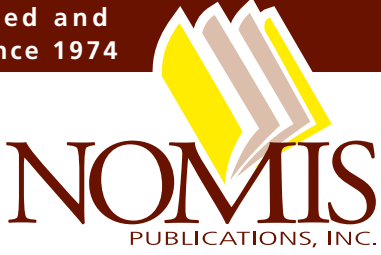


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# FUNERAL HOME & CEMETERY

# NEWS

MARCH  
2011

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“The Hawkins Family provided caring, quality service for over 50 years. It continues to be a pleasure working with them to ensure the success of this transition.”

See “Gendron Funeral & Cremation Services acquires Hawkins Funeral Home and Crematory” on Page A16



Richard L. Slack and Beth A. Wallace-McNearney opened the funeral home. Although the firm is brand new, they have over 40 years of combined experience.

See “Slack and Wallace Funeral Home Opens in South Point” on Page A22



Family owned **Mama Goose Urns** makes exceptional urns and keepsakes, manufactured on site and poured extra heavy to provide a sturdy product.

See “Mama Goose Urns provides Exceptional Durability and Personalized Service” on Page B4



Priding itself on personalized service and quick response for quality products, Heaven’s Gain specializes in burial products for pregnancy loss or preemie death.

See “Heaven’s Gain Expands Products Carrying Baby Urns” on Page B8

## Garrity Funeral Home Upholds Fine Tradition



**PRAIRIE DU CHIEN, WI**— **Garrity Funeral Home**, located in a scenic river valley in Southwest Wisconsin, began in 1946 when **Robert Garrity** became a partner in **Otteson and Garrity**. In 1972, Garrity became the

sole proprietor of the business and built a new facility at 704 South Ohio Street, where the Garrity Funeral Home continues to serve the community. Robert Garrity and  
**CONTINUED ON PAGE A10**

## Briggs Funeral Home Celebrates 100 Years



**DENTON, NC**— **J. Briggs, Inc.** has cause to celebrate. 100 years have passed since **Rex Furniture Company** and **Briggs Funeral Home** began as the **Piedmont Furniture Company**, “Dealers in Furniture and Undertaking Supplies”, in 1910. **W.W. Russell** and **B.I. Harrison**, the company’s founders, made furniture and coffins for the community until 1917, when they began

offering embalming services, which were typically done at the residence of the deceased, and changed the company’s name to **Rex Furniture and Undertaking**.

In 1919, the company was sold to **Carl A. Hoover**. Mr. Hoover, a graduate of *Brown’s School of Embalming* in Raleigh, served his community as a highly re-  
**CONTINUED ON PAGE A25**

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# HAVE YOU SEEN THESE CHILDREN?

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

## Missing GABRIEL CLAXTON



**Date of Birth:** 6/2/1991  
**Date Missing:** 11/11/2010  
**Missing From:** Tulsa, Oklahoma  
**Age at Disappearance:** 19 Yrs  
**Age Now:** 19 Yrs  
**Sex:** Male  
**Race:** White/Hisp  
**Height:** 5'9"  
**Weight:** 168 lbs  
**Hair:** Brown  
**Eyes:** Hazel

**Circumstances:** Both photos shown are of Gabriel. He is biracial; Gabriel is Hispanic and White. His ears and right eyebrow are pierced. Gabriel may use the last name Balderas.

*SPECIAL NOTE: This case was initiated pursuant to 42 U.S.C. § 5779. The individual pictured on this poster was reported missing when he or she was between the ages of 18 and 20. Law enforcement has entered this case in the FBI National Crime Information Center database and has asked NCMEC to disseminate this poster.*

## Non Family Abduction LAURYN DICKENS



**Date of Birth:** 11/24/2009  
**Date Missing:** 9/7/2010  
**Missing From:** Memphis, TN  
**Age at Disappearance:** 9 Mos  
**Age Now:** 1 Yr  
**Sex:** Female  
**Race:** Black  
**Height:** 1'9"  
**Weight:** 17 lbs  
**Hair:** Black  
**Eyes:** Brown

**Circumstances:** Lauryn was last seen September 7, 2010. She may be in the company of an adult female. Lauryn was last seen wearing a brown onesie with a pink flower and pink dots. She has a skin rash on both forearms and inner knees.

## Endangered Missing PAIGE VALISA JOHNSON



**Date of Birth:** 8/29/1993  
**Date Missing:** 9/23/2010  
**Missing From:** Covington, KY  
**Age at Disappearance:** 17 Yrs  
**Age Now:** 17 Yrs  
**Sex:** Female  
**Race:** White  
**Height:** 5'1"  
**Weight:** 110 lbs  
**Hair:** Lt. Brown  
**Eyes:** Brown

**Circumstances:** Both photos shown are of Paige. Her ears, tongue, and navel are pierced and she has highlights in her hair.

