • Youngstown, Ohio 44514

phone 800-321-7479 • fax 800-321-9040 • www.boardmanprinting.com



**Customize Your  
Direct Mail  
Program**

**Database Files**

**Reports**

**Mailing Lists**

**Email Addresses**

**FORMATS AVAILABLE:**

Self Adhesive Mailing Labels  
Barcodes Available  
USPS Cass Approved Paperwork Available

Reports  
Include Name, Address & Phone  
Can Be Ordered Alone or for Follow up to  
Mailing Labels

CD-Rom or Email Files  
One Time Usage or Multiple Usage Available

**SELECT:**  
Funeral Homes  
Cemeteries  
Crematories

**SORT BY:**  
State  
County  
Zip Code

And More...

CALL FOR COUNTS & COSTS TO CUSTOMIZE YOUR MAILING PROGRAM

**TODAY! 1-800-321-7479**

SEND US YOUR NEWS  
PO Box 5159, Youngstown, OH 44514  
Fax (800)321-9040  
press\_releases@nomispublications.com



# Grand Opening of St. James Funeral Home South

*Continued from Page A21*

original location," he said. "All of your suggestions are inside this building."

What is inside the brand-new 10,500 sq. ft. facility is a rare combination of traditional design along with modern ingenuity that will enhance the ability of every mourner to participate in the memorial services, regardless of their size.

The facility features five separate chapels of varying sizes, but the unique design enables two pairs of four of the chapels to be combined, to accommodate larger services. An outdoor courtyard is also accessible from each chapel. The overall effect is soothing, personal and uplifting.

"Our architect, *Marc Mancini*, accomplished an amazing feat with his wonderful design," said Ken Sr. "The rooms feel so intimate and private, yet they also have the ability to open up to serve the needs of bigger crowds. It's the perfect mixture of serenity and practicality."

Mancini, a guest at the opening, despite the fact that this was his first funeral home design (though he's done hundreds of buildings of all kinds during his career) had the family's full confidence, said Ken Jr. "He listened to our input, and came up with a more imaginative design than we thought was possible. We're thrilled with every aspect of the design, from the small to large details." *DeBlasio & Capo Build & Design* of St. James took each facet of Mark's design and brought it to fruition in this beautiful constructed building.

Indeed, every detail meshes perfectly with the building's overall design, from the intricately designed woodwork in deep cherry tones, to the burgundy and gold carpeting, leather chairs, and fireplaces that grace each chapel. Much of the furniture is from the family's collection of antiques and fine period pieces from Long Island's treasured historical homes.

"It was important to us to feature Long Island's heritage," said Kerry, a member of the *Nassau-Suffolk Funeral Directors Association*, as well as the board of the St. James Chamber of Commerce. Among the pieces are several from the Cenacle Sisters of Ronkonkoma, including a beautiful

stain-glassed window near the office that is dedicated to Aelysche. Modern touches are also incorporated, including a flat-screen TV in every chapel.

The children's room is especially near and dear to the Maher family. Built in honor of their daughter, who was a teacher at Saltzman East Memorial, "Aelysche's Classroom" is a bright and cheery place for young children to gather during a memorial. Decorated with favorite children's characters like Clifford, Tinkerbell, Arthur, The Cat in the Hat and the Letter People the room will allow children to color and play, so that they'll remain entertained during what can be a trying time for them and their parents.

"Aelysche was an amazing teacher," said *Deanna Andriotti*, a close friend of Aelysche's and recent teaching graduate, who helped draw the charming characters on the walls. Andriotti was a sixth grader when Aelysche was teaching sixth grade at Saltzman East Memorial, and became her helper. "I kept going back to her class even when I was in high school," she said. "She's the reason I became a teacher, and I feel her here, in this room. She would have loved it."

Among the many visitors to the grand opening was **Martin Kohler**, president of the Nassau-Suffolk Funeral Directors Association, a friend of the family for 26 years. As he looked at the dozens of family photographs lining the hallways, with photos going back to Ken Sr. and Betty's childhoods, Kohler smiled broadly. "This place is absolutely beautiful," said Kohler. "The Mahers are such an asset to the community, and the fact that they've built such an amazing place is a real testament to their hard work and dedication."

Located at 829 Middle Country Road in St. James, St. James Funeral Home South is the first funeral home on Long Island in the new millennium that was built from the ground up, rather than as a re-do of existing building. Now the largest funeral home in Suffolk County, the 10,500 facility is owned and operated by the Maher family, who will continue to run their original location, at 551 Route 25A in St. James. For more information, including photographs or a tour of the building, please contact Kenneth J. Maher or Kerry Maher, 631-584-5200, or email [stjamesfuneralhome@yahoo.com](mailto:stjamesfuneralhome@yahoo.com)




**Time may be only a moment so keep a memory**

Necklace Urn Pendants  
for an Everlasting Keepsake.

Urns hold a portion of the cremains.  
Sterling Silver and Gold pieces instock.

**CREMATION KEEPSAKES**

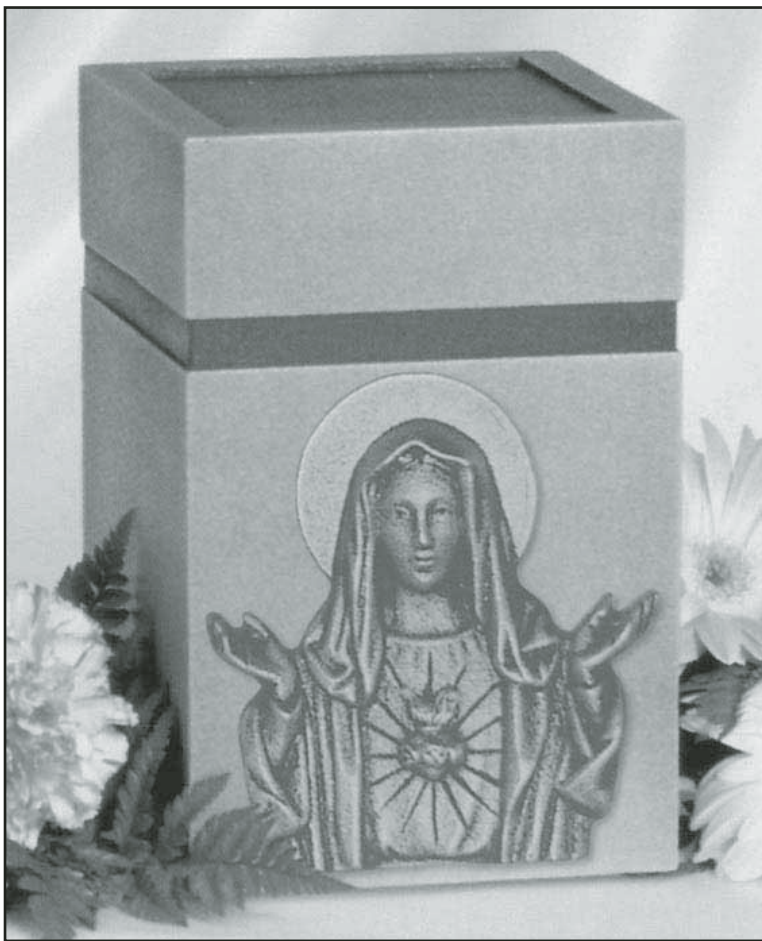
**ORDERS OR CATALOG:**  
[www.cremationkeepsakes.com](http://www.cremationkeepsakes.com)  
[cremationkeepsakes@comcast.net](mailto:cremationkeepsakes@comcast.net)  
**877-303-3144**



**Classifieds Online**


**To Place Your Classified Ad**

Call 1-800-321-7479  
or visit our website at  
[www.nomispublications.com](http://www.nomispublications.com)



Artistry  
that's  
affordable

*The Meadow Lane Urn Series*



**NEWMAN BROTHERS INC.**  
5609 CENTER HILL AVE. CINCINNATI, OH 45216  
TEL: (513) 242-0011 • FAX: (513) 242-0015 • TOLL FREE: 800-447-1072  
e-mail: [newman@supern.com](mailto:newman@supern.com) • [www.newmanbrothers.com](http://www.newmanbrothers.com)

"Family owned and operated since 1882"

Call for a FREE color catalog featuring our entire Urn Selection.

YOUR WORST-CASE SCENARIO...WOULD HAVE NEVER HAPPENED  
WITH OUR AIR TRAY. IT'S TESTED TO WITHSTAND 1,000 LBS.

We test ours in the lab  
so you don't have to test  
it in the real world.



CUSTOM  
AIR TRAYS

1-800-992-1925 | [CustomAirTrays.com](http://CustomAirTrays.com)



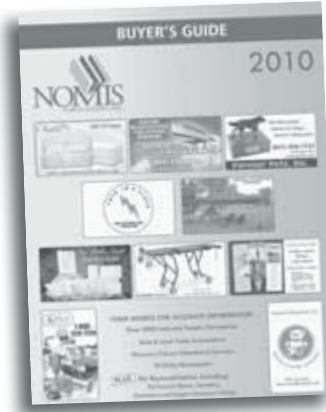
© Custom Air Trays



**STANDARD SIZE**  
(8½"x11") **ONLY \$125.00**

**POCKET SIZE**  
(5"x7") **ONLY \$85.00**

- U.S. Funeral Homes
- U.S. Cemeteries
- Populations; State Boards; Air Shipping Points
- Where to Get Certified Certificates
- Canadian Funeral Homes and Daily Papers
- International Funeral Homes
- Consulates and Shipping Regulations
- Trade Service Companies
- Veterans Affairs Facilities
- U.S. Daily Papers *including websites & email addresses*



**ONLY \$30.00** With The Funeral Home & Cemetery Directory  
**ONLY \$40.00** Without The Funeral Home & Cemetery Directory

- Over 2000 Death Care Industry Supply Companies are listed by the product or service offered to Funeral Homes and/or Cemeteries
- Also includes: Pet Funeral Homes, Cemeteries, Crematories and Supply Companies
- U.S. Daily Papers *including websites & email addresses*
- Funeral Service Education Programs
- Industry Associations - national, state, local *including websites & email addresses*

## 2010 EDITIONS — ORDER TODAY!

Publication Date November 2009

### 2010 FUNERAL HOME & CEMETERY DIRECTORY

(Quantity Discounts on orders of 10 or more - Call for pricing)

QTY	TOTAL
_____ 2010 STANDARD SIZE (8.5" x 11") \$125.00 ea. ....	\$ _____
_____ 2010 POCKET SIZE (5" x 7") \$85.00 ea. ....	\$ _____

### 2010 BUYER'S GUIDE

_____ \$40.00 - without The Funeral Home & Cemetery Directory .....	\$ _____
_____ \$30.00 - with The Funeral Home & Cemetery Directory .....	\$ _____

### STUFFED ANIMALS

**Check them out at [www.nomispublications.com](http://www.nomispublications.com)**

_____ "I Love My Funeral Director" - Choose Animal Below - \$11.95 ea. ....	\$ _____
_____ "I Love My Cemeterian" - Choose Animal Below - \$11.95 ea. ....	\$ _____
Qty: _____ Lion _____ Duck _____ Donkey	
_____ Dalmation _____ White Bear _____ Monkey	
_____ Alligator _____ Penguin _____ Brown Bear	

**SUB TOTAL \$** \_\_\_\_\_

Up to \$40.00	add	<b>\$5.00</b>
\$41.00 - \$85.00	add	<b>\$8.00</b>
\$86.00 - \$150.00	add	<b>\$9.00</b>
\$151.00 - \$215.00	add	<b>\$10.00</b>
\$216.00 - \$300.00	add	<b>\$11.00</b>
Over \$300.00	add	<b>\$15.00</b>

**Shipping / Handling \$** \_\_\_\_\_

(Ohio only - Sales Tax) \$ \_\_\_\_\_

### FUNERAL HOME & CEMETERY NEWS

_____ 1 Year (12 issues) \$20.00 .....	\$ _____
_____ First Class 1 Year (12 issues) \$40.00 .....	\$ _____
_____ Canada/Mexico 1 Year (12 issues) \$50.00 .....	\$ _____

**GRAND TOTAL \$** \_\_\_\_\_

### MAILING ADDRESS

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Ordered by \_\_\_\_\_

### SHIPPING ADDRESS - IF DIFFERENT

(must have physical address for UPS shipping)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Ship to ATTN: \_\_\_\_\_

### PAYMENT INFORMATION

- Check  Money Order  
 MasterCard  Visa  American Express  Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CID (3 or 4 digit code) \_\_\_\_\_

Signature \_\_\_\_\_  
(Required on Credit Card orders)

### RETURN TO

Nomis Publications, Inc., PO Box 5159, Youngstown OH 44514  
phone 800-321-7479 fax 800-321-9040 [www.nomispublications.com](http://www.nomispublications.com)



Previously published as The National Yellow Book of Funeral Directors, Cemetery Directory and Catalog of Funeral Home and Cemetery Supplies

PO Box 5159 Youngstown OH 44514 800.321.7479 fax 800.321.9040  
[info@nomispublications.com](mailto:info@nomispublications.com) [www.nomispublications.com](http://www.nomispublications.com)



**Tyra Butler: The Secret Weapon of Funeral Service Marketing**

*Continued from Page A26*

Tyra Butler feels that women have secret weapons, opportunities to deploy their special strengths, and the ability to adapt talents typically thought to be men's domain in funeral service. She will tell you it's about leveling the playing field in a work world that has not brought out all the wonderful ideas and talents of women. It starts with education, a woman's most powerful secret weapon, and they are bringing it to the workplace in their business of funeral directing and they are always open to creative and trend setting ideas and changes.