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

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



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

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### NOTICE

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

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## FUNERAL HOME & CEMETERY NEWS

## VFMC Providers make Operation Valentine a Huge Success

**SANIBEL, FL**— The message is a simple one, "Thank you so much for what you do, we always need you." That is just one of the many sweet messages from the heart of a child to a soldier overseas in **Veterans & Family Memorial Care's** Third Annual Operation Valentine.

Participating Veterans & Family Memorial Care providers nationwide sponsor VFMC's annual Operation Valentine. The project is simple and meaningful, according to **Mark Davis**, founder and CEO of VFMC and its parent company **Val-Mark Memorial Group**. "Students and individuals throughout communities nationwide write messages to the troops on hand-made Valentine cards, cut-out hearts, or whatever they like and we make sure that they are delivered to our brave men and women serving overseas. Our troops are far away from their loved ones and friends so they really want to know that people back home appreciate them. Care packages are one thing, but this is a real morale boost."

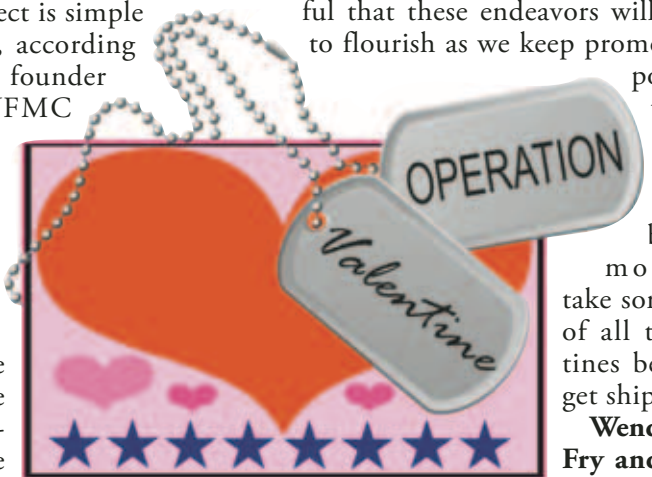
**Scott A. Hebert, Fletcher Funeral Homes**, Gardner, MA, stated, "I am simply amazed at the community reaction to VFMC's Operation Valentine. The valentines keep pouring in. We are sending in hundreds of cards that schools, church

groups and many individual families created for the troops. This has been a very successful project and we have had some really great press. We received over a hundred new valentines this morning alone! We are in a very rural community about an hour northwest of Boston and we have nearly five hundred valentines being sent out to our local men and women who are serving. I am hopeful that these endeavors will continue to flourish as we keep promoting support of our troops. The newspaper is coming back tomorrow to take some photos of all the valentines before they get shipped off."

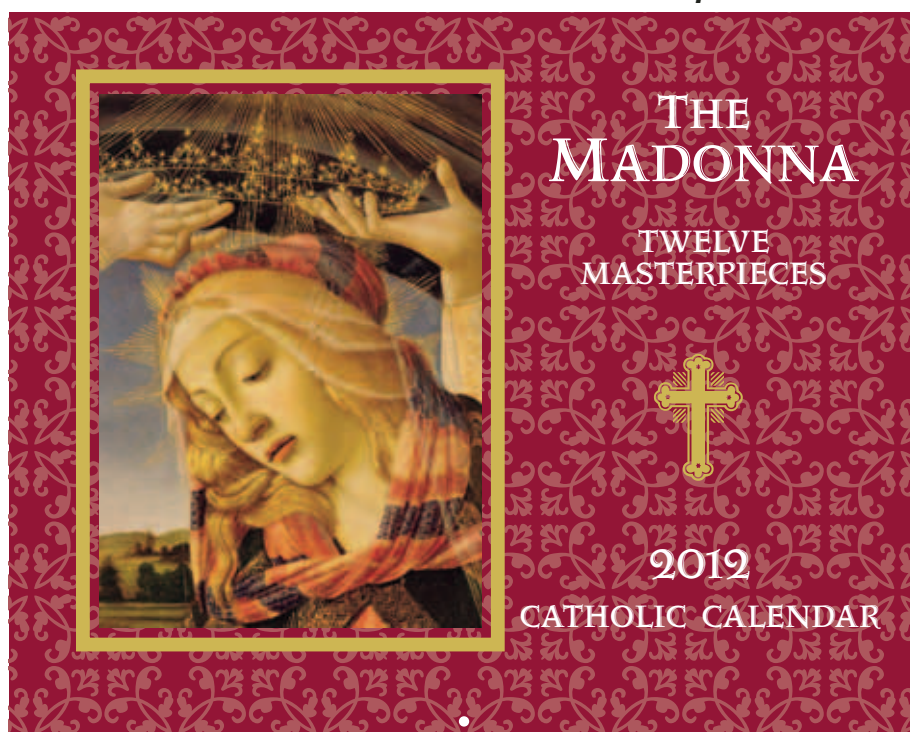
**Wendy Butner, Fry and Prickett Funeral Home**,