Tyra is a visionary and she uses it as a helpful tool in serving her fantastic families. She has strong interpersonal and communication skills and she uses them at every opportunity she can to help everyone accomplish the success they are looking for in their career as funeral service professionals. She has helped her clients become internet savvy and sees them harnessing the vast amount of information that the internet puts at their fingertips for their business. She is a lady for all seasons and helps them stay on the cutting edge of their business.

Tyra has over sixteen years of experience in the Marketing and Merchandising industry. Her expertise was developed during many years in the Apparel Division with the Sara Lee Corporation where she served on a variety of national marketing and merchandising programs. She joined the **Doody Group Inc.**, a Matthews Company, as a merchandising consultant in the death care industry, primarily with the company's largest client in Paris, France. She brings this great work experience and work ethic to her job on a daily basis.

Tyra is currently the Director, Market Development with a focus on business development, the design and implementation of marketing programs and the coordination, public relations and development of events that strengthen the broad brand strategies of the **York Division**. In communicating the company's overall marketing goals, she works to ensure that the company's efforts reflect demographic and socio-economic trends and keep pace with national marketing trends. With the acquisition of the York Casket Division by Matthews International, Inc. the nation's leading provider of bronze cemetery and marketing products, she relocated to the corporate offices in Pittsburgh, PA. She is a graduate of LSU with a BS Degree in Marketing and studied Mass Communication at Loyola University in New Orleans.

As a part of her consistent commitment to leadership, education, mentoring and her community, she is involved in numerous organizations, boards, development and marketing committees near and far. One special interest of Ms. Butler is being an avid art collector, consultant and lecturer of Early 20<sup>th</sup> Century African American Art with a focus of Harlem Renaissance Artist and artists of the WPA Project. She has served as the secretary of the Urban League of Pittsburgh and a board member and marketing chair for the new August Wilson Center for African American Culture, Execu-

tive Director for the *York Children's Foundation*, serves as a consultant for the 100 BWFS Annual Scholarship Committee and is instrumental in the selection of the Matthews Casket Annual Scholarships to the 100 BWFS and works to select the finest funeral students in the nation.

Tyra is very involved but she also takes time for mentoring opportunities and relations because she knows that mentoring relationships are important for all organizational members, but understands they are essential for women. You might ask with this busy schedule, why take time for mentoring? She will not hesitate to tell you that "A mentor is that one person who can guide you, help you, take you under his or her wing, and nurture your career quest. A mentor is often in a position you'd like to be in and has the clout and connections to guide one to a similar position. They must have good chemistry and be willing to share stories with the mentees on how to climb to success. They must make a long term commitment and a deep-seated investment in ones future."

We are so lucky to have Tyra Butler in our corner because she brings so much experience and expertise to the table. So many women have succeeded in their careers and reached a position of influence because they have been mentored by our 2009 International Funeral Service Business Entrepreneur of the Year. She's a quiet and gentle leader who brings tenacity and work ethic wher-

ever she is. I have seen the relationships she has in the industry and the indelible mark she had made on the clients she serves and the programs she presents each year for the betterment of the funeral service industry. She is truly a lady for all seasons and we all can learn a lot from this marketing genius.

Congratulations Tyra Butler on this much deserved honor and recognition. Our organization is better because you have taken the time to be involved and helped us set high standards and always inspired us to strive for excellence in all the programs that we present annually.



**ACADEMY To You**

Now offering Pre-Need Program Consulting & Workshops for Funeral Professionals

*The Academy will provide you the proven pre-need tools & techniques you need to make your preneed program all you know it should be.*


**Convenient... At your location**

**Affordable for all**

**Many courses to choose from**

**THE ACADEMY**  
Practical Solutions For A Changing Profession


Call Temeika Love 800-331-6270 or visit [www.theoutlookgroup.com](http://www.theoutlookgroup.com)



**UNCLE HARRY :**

**“I’LL VISIT PARIS IF IT’S THE LAST THING I DO!”**


**IT WAS.**



*Inman's exclusive Trans-Containaire™ shipping unit.*


Unfortunately for Uncle Harry, seeing the Eiffel Tower was a heart-stopping experience. Fortunately for his family, for one low price, Inman Shipping Worldwide was there to handle all the details of getting Uncle Harry back home.

**Thoughtfulness. Consideration. Sensitivity. And efficiency. Keep Inman in mind.**



**Inman**  
SHIPPING WORLDWIDE®

1605 Merwin Ave., Cleveland, OH 44113 • 1-800-321-0566  
[www.inmanshippingworldwide.com](http://www.inmanshippingworldwide.com)



*"Finest in Funeral Fashions"*

- Independently Owned • Same Day Service Available
- Over 75 Years Service to Funeral Homes



A Division of Gardiner Assoc., Inc.

**BURIAL DRESSES AND MEN'S SUITS**

www.ethelmaid.com • E-mail: ethelmaid@aol.com

1-800-228-8552 Fax: 1-800-255-5411

Box 211, Schuylkill Haven, PA 17972

**Paw Print Vase Series Pet Cremation Urns**

Brushed Nickel colored Brass Urns with adorable paw-print design, available in (4) sizes.

This design, like all of our products, remain the creative property of Forever Pets and its authorized re-sellers only.

**Forever Pets, Inc.**  
1-888-450-7727

Call now to receive our  
\* FREE Wholesale Catalog \*



Copyright © 2007 FPI. All Rights Reserved

**SEND US YOUR NEWS!**

PO Box 5159, Youngstown, OH 44514

Fax (800)321-9040

press\_releases@nomispublications.com



**Carmon Community Funeral Homes and Grief Specialist introduce "New Day Counseling Center"**

*Continued from Page A22*

*A Center for Grieving Children and Families* in Windsor – an invaluable resource for hundreds in our region. We welcome Debbi and her experience and empathy as we offer another option for grieving families and individuals."

One of the few family therapists in the Greater Hartford and the Farmington Valley who focuses on grief and loss counseling due to death, illness, and life transitions, Debbi Knox is certified as a Grief Recovery Specialist and holds a Masters degree in Science, Marriage and Family Therapy. Her therapeutic expertise includes training in Internal Family Systems (IFS), Trauma-Focused Cognitive Behavioral Therapy, and Sandtray Therapy – an innovative, expressive play tool used by children, adolescents, adults, families, couples and groups. Knox also is a volunteer mentor for divorcing families, a volunteer step-family support group leader, and is a former foster parent.

"New Day Counseling Center is a comfortable place of hope and healing for people who have experienced a loss by offering

them support, counseling and therapy," Debbi Knox says. "There are many different types of loss and we can provide extra support and guidance through a challenging time, or help people who are just ready to move in a new direction in their lives."

Knox was drawn to a career in grief and bereavement counseling after personal experiences influenced her. Within a period of two years, both her mother and grandmother were diagnosed with cancer. But while her mother's condition was improving, Knox's grandmother was dying. Some of her family faced this fact, while others did not. "During this difficult period, I learned firsthand the value of communicating about illness and death with those you love. It helped me tremendously in coping with the situation and with the emotions we experienced after my grandmother died. Unfortunately, the members of my family who could not deal with the situation at that time are still struggling somewhat today."

New Day Counseling Center is designed in a warm living room-like setting. There is an area for creative expression for people of all ages, which includes art supplies, games, and music and relaxation CDs. Knox appreciates the fact that, "people have different grieving styles, and while it may be too difficult and painful for some to express in words, they might communicate more easily through the arts."

Knox offers personal and group-setting counseling sessions at reasonable fees. A community lending library is located in the Center, offering books and resources on grief work and bereavement, childhood grief, and inspirational literature for all ages.

Starting in February, ongoing peer bereavement support groups are being offered for individuals and families who have lost loved ones. All groups are being held in the New Day Counseling Center offices and are free of charge, courtesy of Carmon Community Funeral Homes.

The staff and services of New Day Counseling Center and Carmon Community Funeral Homes are available to local businesses and schools whenever they need bereavement support. In many cases, the shock of losing a beloved co-worker, teacher or student can be just as upsetting as when a family member dies, whether or not the loss is expected. Knox, fellow counselors, and Carmon

funeral directors are experienced in going into workplaces to provide crisis support or ongoing grief counseling, whenever needed.

In addition, Knox is available to do community education presentations in local retirement communities, senior centers, and houses of worships of all faiths.

"New Day Counseling Center is a wonderful complement to the programs that are available at Mary's Place," says Carmon. "We know that the addition of this important resource will be a valuable asset to the communities we serve. It is our privilege to offer it to our neighbors."

This is only the latest in a series of innovative programs that the Carmon family and staff created to provide support to people coping with death. Decades ago, Carmon Community Funeral Homes developed the region's first bereavement support groups for widows and widowers. Now known as "Begin Again," these sessions offer a safe haven for expressing feelings of anger and frustration, and provide how-to classes on household responsibilities. In the 1990s, the family-owned company created Mary's Place, a Center for Grieving Children and Families in Windsor. Funded by the Carmon Family and by donations from individuals and other foundations, Mary's Place provides a trusting atmosphere for children and teens who have experienced the death of a parent, sibling or another significant person, and offers support groups for young widows and widowers.

Carmon Community Funeral Homes is a 64-year-old family-owned firm that operates nine funeral homes and a crematory in North Central Connecticut: **Carmon Funeral Home** in Windsor; **Carmon Poquonock Funeral Home** in Windsor; **Carmon Funeral Home & Family Center** in Avon; **Hayes-Huling & Carmon Funeral Home** in Granby; **Ladd Homestead** in Rockville; **Ladd-Turkington & Carmon Funeral Home** in Vernon; **Nicholson & Carmon Funeral Home** in Suffield; **Samsel & Carmon Funeral Home** in South Windsor; and **South Green Memorial Home** in Hartford. For more information, visit [www.carmon-funeralhomes.com](http://www.carmon-funeralhomes.com) or call (860) 688-2200 or toll-free at 1 (888) 688-8475.

The New Day Counseling Center can be contacted at (860) 269-0510 or [www.NewDayCounselingCenter.com](http://www.NewDayCounselingCenter.com).

**Are you tired of the  
HASSLE  
HEADACHE  
and not to mention the CASHFLOW DELAY  
in processing insurance death claims?**

**C&J's FAST FUNDING can Help!**

Visit us online at [www.snlfastfunding.com](http://www.snlfastfunding.com)  
or call 800-826-6803 to receive your  
FAST FUNDING packet today.



**C&J Financial, LLC**  
an affiliate of Security National Life Insurance Company

800.826.6803 ext. 1016  
[fastfunding@securitynational.com](mailto:fastfunding@securitynational.com)  
[www.snlfastfunding.com](http://www.snlfastfunding.com)

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

By Todd W. Van Beck

**IMPROVING THE FUNERAL SERVICE**

1. Provide ice water at graveside.
2. Tape services for family.
3. Increased personnel on service whenever possible – never less than three.
4. Improved our personal attention to the families.
5. Have clearly defined the job descriptions for every funeral, then trained and practiced. Everyone knows exactly what is expected of him/her.
6. Leave the tent at the grave for a couple days after the burial.
7. Have the family place the Memorial Tube in the casket.
8. Be sure to review the clergy's order of service with the family before the funeral.
9. The arranging director handles the family on the service.
10. Attention to details.
11. Updated our fleet, use all of our own personnel and have more experienced staff.
12. Use staff meetings on how to improve our funeral services. We are always looking for ways to improve our services and music and visitors involvement because of personalization.
13. Have more theme services and music and visitors involvement because of personalization. This provides the opportunity for more personal involvement and attention on our part.
14. Provide podium for graveside service.
15. Use two way radios for parking cars.
16. Using lead car to lead procession and escort clergy.
17. Memorize people's names and call them by their names – family and guests – it's so important and makes such an impact.
18. Personally thank the minister, organist and soloist.
19. Insure that a staff member remains at the grave until the vault is sealed.



Todd W. Van Beck

20. Allow family to observe closing of casket.
21. Practice with staff during the training.
22. Assign specific duties.
23. Encourage family to take active role in service.
24. Use of white gloves for Pallbearers.
25. Maintain Eye contact with lead Funeral Director.
26. Orchestrate families exiting the limos.
27. Offer to pick up family at home.
28. Start on time – never late.
29. Insist on Dress Code of Staff.
30. Cell Phones and Beepers off.
31. Hand out flowers at grave.

**EMPLOYEE INCENTIVE IDEAS**

1. That we serve our families to provide them with the best death experience that is possible- It makes them feel that they have accomplished more when a family tells you "Thank You" for the fine service you provide.
2. One of the big things to them is letting them take credit from the family for a job well done.
3. By offering trophies, plaques, or certificates for quality work – When something is given it helps the morale and productivity of the entire staff by knowing that someone is being recognized.
4. By putting the emphasis on the fact that we are the leading firm in the area and the things we do to maintain our lead. Everyone is a part of our success and it will take everyone to continue it.
5. Every month, we plan on having a lunch outside the office, to discuss

other things aside from "work" issues – It is important to allow the staff the opportunity to have some down time. This will certainly increase productivity, morale, and create a pleasant work environment, but more importantly, it creates something to look forward to with the employees.

**CONTINUED ON PAGE A34**



**THE FAN MAN**

**THE FAN MAN, INC.**  
**John Mannion**  
[www.iccfasupplylink.com](http://www.iccfasupplylink.com)



**THE FAN MAN**

1-800-671-8280 Cell: 803-417-2940  
[Thefanman@comporium.net](mailto:Thefanman@comporium.net)

**Fans Calendars Urns  
 Register Books Dresses  
 Advertising Specialties  
 "WHATEVER YOU NEED"**

The Originators of the Keepsake Pendant Concept



A Tradition of Excellence Since 1995

*The opportunity to choose a Keepsake Pendant presents itself only once – the comfort a Keepsake Pendant offers, lasts a lifetime.*

**Special Offer on Select Products**

Valid through March 31, 2010



187H Enameled Pewter Red Heart



187L Enameled Pewter Green Leaf

Madelyn Company is offering a 25% discount on the latest addition to our Keepsake Pendant Collection.

Purchase a Leaf Pendant and Madelyn Company will donate 25% of the purchase price to Our Shared Planet.

Please visit: [www.oursharedplanet.org](http://www.oursharedplanet.org) to appreciate

800-788-0807 Fax 608-752-3683 [www.madelynpendants.com](http://www.madelynpendants.com) e-mail [madelynco@charter.net](mailto:madelynco@charter.net)

**Pre-Need help has arrived with MobileHelp**



- Offer your families the first and only GPS / cellular network medical alert system.
- MobileHelp is the only GPS / cellular medical alert monitoring system that provides protection beyond the home, unlike current monitoring systems.
- A beeper-size device with 24-hour, 2-way (voice-to-voice) emergency response. Wherever the person may go (grocery store, doctor appointments, traveling in the the car, or vacationing) MobileHelp is there and ready to assist.
- At anytime, you can quickly locate loved ones online with real-time location data. (Location displayed on Google maps.)
- Caregivers receive instant text message or e-mail if unit is activated and emergency services are needed.
- Give your funeral home the competitive advantage you've been searching for by being one of the first to offer this product in your community. Call to find out how this can be a new revenue source and tool for your pre-need business.

**Call today to get licensed in your area.**  
**Mobile Licensing Consultants:**  
**1-800-660-0352**  
 or email [mlc@mlcusa.net](mailto:mlc@mlcusa.net)

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

*Continued from Page A33*

6. Listen – listen – listen – Take interest in them as people, not just a number!
7. All the employees agree their families are the most important, and when someone has something going on that is important enough that they think they need to be there, we make sure that it will happen.
8. We stress family service as the most important part of our jobs to all employees. An employee who deals with families successfully learns and understands this. Encouragement in this area becomes a non-financial issue.
9. I treat them weekly by buying breakfast or lunch in appreciation for their outstanding contributions and efforts. This is effective, because what little staff is here, all work is performed on time and when asked to do something out of the ordinary, no questions are asked, it is just done.
10. Everything we do, we do together as a team. I pass on compliments I receive from families on their participation and also give compliments to them for jobs well done.
11. We need help in this area.
12. Picking up the tab for lunch, now and then. Also, an afternoon off when quiet.
13. Lunches, dinners, barbecue get-togethers, and sporting event tickets. Occasional afternoon off for peace of mind break.

14. Eating meetings when we get together with family and cook at the funeral home. Creating an atmosphere of good people you don't mind talking to and knowing. Fellowship promotes communication.
15. During the staff meeting I give a "Star Award" which is the star shaped acrylic paperweight received at last year's manager's meeting. This award

**Stradling to purchase Roseboro Funeral Home**

*Continued from Page A24*

dency counselor. He often worked with high-risk teens and their families.

"I think I wanted to return to family roots," he said of deciding to join the family business.

Taking the background he had gained from his social work, Jamey said he found a way to mix that with the family business.

Jamey officially began his tenure at the funeral home when he went to mortuary school and earned his license.

"Unofficially, I had been working for the funeral home since I was seven and living upstairs," he said with a laugh.

Matt said he knew he was destined to be in the funeral business from an early age. But first, he took a detour to Towson University in Baltimore to earn a business degree and went on to work in sales. He said the people skills he gained now helps him counsel families that are dealing with grief.

"Pretty much all through my childhood my aspirations were to be a part of the business one day," he said. Jamey and Matt officially began their tenures at the funeral home after they graduated from the *Pittsburgh Institute of Mortuary Science* and earned licenses.

The Stradling brothers said living in a house during their childhood that served as a place for family and friends to say their final farewell to loved ones was unusual, but it also provided them with some early, unofficial training.

"I think it's very difficult for people outside of the funeral industry to really understand because they deal with death maybe three times in a lifetime," Jamey said. "Growing up in the industry, things are a little different. Death isn't all around us, but the process is."

Although their background may make them more equipped to handle death, Matt added that comforting a family who has lost someone near and dear to their heart never gets any easier.

"We really put our emotions out there to help people through a tough time, but it can also be really rewarding because they see that and they appreciate that," he said.

"We really feel like we're called to this, you kind of have to be," Tom explained. "The funeral home is open 24 hours a day, seven days a week."

"There are no holidays or days off," Matt added with a smile.

Reprinted with permission from January 22, 2010 Ephrata Review, part of Lancaster County Weeklies, Inc.

- is given to an employee for a star quality that I notice during the month. That employee uses the paperweight on their desk for a month. This little ceremony provides a little excitement and is a nice way to show positive recognition.
16. Recognition from fellow employees, Bi-Monthly award, and acknowledgment when an acknowledgment is received from client families.
17. I treat them to lunch the day after a very hectic or demanding day or two. I'll send a thank you memo to those on a very big service. It seems to keep them happy.
18. All that is needed is the satisfaction we get from serving families.
19. Involving employees in the activities of the day to day operations and seek advice from them. Keeping an employee involved this way keeps them feeling a valuable part of the organization.
20. We show that we genuinely care and appreciate them by spending time talking and showing concern for them, their jobs, learning about their interests and their pets.
21. I work side by side and show them easier ways of doing a lot of things and I have an open door policy for good work and constructive criticism.
22. Showing my employees the respect they deserve. I have their respect and they have mine. I often ask their opinions on different matters; they feel a part of the team.
23. Sharing "Thank You" cards that come in from families served.
24. I try to maintain a casual atmosphere while we are not involved in a service or dealing with a family.
25. We share compliments, which they may have received with them in front of co-workers. We put all Thank You and comment cards on our employee bulletin board.
26. We do not use any incentives. I would welcome any suggestions.
27. We read and review all returns of our customer surveys.
28. Motivational staff meetings where they are allowed to voice their opinions. This helps clear the air while building a better relationship.
29. Special coffee cup for the month for the one who sells the most flowers, and a parking spot by the door for the one with a good idea to help cut expenses.
30. Set goals for rewards.
31. We give our employees produce from our garden during the summer months and cards on special occasions. We help them with personal projects when asked.
32. I will cover their shift when needed to allow the opportunity to attend functions with their family.
33. I will assume any consequences when mistakes are made or procedures are not followed. I feel them to learn and mature with the business.
34. We celebrate birthdays, with lunch and cake together.

**\$ Small Ad Savings Big! \$**

Searching For Products? Visit Us At:

*Stakmore Chairs*

**www.Kee-Folding-Chairs.com**

*General Supplies*

**www.KeeProducts.com**

Or Call 1-800-982-0395

KEE Funeral Supply

**The Boston Prayer Card Company**

*Delivered Next Day for calling hours! No charge for shipping!*



We have over **400** religious and non-religious card selections in stock at all times!

We can create virtually anything your families may want!

We **ONLY** work with Funeral Homes!

Just Call: **1-800-PRAY-FOR** (800-772-9367)  
Phone: 781-749-5214 • Fax: 781-749-4794

E-mail: [bpcc@bostonprayercard.com](mailto:bpcc@bostonprayercard.com)  
[www.bostonprayercard.com](http://www.bostonprayercard.com)

**SERVING THE FUNERAL PROFESSION FOR OVER 15 YEARS**

Prayer Cards • Portrait Cards • Acknowledgments • Bookmarks

# C&L

## CONTAINERS, INC.

FULL WOOD COMBINATION TRAY

AIR TRAY

LIGHT WEIGHT COMBINATION TRAY

TRANSFER CASE

OVERSEAS SHIPPER

DELUXE CREMATION

LEAK RESISTANT CREMATION TRAY

CREMATION SUPPLIES

**Containers For Precious Cargo**

IPPC Stamped For International Shipments  
Third Party Performance Tested  
Family Owned and Operated

**When Quality Counts**  
800-398-0447  
[www.clcontainers.com](http://www.clcontainers.com)

## Classifieds Online

**NOMIS**  
PUBLICATIONS, INC.  
**FUNERAL HOME & CEMETERY NEWS**

**To Place Your Classified Ad**

Call 1-800-321-7479  
or visit our website at  
[www.nomispublications.com](http://www.nomispublications.com)

# Educational NEWS

## Piedmont Technical College dedicates New Facility



Participating in the dedication were, from left, Susan Timmons, vice president of educational affairs; Sissy Copeland, dean of business information technologies and public service; Dr. Jim Klauber, senior vice president; Dedrick Gantt, funeral service instructor; David Martin, funeral service program director; L. Ruple Harley, president of the funeral service advisory board; Dr. Ray Brooks, president of Piedmont Tech; and Ernest Adams, president of the NFDMA.

**GREENWOOD, SC**— The Funeral Service Education department at **Piedmont Technical College** is on its way to becoming the premier training facility for current and future funeral directors in the

southeast with the recent renovations to the embalming lab and the addition of a pet crematory. "This has been a long journey for us, but it has been well worth it," said **David Martin**, funeral

service program director at PTC. The new, state-of-the-art facility was opened and dedicated January 21, 2010. Representatives from area funeral homes

and local, state and national officials toured the more than 3,700 sq. ft. facility that includes an expanded lab area, the addition of a body cooler, prep

**CONTINUED ON PAGE A39**

Is your firm the "Veterans Funeral Home" in your community?

The most inexpensive, cost-effective way to:

- ★ Increase Revenue
- ★ Grow Market Share
- ★ Stimulate Community Awareness
- ★ Drive Visitors to your Website

Become a VFMC "Exclusive" Certified Provider Today!



★ [www.VeteransFuneralHomes.com](http://www.VeteransFuneralHomes.com) ★

**Toll Free: (866) 770-6791**

## FASTER DELIVERY



CALL TODAY TO ORDER YOUR

**First Class FIRST CLASS SUBSCRIPTION**

*Only \$40<sup>00</sup> per year!*  
(12 issues)

**1-800-321-7479**

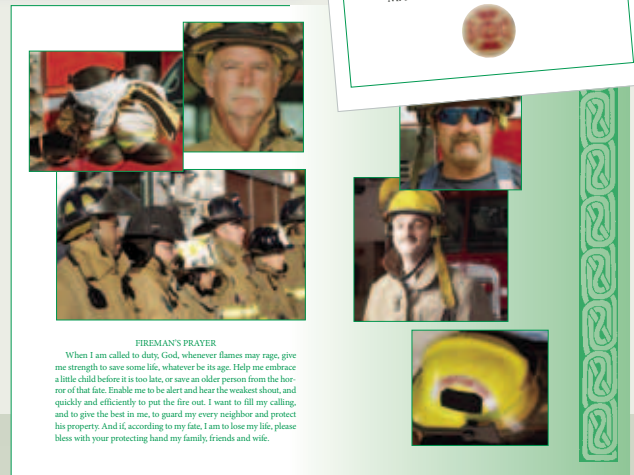


111 Country Road  
Woodstock, NY 12412

The family of the late  
Alex P. Inser  
acknowledges with grateful  
appreciation your kind expression  
of sympathy

**Personalized Products  
Manufactured the  
Same Day for  
Immediate Delivery**

WITH DEEP REGRET  
WE ANNOUNCE THE DEATH OF  
ALEX P. INSER  
WHICH OCCURRED ON MONDAY, AUGUST 10, 2011  
A PRIVATE CREMATION WAS HELD  
ON WEDNESDAY, AUGUST 11, 2011  
YOUR FUNERAL HOME  
123 MAIN STREET, ANYTOWN, USA



**FIREMAN'S PRAYER**  
When I am called to duty, God, whenever flames may rage, give me strength to save some life, whatever be its age. Help me embrace a little child before it is too late, or save an older person from the horror of that fate. Enable me to be alert and hear the weakest shout, and quickly and efficiently to put the fire out. I want to fill my calling, and to give the best to me, to guard my every neighbor and protect his property. And if, according to my fate, I am to lose my life, please bless with your protecting hand my family, friends and wife.

# Abigal

800-442-3060 · 718-641-5350  
Fax: 800-531-7272 · 718-641-5743  
[api@abigal.com](mailto:api@abigal.com) · [www.abigal.com](http://www.abigal.com)



**One Convenient Source  
for  
Quality Funeral Products**

# Educational NEWS CONTINUED

## FUNERAL HOME FINANCING

Our loans preserve capital, maximize cash flow and deliver fast, dependable financing options for funeral home acquisition or refinancing

CALL KEN KAPLAN AT 215-230-1885

TO DISCUSS YOUR SCENARIO WITH NO COST OR OBLIGATION.

www.FuneralHomeLoan.com

**K2 Commercial Finance**  
Maximize Options - Minimize Risk

## SEND US YOUR NEWS

PO BOX 5159  
YOUNGSTOWN, OH 44514  
FAX (800)321-9040  
press\_releases@nomispublications.com

**NOMIS**  
PUBLICATIONS, INC.  
FUNERAL HOME &  
CEMETERY NEWS

## PIMS celebrates Seventy Years and 140 Commencements

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) celebrates its 70th anniversary this year and held its One-Hundred Fortieth Commencement exercise on Friday, January 22, 2010 at the Third Presbyterian Church. The graduating class, their families and friends were welcomed to the formal cap and gown ceremony by PIMS president Eugene C. Ogrodnik. The commencement address was delivered by Mrs. Karen West-Butler who delivered an inspirational address entitled "Ahead of the Curve."

Mrs. West, a PIMS alumna, is the current owner of West Funeral Home and president of the Allegheny County Funeral Directors Association. Mrs. West was presented a plaque by PIMS President Eugene Ogrodnik in recognition of her outstanding and devoted service to the funeral industry.

The Funeral Service

Oath was administered by Mr. Barry T. Lease, and the graduating class was presented by Mr. Joseph A. Marsaglia, Dean of Faculty and Students. Dean Marsaglia also recognized Class Faculty Advisor Mr. George Entenmann for his guidance and devotion.

Candidates to receive the Diploma in Embalming and Funeral Directing are: Jesus Calderon of Pittsburgh, PA, Kelsey Carlise of New Philadelphia, OH, Chad DuBarr, class vice-president, of North Charleroi, PA, Justin Fentress of Girard, OH, Keenan Fink of Loysburg, PA, India Fizer of Christiansburg, VA, Douglas Gentry of Napavine, WA, Dawn Hagberg of Warren, PA, Rebecca Knieper-Naessens of Chesaning, MI, Roy Krise of Ridgeway, PA, Kristie Kunz of Pocatello, ID, Derek Marble of Silver Spring, MD, Anthony Lengwin, Summa Cum Laude, of Pittsburgh, Christopher Lucas of E. Liverpool, OH, John Martin of Castle Shannon, PA, Jill Nelson of Belding, MI, Lenny Perkins of Auburn, ME, Mariah Pequignot of Milesburg, PA, Lyle Sanders of Girard, PA, Christopher Schupp of Reading, PA, Tara Suther of Sykesville, MD, Sean Truby, class president, of Oakmont, PA, Andrew Tylinksi of Ford City, PA, Stephanie

Urban of Munhall, PA, and Terry Whittington of Montgomery, WV.

Candidates to receive the Associate in Specialized Technology Degree, Funeral Service Arts and Sciences are: Ethan Annis of Dover-Foxcroft, DE, John Brennan, class secretary/treasurer, Magna Cum Laude, of Carbondale, PA, Georgia Hampton of Louisville, KY, Douglas Hunter of Presque Isle, ME, Joan Kershaw of Broadview Heights, OH, John Lowe of Columbus, OH, Diane Shafer of Williamson, WV, and Melanie Whittington of Montgomery, WV.

Graduates receiving the Associate in Specialized Business Degree, Funeral Service Management are: Analise Bahneman of Pittsburgh, Teresa Bell of Mingo Junction, OH, Natalie Cohn of Pittsburgh, John Harris of Johnstown, PA, Ronald Healey of Connoquenessing, PA, Wayne Heavilin of Freeport, OH, Lindsay Hill of Greensburg, PA, Melissa Johnson of Pittsburgh, Alicia Tucker of St. Mary's, PA and Katy White of Warren, OH.

Special Awards were also presented at the commencement. The Memorial Award was presented to Dawn Hagberg who was chosen by her classmates as the student who, through qualities of leadership, professional conduct and good citizenship, best typifies the ideals of the student body. The John Rebol Award was presented to John Brennan who had maintained the highest scholastic average for the school year 2009-10. The William J. Musmanno Memorial

CONTINUED ON PAGE A38

*Affinity Caskets*



## HONORING THOSE WHO SERVED

- ★ High Quality Velvet Interiors
- ★ Custom Piping Trim
- ★ Service Branch Emblem On Head Panel
- ★ Service Branch Chrome Emblem on Lid Exterior
- ★ US Flag Emblem at Both Ends
- ★ Stars on Front and Back
- ★ Service Flags and Accessories are also Available Upon Request.

Other Models Available

Contact us for more information at 800 882 5907 • sales@affinitycaskets.com



Affinity Caskets • 19009 Preston Rd • Suite 215-233 • Dallas, TX 75252  
T: 800 882 5907 • F: 888 430 0496 • www.affinitycaskets.com

## PIMS announces Deans List

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) is pleased to recognize those students who have been placed on the Dean's List for the Fall trimester ending January 22, 2010. The following students have achieved a grade point average of 3.50 or better in this trimester of studies.

From class #140: Anthony Lengwin of Pittsburgh. From class #141: Rudee Dilick of Free-

port, PA, John Elachko of Pittsburgh, Katherine Kniseley of Bedford, PA, Erin Maser of Pittsburgh, Summer Minteer of Fombell, PA, Natalie Parks of Pittsburgh, Rebecca Seliga of Finleyville, PA and Terry Tate of Tyrone, PA. From the Associate Degree Program class: George Danielson-Sullivan of Bristow, VA.

Congratulations to PIMS honor students on their academic achievement.

## PIMS Students Receive Accolades

PITTSBURGH, PA— Four students from Pittsburgh Institute of Mortuary Science (PIMS) recently received a letter of appreciation for their assistance at a major automobile accident. Pittsburgh Fire Chief, Darryl Jones, sent a letter of acknowledgement to PIMS Dean Joseph Marsaglia to express sincere appreciation to the students whose efforts in assisting the victims was to be commended. According to Chief Jones, "We understand that the victims were being cared for and traf-

fic was being diverted until help [First Responders] arrived...you all showed compassion and spirit in being more than just concerned citizens...you went the extra mile and attempted to offer life saving assistance which is very admirable."

PIMS class #141 students Brent Hamilton, Dionna McQuaid, Casey Whoolery, and Rudee Dilick were first on the scene of the two car crash involving serious injuries at a busy Pittsburgh intersection near the school. The students were able to assist the injured until the arrival of Pittsburgh emergency medics and police. Congratulations to PIMS students for their heroic actions.

## DUNCAN STUART TODD

THE PREPARATION ROOM SPECIALISTS

SPECIALIZING IN  
DESIGN  
PRODUCTS  
VENTILATION

Call today  
for a free brochure.  
877.832.6898

dstlimited.com

info@dstlimited.com





That's when Your Ad  
will be working for you!



The Funeral Industry's #1 Trade Directory

*For complete advertising rates in the Funeral Home & Cemetery Directory  
contact Nomis Publications, Inc.*

800-321-7479 • Fax 800-321-9040 • E-mail [kim@nomispublications.com](mailto:kim@nomispublications.com)

[www.nomispublications.com](http://www.nomispublications.com)

PO Box 5159 • Youngstown, Ohio 44514

# McCord

"The Original" Infant Casket & Vault



- \* Sizes 12", 18", 30", 36", & 48"
  - \* Vaults proportional to caskets
  - \* High-Impact Polystyrene  
8,200 psi Flexural Strength
- Independent & Family Owned  
Since 1945

Call for color brochure:

**1-800-782-8249**

**McCord Products, Inc.**

Box 646, Bowling Green, OH 43402

Web Site: [McCordproducts.com](http://McCordproducts.com)

Fax: 419-354-8075

# Educational NEWS CONTINUED

## Elena Monica joins Life Appreciation

**NORTH BAY VILLAGE, FL**— **Bill Bates**, President of **Life Appreciation Training** has announced the addition of **Elena Monica** to the Life Appreciation Staff.

Elena Monica has appeared on television in Coca-Cola and other national commercials, movies of the week, in theaters, and in fashion magazines from Paris and Milan to New York and Los Angeles. Her talks for funeral home community outreach programs and state and national conventions and educational programs center around surviving a terminal diagnoses and the dramatic effect on her resulting from making her own prearrangements.

A successful model and actress, Elena shifted her career focus in 1991, when she was diagnosed with HIV. An HIV diagnoses in 1991 meant death. In those frantic early days of her diagnoses she knew that somehow she was going to have to accept that she was living with a disease that was going to kill her or the rest of her now, limited life however short or long that would be, would be unhappy and fearful.

rious when she begins to hammer her belief home that every one regardless of age needs a will and a prearranged funeral. "It will help you make peace with death so you can live more fully," she said. "Living with the shadow of your own death does another more amazing thing," she said. "It automatically reprioritizes all of your life issues. Things of the heart are seen with more clarity and joy while the material we all work so long and hard for slides down the priority scale."

Prearranging she said, was for her "grounding and empowering" and opened the door to begin to move forward in her life from devastation to victory.

For more about Elena, her availability for your program and her speaking dates and locations contact Life Appreciation Training at 1-305-420-6744, email [billbates@lifeappreciation.com](mailto:billbates@lifeappreciation.com) or visit [www.lifeappreciation.com/dev](http://www.lifeappreciation.com/dev).



Elena Monica

In her hour and one half inspirational presentation there is an abundance of good fun and laughter but then it becomes very se-

## PIMS celebrates Seventy Years and 140 Commencements

*Continued from Page A36*

Award was presented to **Chad DuBarr** in recognition of his outstanding ability, attitude, commitment and achievement in the clinical setting. The Pierce Chemical/Royal Bond Award was presented to **Keenan Fink** in recognition of his outstanding ability, commitment, attitude and achievement in the areas of restorative art and cosmetology. **Mr. Michael Kuruc**, representative from the **Pierce Chemicals/Royal**

**Bond** company, presented Keenan with a plaque and a complete cosmetic kit.

Ten percent of the graduates received the Mu Sigma Alpha Award which is the honorary society established by the National Association of Colleges of Mortuary Science and gives recognition to those students who have displayed outstanding merit in scholarship and who have conducted themselves as good citizens of the schools they attended.

The recipients of the Mu Sigma Alpha Award are: **Kelsey Carlise** and **Dawn Hagberg**.

At the conclusion of the ceremony, Class President **Sean Truby** gave his closing farewell remarks and classmate **Jessica Lankford** lead the congregation in the traditional singing of America the Beautiful.

Congratulations to all PIMS graduates and best of wishes in funeral service.

### EMBALMING FLOWMETER

Now you can monitor and carefully control the rate of flow of arterial injections.

- Determine proper pressure setting
- Indicate changes in vascular resistance
- Reduce chances of unnecessary swelling
- Indicate improperly inserted arterial tube
- Indicate mechanical failure of embalming machine
- Installs easily

**Only \$184.95**

Call for more information  
**(315) 471-0934**

**PROFESSIONAL  
TRADE SERVICES**  
Division of CNY Funeral Service

**Simmons Institute**  
OF FUNERAL SERVICE, INC.  
Home of the Flowmeter:  
1828 South Avenue, Syracuse, N.Y. 13207

## what inspired you?

"My interest in funeral service began at a young age, and I have many mentors to thank for that. Among them was my childhood neighbor, Ralph Jones, who owned the local funeral home. After my grandmother's death, I began visiting Mr. Jones each day at the funeral home after school. From there my passion for funeral service started. Mr. Jones and others opened my eyes to the opportunity to have a servant's heart when assisting families during their most difficult times of loss.

I want to show others the tremendous opportunity that exists in this profession, and the Funeral Service Foundation allows me to do that. Supporting the Funeral Service Foundation is my way of giving back to a profession I love, and encouraging others to join me in it."

**Bob Arrington**  
Arrington Funeral Group, Jackson, TN  
\$10,000 Donor  
Tennessee State Honor Fund Volunteer Fundraiser

*Give back to a profession that's given so much.*

**Funeral Service**  
FOUNDATION  
(877) 402-5900  
[www.funeralservicefoundation.org](http://www.funeralservicefoundation.org)

**Bob Arrington**  
FUNERAL DIRECTOR

## WELCOMES INDUSTRY NEWS!

Send us any press release related to your firm which would be of interest to your fellow industry professionals. All press releases are published free of charge and at the discretion of the publisher. Be sure to include any photographs.

Staff additions... Staff promotions... Anniversaries...  
Apprenticeships... Remodeling... Moving...  
New Ideas... Community Service Projects...  
Graduates... Obituaries... Etc.

Send to:

Funeral Home & Cemetery News  
PO Box 5159, Youngstown, OH 44514  
Fax 1-800-321-9040

[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)  
[www.nomispublications.com](http://www.nomispublications.com)

# Educational NEWS CONTINUED

## Piedmont Technical College dedicates New Facility

*Continued from Page A35*

tables and other equipment and the installation of high-tech broadcasting equipment. Also included is the new pet crematory, the first at any of the 56 accredited funeral service programs in the country.

"We want to be a resource center to funeral service professionals throughout the state of South Carolina by offering continuing education and seminars," said **Dedrick Gantt**, funeral service instructor.

"This is a unique opportunity we have here at this facility," said **L. Ruple Harley**, owner of **Harley Funeral Home and Crematory** in Greenwood and president of the funeral service advisory board. "Embalming training is so important to the families we as funeral directors serve. We are proud of the facility we have here at Piedmont Tech and the quality of students coming out of the program."

Piedmont Tech is home of the South Carolina Center for Funeral Service Education, the only accredited funeral service program in the state. Students enrolled are from all over the state as well as western North Carolina and parts of Georgia.

"I have to give David and Dedrick a hand for their efforts," said **Ernest Adams**, president of the *National Funeral Directors and Morticians Association*. Adams also serves as the state inspector with the Department of Labor, Licensing and Regulation for all funeral homes and crematories in South Carolina. "I also want to commend **Dr. (Ray) Brooks** and the entire college for their continued support of this program."

"We are looking forward to what we can offer students with the improved facility," said Martin. "That is what it is all about."

# FUNERAL HOMES & CEMETERIES Eliminate Your Accounts Receivable Problems & Increase Your Cash Flow

American Capital Funding offers you a fast and reliable method to obtain at no cost to you, immediate payment for all services rendered where an assignable life insurance policy exists.

- Fast Turn Around Time  
**Most Cases You get your \$ in 24-48 hours!**
- No Promissory Notes or Charge Backs  
**You take NO RISK! when using American Capital Funding.**
- NO Headaches Dealing With Insurances Companies  
**We handle all communication with the insurance companies!**
- Simple and Easy Process  
**Our friendly and knowledgeable claims department makes the process simple and easy for you with little paper work!**

[www.acfunding.com](http://www.acfunding.com)



"A Quality Life Insurance Funding Company"  
Dedicated to Excellent Service

**Increase Your Cash Flow...  
Call Today (800)296-5053**



# SUBSCRIPTION

## ANNUAL SUBSCRIPTION

- \$20.00 Subscription
- \$40.00 First Class
- \$50.00 Canada & Mexico
- \$65.00 Outside North America



Master Card, Visa, American Express and Discover Orders:

**1-800-321-7479**  
**Fax 1-800-321-9040**

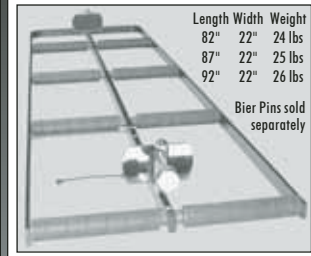
Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Signature \_\_\_\_\_

Return To:



PO Box 5159  
Youngstown, OH 44514

**DNR INDUSTRIES LIMITED**



Length Width Weight  
 82" 22" 24 lbs  
 87" 22" 25 lbs  
 92" 22" 26 lbs  
 Bier Pins sold separately

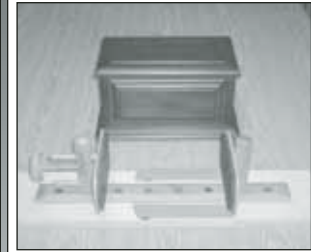
**Removal Roller Bed**

Fits various sized vehicles and will accommodate infant and child caskets.

Constructed from Aluminium.

Fits a standard 7/16" Bier Pin.

A cot and the bed will fit in most mini vans.



**Urn Holder**

DNR Industries is pleased to introduce an economical approach to transporting urns in preexisting funeral coaches. Our new urn holder is attractively chrome plated and adapts easily to the existing hardware in your coach.

The urn holder comes in a convenient carrying case and has been carefully designed to accommodate all urn shapes.

PO Box 42014, Conestoga Mall  
 Waterloo, Ontario, Canada N2L 6K5  
 Phone 519-746-0194 Fax 519-884-8319 Toll Free 877-345-2097  
 E-mail [dnr@hearseparts.com](mailto:dnr@hearseparts.com)  
[www.hearseparts.com](http://www.hearseparts.com)

**Educational NEWS CONTINUED**

**Mercer County Community College Funeral Service Class helps "Send Hunger Packing"**



**TRENTON, NJ**— The Funeral Service Class of 2010 at **Mercer County Community College** in Trenton, recently collected food for the "Send Hunger Packing" program sponsored by the Mercer Street Friends Food Bank. This program is for children who suffer from hunger on weekends when school breakfast and lunch programs are not available. Backpacks filled with nutritious, shelf-stable, and easy to prepare foods are given to the children to take home on weekends. The children return the backpacks every Monday so they can be re-filled and redistributed for the next weekend.

**Don't Buy Expensive Software Just To... Or Upgrade**

**Professional**

- Personalize memorial folders, prayer cards, & programs! **PrintPRO** From A.C.S.
- Analyze accounts receivable & bill at-need calls! **AIRPRO** From A.C.S.
- Organize your cases & print government forms & obituaries! **LedgePRO** From A.C.S. **NEW!** Enter data by clicking on-screen copy of form!
- Analyze preneed financial arrangements! **PINPRO** From A.C.S.

**Providing The Best Funeral Home Software Since 1985**

Free Demo

FOR AN EXTRA DISCOUNT USE PROMOTION CODE: NOMIS 0310

1.888.ACS.9411 [www.FuneralHomeSoftware.info](http://www.FuneralHomeSoftware.info)

**24/7** That's when Your Ad will be working for you!

**Klicker's Crosswords**

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

By Ralph L. Klicker, Ph.D.

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

**NOMIS PUBLICATIONS, INC.**  
**FUNERAL HOME & CEMETERY DIRECTORY**

The Funeral Industry's #1 Trade Directory

FAMILY OWNED AND OPERATED SINCE 1974

For complete advertising rates contact *Nomis Publications, Inc.*

800-321-7479

Fax 800-321-9040

E-mail

[kim@nomispublications.com](mailto:kim@nomispublications.com)

[www.nomispublications.com](http://www.nomispublications.com)

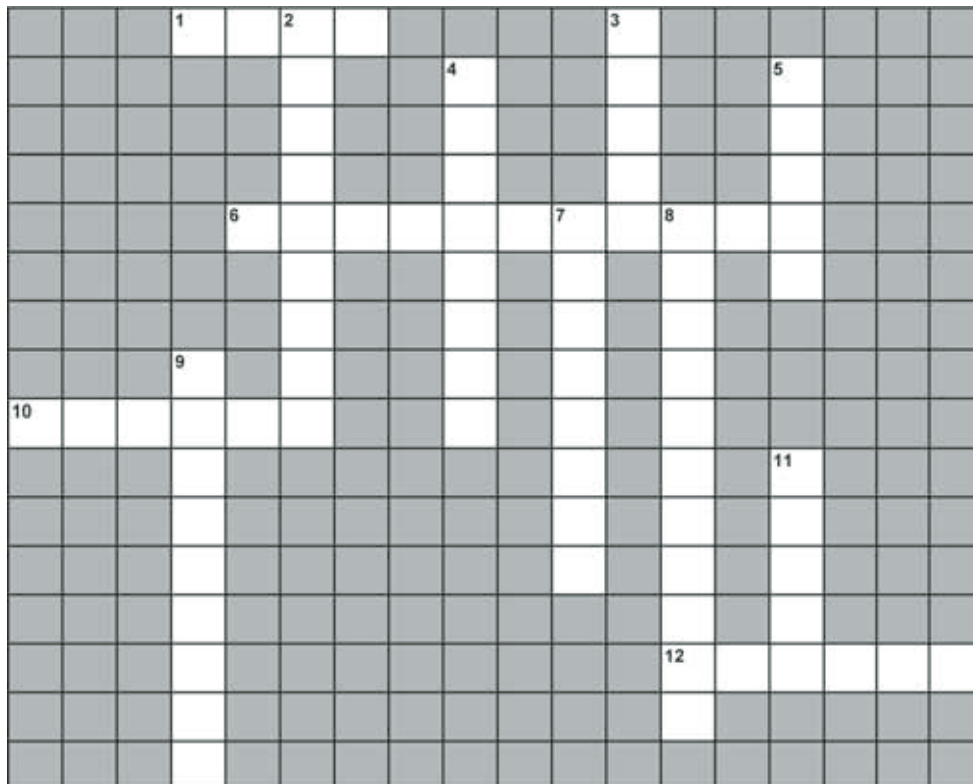
PO Box 5159  
 Youngstown, Ohio 44514

**ACROSS**

- 1. Molten bronze
- 6. Direct cremation container
- 10. Spiritual leader
- 12. Cemetery tent

**DOWN**

- 2. Burial place
- 3. Space in mausoleum
- 4. Adjusting to death
- 5. Flax cloth
- 7. Remove
- 8. Death tax
- 9. Infant death
- 11. Top of cap



ANSWERS ON PAGE A44

# Association NEWS

## Connecticut Cemetery Association installs Officers and Directors

ANSONIA, CT— During their annual meeting on October 15, 2009, the Connecticut Cemetery Association named their new officers and directors for 2009-2010.

Craig S. Neal of Catholic Cemeteries Association, Archdiocese of Hartford, has been elected President. Bronson K. Hawley of Oak Lawn Cemetery

Association, Fairfield, has been elected Vice President. Martha Smart of Pine Grove Cemetery Association, Ansonia, will serve as Secretary-Treasurer. Raymond C. Scholl of the Milford Cemetery Association will serve as Immediate Past President.

The newly installed directors are: Craig A. Fleming, Pine Grove

Cemetery Association, Waterbury; Jeff Pelletier, Evergreen Cemetery, Watertown; Kevin Gerckens, Mt. St. Peter Cemetery, Derby; Robert J. Devaney, Center Street Cemetery, Wallingford; Judith Demko, Lawncroft Cemetery, Fairfield; and Angel Morales, Sacred Heart Cemetery, New Britain.

The Connecticut Cemetery Association was established in 1942 for the improvement of cemeteries in Connecticut.

**DERMA-PRO**  
MORTUARY COSMETICS

“Quite Possibly America’s Finest Line of Professional Cosmetics”

- COVER CREAMS
- LIQUID TINTS
- BRUSHES
- LIP COLOR
- POWDER
- WAX

CALL FOR OUR CATALOG 1-800-531-9744  
Fax 903-641-0383 E-Mail: [dermapro@wtrt.net](mailto:dermapro@wtrt.net)  
[www.derma-pro.com](http://www.derma-pro.com)

[WWW.NOMISPUBLICATIONS.COM](http://WWW.NOMISPUBLICATIONS.COM)

## NFDA and SESAC reminds Funeral Homes to comply with U.S. Copyright Law, Secure Music License

BROOKFIELD, WI— The National Funeral Directors Association (NFDA) was informed by SESAC that it was sending postcards to more than 16,500 funeral homes throughout the country informing owners of their obligation to comply with U.S. copyright law by purchasing a 2010 music license authorization.

SESAC is one of three music licensing organizations in the United States, and the second to increase its scrutiny of funeral homes that perform copyrighted music recently. Late last year, an inspector from ASCAP, another music licensing agency, arrived at a funeral home in a small town in South Dakota during a funeral. After determining that the funeral home was allowing copyrighted music to be performed during the funeral service, the ASCAP inspector gave the firm a choice: pay for an ASCAP license for the remainder of the year or face a copyright infringement suit with penalties of up to \$30,000. The funeral home had no choice but to pay for the individual ASCAP license. ASCAP has since expanded its enforcement efforts to different parts of the nation.

That individual license cost more than the annual music license fee available through NFDA, which gives a funeral home a blanket license covering all three music licensing organizations, SESAC, ASCAP and BMI. Members of NFDA are eligible to pur-

chase a comprehensive 2010 music license for \$223, the lowest price available anywhere. A license must be purchased annually for each funeral home location in order for the business to be properly licensed and in compliance with federal copyright law.

NFDA extends this exclusive pricing for a 2010 music license to all federated state funeral associations and Funeral and Memorial Information Council (FAMIC) member organizations: *International Order of the Golden Rule, National Funeral Directors & Morticians Organization, Cremation Association of North America, Selected Independent Funeral Homes, Casket & Funeral Supply Association, Monument Builders Association of North America, National Concrete Burial Vault Association, and the American Monument Association.*

To learn more about music licensing or to purchase a license, please visit [www.nfda.org/about-nfda/membership-information](http://www.nfda.org/about-nfda/membership-information) or call NFDA at 800-228-6332.

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).

## T.C. Polystyrene HEADREST™



**DURABLE**  
(It’s polystyrene.)

**VERSATILE**  
(4 heights for head, arm or leg – stabilizes, supports and positions remains for easier, faster embalming, dressing and shipping.)

**DISPOSABLE**  
(So inexpensive you never need worry about loss from negligence or theft; ideal for AIDS, Hepatitis and Herpes cases.)

**REUSABLE**  
Minimum quantities of 36 or more; ask for special discount rates on large quantities.) F.O.B. shipping point.

**T.C. HeadRests** are offered by the makers of internationally used TransContainaire® Shipping Units.



TRANS  CONTAINAIRE®, INC.  
3833 Darston Street, Palm Harbor, Florida 34685  
order@transcontainaire.com

**727-391-7498**  
if no answer call 800-321-0566



**Database Files**

**Reports**

**Mailing Lists**

**Email Addresses**

## Customize Your Direct Mail Program

CALL FOR COUNTS & COSTS TO CUSTOMIZE YOUR MAILING PROGRAM

# TODAY!

## 1-800-321-7479

**FORMATS AVAILABLE:**

- Self Adhesive Mailing Labels
- Barcodes Available
- USPS Cass Approved Paperwork Available

Reports

- Include Name, Address & Phone
- Can Be Ordered Alone or for Follow up to Mailing Labels

CD-Rom or Email Files

- One Time Usage or Multiple Usage Available

**SELECT:**

- Funeral Homes
- Cemeteries
- Crematories
- And More...

**SORT BY:**

- State
- County
- Zip Code

# Association NEWS CONTINUED

"the shorter the supply line the better off you are"

**Funeral Directors Research, Inc.**

AMRA INSTRUMENT, LLC  
623 N. Tower (P.O. Box 359)  
Centralia, WA 98531

www.amrainstruments.com  
www.preproumdirect.com

**amra**™

WEB DIRECT GIFT & PRICING

## OGR Annual Conference to feature thought-leaders in fine-tuning Best Practices for achieving Exceptional Service, Market Share

AUSTIN, TX— The **International Order of the Golden Rule (OGR)**, the world's leading professional association dedicated to making independent funeral homes exceptional, will bring together leading independent funeral home directors and death-care professionals from throughout North America to discover ways to take exceptional service and business practices to new heights.

OGR opens its 3-day annual conference at the world-famous Broadmoor Resort in Colorado Springs, Colorado April 22-24. The Broadmoor, located on 3,000 lush acres under the shadow of Cheyenne Mountain, offers an extensive array of world-class guest amenities.

"This year's conference, at the foot of the Colorado Rockies, is designed to take independent funeral directors to new heights by exploring a range of new opportunities," said **Koven Brown**, OGR president.

The conference will cover a number of topics with a strong practical slant on funeral home marketing and operations, and client-family service best practices including a Diversity Panel: Hispanic Cultural Awareness and a presentation on military funeral protocol. OGR awards presentations will feature The Golden Light, Golden Rule, and scholarship winners in addition to others.

Two presenters will keynote the conference: **Dr. Alan Wolfelt** of **The Center for Loss**, who will speak on *Exploring the Trend of Going Around Grief Instead of Through Grief*; and **Brian Grubb** of **The Ritz-Carlton Leadership Center**, who will speak on *Legendary Service at The Ritz-Carlton*.

OGR is the world's leading independent funeral service association. Throughout North America and around the world, OGR is affiliated with nearly 1,000 independent funeral homes that share common goals: exemplary service, care and compassion to families in their time of need. [www.ogr.org](http://www.ogr.org).

## Connecticut Funeral Directors Association Family Support Services Scholarship Deadline

WETHERSFIELD, CT— Calling all Connecticut high school seniors considering a future in one of the "helping professions." For the tenth consecutive year, the **Connecticut Funeral Directors Association (CFDA)** is accepting applications from all around the state for its college *Family Support Services Scholarship* program.

A total of eight \$500 college scholarships will be presented—one to a student in each of the State's eight counties.

The CFDA academic scholarship awards program supports graduating high school seniors who are pursuing careers in a profession that provides emotional or medical support for families. This includes such fields as counseling, social services, psychology, psychiatry, nursing, medicine, social work, gerontology, and funeral service.

"Funeral directors understand how important it is to support others during difficult times, and we hope to motivate more graduates to consider jobs where they will provide assistance to people in need," explains Funeral Director **Shauna Molloy**, CFSP, President of the Connecticut Funeral Directors Association. "Our organization created this program to encourage young people to follow their dreams and consider careers where they can help families—just as funeral directors do every day."

To be eligible for the Connecticut Funeral Directors Association "Family Support Services Scholarship" program, candidates must:

- Be a high school senior who will graduate in June 2010;

- Be a legal resident of the State of Connecticut;
- Be pursuing a career that provides emotional, medical or physical support for families. This includes such professions as caregiving, counseling, social services, psychology, psychiatry, nursing, medicine, social work, gerontology, and funeral service; and

- Have maintained at least a B grade point average in the 10th, 11th and 12th grades.

All candidates must submit the application form and a current high school transcript. The application form must be neat and legible, and filled out completely.

The Connecticut Funeral Directors Association is comprised of funeral directors at more than 220 funeral homes. It is committed to the promotion and advocacy of high ethical standards in funeral service. This includes the development and presentation of ongoing professional training opportunities for practitioners and educational programs for association members and the public. The Wethersfield-based association was founded in 1889.

The deadline for applications for the Connecticut Funeral Directors Association's "Family Support Services Scholarship" program is FRIDAY, APRIL 9, 2010. To receive an application or ask questions about the college scholarship program, call the Connecticut Funeral Directors Association (CFDA) at (860) 721-0234 or (800) 919-2332, or download an application from the organization's web site at [www.ctfda.org](http://www.ctfda.org).

## cremation.com

- ✓ Expands your Cremation Business
- ✓ Expands your Market Area
- ✓ Boosts your Income
- ✓ Brings Valued Customers
- ✓ Affordable Advertising
- ✓ Top Search Engines
- ✓ Keeps you more Competitive

Take a Test Ride with us  
for 4 months **FREE**  
no cost and no obligation

Go to [www.cremation.com/aa](http://www.cremation.com/aa)  
or call Jill at 1-888-302-2893  
to get started today!

  
**cremation.com**

"Drawing Cremation Customers Since 1997"

## Memoires des choix des Jacques



### (Memories of Jack's Recipes)

Original Recipes from Dottie and Jack Frediani

Shared by **Kate Frediani-Gorman**  
Cremation Products Inc.  
800-837-0701  
[www.cremationproductsinc.com](http://www.cremationproductsinc.com)

#### CHICKEN BAKED IN YOGURT SAUCE

1 Tbs minced garlic  
1 Tbs minced fresh peeled ginger  
1/8 tsp red pepper flakes, optional  
1 1/2 tsp ground cumin  
1 1/2 tsp paprika  
1 1/2 tsp turmeric  
1 Tbs chopped shallots  
2 tsp chopped rosemary (or 1 tsp. dried)  
Salt to taste  
2 tsp fresh squeezed lemon juice  
2 cups plain low fat yogurt  
4 boneless, skinless chicken breasts, trimmed of all fat  
1 Tbs cornstarch, dissolved in 2 Tbs cold water

Combine the garlic, ginger, pepper flakes, cumin, paprika, turmeric, shallots, rosemary, salt, lemon juice and yogurt. Pour mixture into a baking dish and add the chicken breasts, turning them over to coat well with the yogurt mixtures. Cover and refrigerate overnight or for several hours. Pre-heat oven to 350° F. Uncover the chicken and bake for one hour. If the sauce is watery, remove the chicken and keep warm. Pour the sauce into a saucepan and heat, adding the cornstarch and bring to boil, then simmer for 2 minutes. Pour over chicken and serve.

#### BEEF TARRAGON

2 Tbs vegetable oil  
2 Tbs unsalted butter  
2 lbs beef tenderloin, cut into 1/2 inch medallions  
1 cup minced onions  
1 Tbs minced garlic  
1 cup red wine  
1 Tbs Dijon mustard  
2 Tbs chopped fresh tarragon leaves  
1 can (13 3/4 oz) beef broth  
2/3 cup plain yogurt  
Salt and freshly ground pepper

In a large sauté pan over medium high heat, heat the oil with the butter until bubbling. Add the beef medallions and sauté for 1 to 2 minutes on each side (longer if you desire the beef to be well done). Remove the beef to a serving platter and keep warm.

Using the same sauté pan, combine the onions and garlic and cook for 3 to 5 minutes. Add the wine, mustard, tarragon, beef broth and yogurt and stir thoroughly. Reduce the heat to medium and simmer the sauce for 5 to 7 minutes, until slightly thickened. Season with salt and pepper to taste.

Spoon the sauce over the beef medallions and serve immediately. Makes 4 to 6 servings.

*Good Eating!*

**NOMIS** PUBLICATIONS, INC. **FUNERAL HOME & CEMETERY NEWS**

welcomes industry news!

Send us any press release related to your firm which would be of interest to your fellow industry professionals. All press releases are published free of charge and at the discretion of the publisher. Be sure to include any photographs.

Staff additions... Staff promotions...  
Graduates... Apprenticeships...  
Remodeling... Moving... New Ideas...  
Community Service Projects...  
Anniversaries... Obituaries... Etc.

Send to:  
Funeral Home & Cemetery News  
PO Box 5159, Youngstown, OH 44514  
Fax 1-800-521-9040  
[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)  
[www.nomispublications.com](http://www.nomispublications.com)

# Association NEWS CONTINUED

## NFDA, CANA & NFD&MA reach Historic Agreement to lobby Congress together in 2010

WASHINGTON, DC— On November 18, 2009, representatives of the **National Funeral Directors Association** (NFDA), the **Cremation Association of North America** (CANA) and the **National Funeral Directors & Morticians Association** (NFD&MA) met in the nation's capital to establish a unified position on key federal issues that will serve as the focus of joint congressional visits during NFDA's annual Advocacy Summit in Washington, DC, this year.

**Skip Mikell**, chair of the NFD&MA Legislative Committee, facilitated the daylong meeting, during which the group identified more than 15 issues facing funeral service at the federal and/or state levels. After unanimous agreement on the top-five critical federal issues facing the funeral service profession, the three associations prioritized those according to importance and relevance to current congressional activities: Codification of the Supplemental Security Income/Medicaid funeral/burial exclusion; the Bereaved Consumer Bill of Rights Act of 2009; reform of the federal estate tax; affordable healthcare; and a tax deduction for indigent funeral/burial costs.

NFDA, CANA and NFD&MA representatives also agreed that focusing on a maximum of three issues would prove most effective during the upcoming joint congressional visits. Recognizing that the current session of Congress might also complete some of these issues, the group will therefore determine which three top issues their collective members will discuss with their elected officials closer to the Advocacy Summit in March 2010.

In advance of NFDA's Advocacy Summit, March 8-10, the three associations will coordinate and set up state-based delegations across their respective memberships and schedule meetings with members of Congress. Thus, for the first time, members of three national funeral service associations will lobby members of the U.S. House and U.S. Senate together and provide a powerful, unified voice on the key issues impacting funeral service.

CANA President **Bill McQueen**, CFSP, said: "The Cremation Association of North America is pleased to participate in the NFDA Advocacy Summit and to work with NFDA and NFD&MA to develop a united voice on issues before the funeral service industry. Co-

ordinating our positions on legislative and regulatory issues serves the industry and the public."

Skip Mikell, chair of the NFD&MA Legislative Committee, said: "The NFDA Advocacy Summit provides an opportunity to see, firsthand, how our national government works and have a chance to participate in the process. This year, the attendees will represent the united voice of funeral service in America."

Attendees at the November 18 meeting included: (from NFDA) President **William Wappner**, President-elect **Patrick Lynch**, Advocacy Committee Chair **Pat Lanigan**, CEO **Christine Pepper**, Senior Vice-President – Advocacy **John Fitch** and Director of Political Affairs **Lesley Witter**; (from CANA) Executive Director **John Ross**; and (from NFD&MA) President **Ernest Adams**; Legislative Chair **Skip Mikell** and **Billie Watson Hughes**.

For more information about NFDA's 2010 Advocacy Summit or to register, please visit [www.nfda.org/advocacysummit](http://www.nfda.org/advocacysummit) or call 800-228-6332.

### COACH NAMEPLATES

	SATIN ALUMINUM	POLISHED ALUMINUM
<b>1.5" Letters</b>		
16" Bar, 12 spaces	\$39.50	\$43.00
26" Bar, 20 spaces	\$48.00	\$53.00
36" Bar, 29 spaces	\$63.00	\$69.00
<b>2" Letters</b>		
16" Bar, 9 spaces	\$44.00	\$48.50
26" Bar, 14 spaces	\$54.50	\$60.50
36" Bar, 20 spaces	\$71.50	\$78.00
<b>3" Letters</b>		
16" Bar, 8 spaces	\$54.50	\$60.50
26" Bar, 13 spaces	\$65.50	\$72.50
36" Bar, 18 spaces	\$80.00	\$89.00
<b>4" Letters</b>		
16" Bar, 6 spaces	\$59.50	\$66.50
26" Bar, 8 spaces	\$71.50	\$79.50
36" Bar, 12 spaces	\$89.00	\$98.00

Choose a standard style or we duplicate your letter style/logo. Single or Double Line Nameplates.

**Car License Plates also available**



**NAMES UNLIMITED CORP.**

P.O. Box 464 Caledonia, OH 43314  
 Phone: 877.776.6263  
 Email: [info@NamesUnlimitedCorp.com](mailto:info@NamesUnlimitedCorp.com)  
 Web: [www.NamesUnlimitedCorp.com](http://www.NamesUnlimitedCorp.com)



**Joseph A. Scarano**

## SCARANO SHIPPING

When you select **Scarano Shipping** you receive prompt, personal service without the risk.

- *First-rate, on-site embalming procedures that ensure remains arrive from Florida in quality condition.*
- *The promise that you will never lose your casket sale to a Florida funeral home.*
- *One guaranteed price without the risk of hidden charges, add-ons or extra fees.*

**24 hours a day, 7 days a week**  
**Joe Scarano will answer your call personally!**

**1-800-423-5901**

[www.scaranoshipping.com](http://www.scaranoshipping.com)



# SUBSCRIPTION

### ANNUAL SUBSCRIPTION

- \$20.00 Subscription
- \$40.00 First Class
- \$50.00 Canada & Mexico
- \$65.00 Outside North America



Master Card, Visa, American Express and Discover Orders:

**1-800-321-7479**  
**Fax 1-800-321-9040**

Return To:



PO Box 5159  
 Youngstown, OH 44514

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Signature \_\_\_\_\_



# Association NEWS CONTINUED

## The Treatment of Those Who Died in the Haitian Earthquake

**A Joint Statement From: National Funeral Directors Association; National Funeral Directors and Morticians Association; Cremation Association of North America; Casket and Funeral Supply Association of America; Monument Builders of North America**

**BROOKFIELD, WI**— The members of the **National Funeral Directors Association (NFDA)**, the **National Funeral Directors and Morticians Association (NFD&MA)**, the **Cremation Association of North America (CANA)**, the **Casket and Funeral Supply Association of America (CFSA)** and the **Monument Builders of North America (MBNA)** express their heartfelt sympathies to those affected by the earthquake that devastated Haiti on January 12. The associations' members also wish to express their deepest concerns over the treatment of those who died in the earthquake.

The Haitian government has taken control of the mortuary response in Haiti and has neither asked for nor authorized assistance from any government or private organization. The heart-breaking images of those who died being placed in mass graves are shocking, and the members of NFDA, NFD&MA, CANA, CFSA and MBNA believe the people of Haiti deserve better. They have lost so much and are experiencing a variety of emotions as they struggle to survive; seeing people who may be family or friends being put in mass graves only compounds their grief.

The associations are also worried about the fate of American citizens and individuals with dual Haitian and American citizenship who died in the earthquake. As of January 23, the Department of State reports that the identities of 45 American citizens who died in the earthquake have been confirmed. However, thousands remain missing. There are concerns that the remains of these missing individuals may be placed in one of the mass graves or may forever be lost in the rubble. The news story "Relatives of Americans Missing in Haiti Angry," from The Washington Post (<http://bit.ly/6snn87>), sheds light on the pain and anguish these families are experiencing.

Said NFDA member **Michael Gunderud**, of **Krowicki-McCracken Funeral Home** in Linden, N.J.: "The events in Haiti have left many funeral directors eager to assist families ship identified remains to the United States. We have been called upon to fulfill a duty, yet remain helpless in our efforts. Such a situation should be addressed with aggressive action, and it [is] disheartening that [I am] unable to

perform the duty that I was called upon to do."

There is a tremendous willingness within the funeral service, memorialization and mass-casualty response communities in America – both government resources, such as Disaster Mortuary Operational Response Teams, and private resources, such as the hundreds of funeral directors who have volunteered to travel to Haiti – to assist the Haitian government with the respectful treatment of the dead. The members of the funeral service, memorialization and mass-casualty communities are willing to help the Haitian government with all those who died in the earthquake – regardless of citizenship – so that, where possible, they can be returned to their families for a dignified funeral, burial and memorialization.

Funeral and deathcare professionals have stepped forward in a number of natural disasters – from Hurricane Katrina to the earthquake and tsunami that impacted Southeast Asia – and have reunited thousands of families with the remains of their loved ones, affording them the opportunity to have funerals or memorial services. The funeral service and memorialization community believes it can do this for Haiti, and all nations that saw their citizens die in the earthquake.

Funeral directors are entrusted to care for the living through the respectful and dignified treatment of those who died. The outpouring of humanitarian relief from the United States to the people of Haiti is to be applauded and admired, for it is desperately needed; however, in not taking swift action to care for those who died, this country fails to offer a fully compassionate response.

The members of NFDA, NFD&MA, CANA, CFSA and MBNA call on those in the federal government who are leading this country's response in Haiti to take swift action by urging the Haitian government to allow the funeral service, memorialization and mass-casualty response communities in the United States and around the world to assist with the respectful and dignified treatment of those who died in the earthquake.

Please visit [www.nfda.org/haiti](http://www.nfda.org/haiti) for the latest news and information on the mortuary response in Haiti. This Web page will be updated daily or as new information

becomes available.

Funeral service professionals interested in volunteering in Haiti may call the National Funeral Directors Association at 800-228-6332. NFDA staff is collecting contact information in order to keep interested parties abreast of ways they might be able to assist the federal government and funeral service professionals in Haiti, should their service prove necessary. NFD&MA members may call 800-434-0958 to place their name on their association's volunteer list. MBNA members may call 800-233-4472 to place their name on their association's volunteer list.

**Tell them you saw their Ad**

**FUNERAL HOME & CEMETERY NEWS**

**Nadene**

Cover-Up Cosmetics Ltd.

---

*A name you know . . .*

*. . . Products you trust*

---

**800-531-9744 Fax 903-641-0383**

Catalogs Available e-mail: [cosmetics@nctv.com](mailto:cosmetics@nctv.com)

**Premium Hardwood**
**Pet Cremation Urns**

- Figurine Urns
- Photo Urns
- Horse Urns
- Doghouse Urns
- Celtic Cross Urns
- Lifesize Figurine Urns
- Marble Vase Urns
- Velvet Bags
- Burial Markers



**Forever Pets**  
**1-888-450-7727**  
**FREE Wholesale Catalog**

**[www.foreverpets.com](http://www.foreverpets.com)**  
 Family owned and operated since 1996













**The government wears many hats. We put them all in one place.**

Looking for one place to get fast answers to your questions about government benefits and services? From Social Security benefits to government jobs to tips on cutting energy costs, USA.gov has you covered. It's your official source for all federal, state and local government information. Now that's something you can hang your hat on.



1 (800) FED-INFO

A public service message from the U.S. General Services Administration.



# Death Notices



Send obituary information to Funeral Home & Cemetery News, PO Box 5159, Youngstown, OH 44514 • Fax (800) 321-9040 • E-mail [info@nomispublications.com](mailto:info@nomispublications.com)

**EDMUND PERRY PALMER** of Columbia, SC died February 3, 2010 at the age of 74. A second generation funeral director, he operated **Palmer Memorial Chapel** in Columbia and Sumter, SC for 40 years. A graduate of *American Academy of Funeral Service* in New York, he was past President of the *South Carolina Morticians Association*, Secretary of the Board, Vice Chair and Chairman of the Board of Directors, District Governor of the *National Funeral Directors and Morticians Association*, as well as President.

## VIVIAN FASHIONS

V & F BURIAL GOWNS

Designer and Manufacturer of Burial Gowns  
[www.burialgown.com](http://www.burialgown.com)

*The look of Eternal Life & Beauty*



114-31 Farmers Blvd., St. Albans, NY 11412  
Tel: 888-456-0266 Cell: 646-296-9657  
Fax: 718-465-7596 Office: 718-479-3040

**ARTHUR W. JORDAN, SR.** of Middletown, OH died January 17, 2010. A graduate of *Cincinnati College of Mortuary Science*, he was co-founder of **Hall-Jordan-Pretty Funeral Home** in Middletown. He was also a human identification/mortuary specialist with the U.S. Air force for nearly 40 years.

**NOAH STANLEY ELKINS** of Florence, AL died January 15, 2010 at the age of 85. He first apprenticed with **Brown-Service Funeral Home** in Tusculumbia, AL as a teenager. He graduated from *Gupton-Jones Mortuary College* in 1947 and returned to work for Brown-Service Funeral Home. In 1959 he and **Joe Morrison Sr.** founded **Morrison-Elkins Funeral Home**, later **Elkins Funeral Home**. He was elected Lauderdale Coroner in 1958 and reelected in 1962. He retired in 1990.

**JOHN J. "JACK" HOGAN, JR.** of Flushing, NY died January 25, 2010 at the age of 71. He grew up over the family business, the **Fogarty Funeral Home**, which he operated as its President from 1960. He was also highly respected in the funeral industry, holding various leadership positions in the *Metropolitan, New York State* and *National Funeral Directors Associations*, as well as being a founding member and eventual President of the *Catholic Cemetery Guild* of the Brooklyn Dioceses. In 2006, he became the President of the National Funeral Directors Association.



**BRUCE ALLEN OVERTON** of Traer, IA died January 23, 2010 at the age of 66. He graduated Summa Cum Laude from the *Wisconsin Institute of Mortuary Science* and then joined his father in the funeral business, Overton Funeral Home in Dysart, IA. Following his father's death he continued the family business until his retirement in 2005. He was a longtime advocate for funeral service and very active in the profession. He earned the designation of Certified Funeral Service Practitioner from the Academy of Professional Funeral Service, served as President of the *Iowa Funeral Directors Association* in 1986-87, and was President of the *National Funeral Directors Association* in 1995-96. Bruce was also a Past President of the *National Funeral and Memorial Information Council*, the *Academy of Professional Funeral Service*, and he chaired the *American Board of Funeral Service*.

**RICHARD CLINTON MCKEE JR.** of Gig Harbor, WA died January 9, 2010 at the age of 74. He joined his son in the family business as a funeral director for **Tuell-McKee Funeral & Cremation** of Bremerton and Tacoma, WA, until his retirement in 2009.

**ROBERT "BRUCE" ERLEWEIN** of Morristown, IN died January 20, 2010 at the age of 65. In 1996, he co-owned **Erlewein Mortuary** in Greenfield, IN with his son and daughter-in-law. He returned to college to become a funeral director and worked at Erlewein Motuary until his retirement in 2004.

**JAMES DAVIS GRUBBS** of Walton, KY and formerly of Independence, KY died January 15, 2010 at the age of 73. He was owner and chairman of **Chambers & Grubbs Funeral Homes, Inc.**, and past president of the *Funeral Directors Association of Kentucky*, and *Northern Kentucky Funeral Directors Association*.

**H. MICHAEL CUTLER** of Council Bluffs, IA and Miami Beach, FL died February 1, 2010 at the age of 58. He was a graduate of *Dallas Institute of Mortuary Science*. A fourth generation funeral director, he was involved with **Cutler-O'Neill-Meyer-Woodring Funeral Home** until about 10 years ago.

**MICHAEL A. BARBERA** of Greece, NY died January 11, 2010. He was a sales representative for the **Marsellus Casket Company** in Syracuse, NY from 1986 to 1997. After Marsellus was sold to SCI, he worked for a time with **York Casket Company**. He won many awards during his career, including Rookie of the Year.

**ROBERT THOMAS RANDALL** of Arnold, MD died January 11, 2010 at the age of 75. He was a 1959 graduate of *Eckels College of Mortuary Science* in Philadelphia and began his career that year at **Tickner's Funeral Home**, later working at **Gladhil Funeral Home**, before joining **Barranco & Sons Funeral Home** in 1971. In 1976, he became the Maryland, Delaware, Washington and Northern Virginia representative of **The Dodge Company**, retiring last year. He had been a longtime member of Region III of Disaster Mortuary Response Team (DMORT). He was a lifetime member of the *Maryland State Funeral Directors Association*, *Virginia Funeral Directors Association*, *Delmarva Funeral Service Association*, the *Academy of Funeral Service Practitioners*, *British Institute of Embalmers* and the *Maryland State Funeral Suppliers Association*.

# My nfd... a

Meet Valerie J. Wages, CFSP,  
Tom M. Wages Funeral Service, LLC



"This continues to be one of the most encouraging, supportive and exceptional networking programs I attend in funeral service."

Professional  
NEDA Women's  
Conference

[www.nfda.org/professionalwomensconference](http://www.nfda.org/professionalwomensconference) • 800-228-6332  
April 9-11, 2010 • Savannah, GA

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

PO Box 5159,  
Youngstown, OH 44514  
Fax 1-800-321-9040

E-mail [info@nomispublications.com](mailto:info@nomispublications.com)

**NOMIS**  
PUBLICATIONS, INC.  
**FUNERAL HOME &  
CEMETERY NEWS**

# Association NEWS CONTINUED

## NYS Funeral Directors Foundation establishes Haitian Assistance Fund

ALBANY, NY— The *New York State Tribute Foundation*, the philanthropic arm of the **New York State Funeral Directors Association** (NYSFDA) has established a Haitian Relief Fund to assist victims of this overwhelming disaster. All New York funeral directors, funeral service suppliers and others affiliated with funeral service in the state are being encouraged to donate to this special fund. The public is also invited to make contributions to this fund.

The International Red Cross estimates that about three million people were affected and the Haitian government anticipates that the disaster will claim between 100,000 and 200,000 lives.

According to NYSFDA Executive Director **Bonnie McCullough**, "100% of all donated funds will be directed to help the Haitian people and others there as part of the massive relief effort that is just now underway. Although it is premature at this point to identify a specific organization as beneficiary of contributions made to the Tribute Foundation, we are assuring donors that our combined funds will be targeted in the most effective and efficient manner to ensure that



Bonnie McCullough

they make a tangible difference."

Ms. McCullough added that the distribution of these funds will be determined by New York funeral professionals who serve as directors of the Tribute

Foundation once a targeted area of great need is identified.

In addition to this effort, NYSFDA Disaster Committee Chairman **Doug Brueggemann**, confirmed that the Disaster Mortuary Response Operational Team (DMORT) has been alerted to be prepared for possible activation and travel to Haiti once logistics are worked out by the Federal Government.

The NYS Tribute Foundation is a tax exempt 501(c)(3) organization. Individual contributions are tax deductible to the extent allowed by law. To make a donation to the Tribute Foundation Haitian Relief Effort, please call 800-291-

2629, visit [tributefoundation.org](http://tributefoundation.org) or mail to: 426 New Karner Road, Albany, NY 12205.

Founded in 1889, NYSFDA's mission is to promote the highest standards of funeral service to the public and to enhance the environment in which its members operate. Almost 900 member firms and 3500 licensed funeral directors who operate across the state belong to the New York State Funeral Directors Association. In addition to maintaining a Website at [www.nysfda.org](http://www.nysfda.org), NYSFDA also publishes a quarterly newspaper column "Transitions" and brochures which educate and inform consumers about end-of-life issues.



1-866-550-1392

Your "One Call" solution for Human Remains Airline Reservations

- Access to all Airline Schedules
- Time Savings
- Proactive Monitoring
- Domestic & International

Air Transportation Specialists

[www.eagleswingsair.com](http://www.eagleswingsair.com)

SEND US YOUR NEWS  
PO Box 5159, Youngstown, OH 44514  
Fax (800)321-9040  
[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)



## "Don't take our word for it. See what our clients have to say."

Now you can put one or both of these two premier DVD-based staff training programs to work for your firm.

- How To Handle Price Shoppers
- Cremation Arranger Training System

By renowned trainer, Marilyn Jones Gould. Proven to work by firms large and small.

Ask for a sample **DVD**



Marilyn Jones Gould  
President  
MKJ Marketing



"Our success rate increased 30% after using MKJ's DVD training system."

-Chris Tharp  
Tharp Funeral Home & Crematory



"I thought I had our staff trained. But, the system taught us to embrace price shoppers and explain value."

-Michael Perotto  
Bartolomeo & Perotto Funeral Home, Inc.



"The system turns a price call into a positive family experience. A revenue opportunity every time."

-Andrea Orr  
Milner & Orr Funeral Homes



"It has practically eliminated minimal cremation at Curlew Hills."

-Keenan Knopke  
Curlew Hills Memory Gardens



"Our average cremation sale has increased 40% because of this system."

-Blair Nelsen  
Nelsen Funeral Homes & Crematory

WANT MORE LEARNING OPPORTUNITIES? REGISTER FOR A MKJ SEMINAR.

GREEN OPPORTUNITY SEMINAR  
July 26 - 27  
NAPA VALLEY, CA • Westin Verasa Hotel

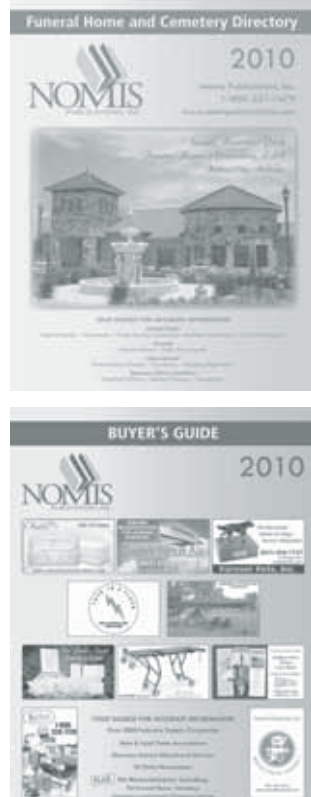
INTERNET MARKETING: The Social Thing To Do  
July 28 - 29  
SAN FRANCISCO, CA • "W" Hotel

2010 Proud Sponsors: The Whitmore Group & Thumbies

THE LEADER IN FUNERAL HOME MARKETING FOR OVER TWO DECADES

**MKJ** MARKETING

1-888-655-1566  
[www.mkjmarketing.com](http://www.mkjmarketing.com)



Order Today!

Call

1-800-321-7479

or visit

[www.nomispublications.com](http://www.nomispublications.com)

# STAKMORE®

The folding chair with the permanent look.®



*FLEXIBILITY, COMFORT, VALUE*—three words that are synonymous with the quality folding chairs STAKMORE, the *INDUSTRY LEADER*, has been manufacturing since 1922.

*CHOICES*—the key word describing the numerous chair styles, wood finishes and upholstery options offered by STAKMORE.

STAKMORE offers a seating option that provides client comfort, service flexibility and compliments your interior decor.

Contact your funeral supply distributor today to learn more about STAKMORE's product offerings.

For a list of funeral supply distributors contact our corporate offices. Phone: 607-687-1616; Fax: 607-687-0049; E-mail: [customerservice@stakmore.com](mailto:customerservice@stakmore.com)

**STAKMORE** • P.O. Box 309 Elm Street • Owego, NY 13827