Carthage, NC, raved, "We shipped out over 400 cards from the elementary schools where we serve! The students were so excited to have the opportunity to be a part of this exciting project! Looking forward to the next event that we can be involved in."

There are currently over 900 family owned and operated exclusive VFMC Providers in 48 states throughout the U.S. To learn more about becoming the VFMC Provider in your area visit VeteransHonored.com or call toll free (866) 770-6791.



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## National Mortuary Shipping has named Co-Owner

CLEVELAND, OH— National Mortuary Shipping (NMS) is proud to announce Angela Berwald has been named as an owner of the company. She will join Diane Smith who has been owner since 2006.

Angela has been with NMS for nearly 25 years and has worked alongside funeral directors to assist families dealing with out-of-town deaths. Her long-standing reputation in the industry has been built on her commitment to deliver exceptional service and effective results for her clients.

"Angela has been named co-owner because she has been such an integral part of National Mortuary Shipping's continued growth," said Diane Smith, CEO and owner of National Mortuary Shipping.



Angela Berwald

Since its inception in 1981, Cleveland-based National Mortuary Shipping has been the trusted name in experienced, dependable shipping when dealing with the death of a loved one. NMS offers removal services, international shipping, removal and embalming, livery, direct cremation, graveside services, disinterment and other services.

Its mission has been to assist hometown directors with out-of-town deaths. The philosophy has been to provide dependable, professional and efficient service by emphasizing quality, trust and communication with its clients. NMS staff is available 24 hours, every day of the week to fulfill clients' needs. For more information, visit www.natlmortuaryshipping.com or call 800-321-0185.

## Hall Funeral Chapel purchases new Superior Coach



EFFINGHAM, IL— Randy Hall of Hall Funeral Chapel, Inc. in Effingham takes delivery and receives the keys of his Superior

Cadillac Crown Sovereign Commercial Glass Coach from Joe Molina of Royal Coachworks, Inc., St. Louis, MO.

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## The Gift of Aftercare

By Sherry L. Williams

create a poster, project or essay on saving the environment and why it is important.

To do this, you need to talk with the school principals, the science teachers and counselors in your schools about the project. You might also enlist the help of the Rotary or Kiwanis or any other service agency in the community to help promote the concept and to help with prizes. You can get your local television stations to promote the project as well.

Determine your criteria. Spell out what the contest is about. Explain it clearly and provide instructions for when the essay, poster or project should be ready, where it is to be sent. You might even have the posters and projects on display in your funeral home. This would get people in the community involved and it would get people inside your funeral home. You can even have the judging there and provide a reception with refreshments at your funeral home.

Pick some high profile judges including yourself or someone from your staff. Consider getting a local TV or radio personality to be a judge as well. Make a big deal out of this. Think it through, you can really promote the whole concept of saving the earth and promote your business at the same time.

Maybe doing Earth Day doesn't give you enough time to plan something like this, so, pick another day another project or issue. It might be drinking and driving. It might be something about promoting a safe prom (which is just around the corner) but pick an issue that will inspire your youth and your school teachers so you have buy in.

Promote the contest in the local papers and in the schools. Put up your own poster about the contest in the schools, in church lobbies, bank lobbies and in local groceries etc. This is about creating community awareness around a special issue and making you and your business the one in the spotlight for bringing the issue out in to the open so people are aware of it and so something positive is done as a result of it.

There is no better way to be involved in your community.

Spring is on its way, at least we hope. This has been a pretty tough winter on all of us. The United States has had one of the snowiest winters ever and we are all ready for the sunshine. With the onset of March, we set aside time to honor the earth. Earth Day is fast approaching and it is a time everyone will be focusing on ways to keep our environment clean and be eco-friendly.

As you come out of your winter doldrums, why not think about ways to promote earth day. Many of you are now providing eco-friendly caskets and are promoting environmentally friendly paper products. Everyone is talking about going green and saving the world.

But as a funeral director, how can you really promote that concept. Many of you might feel uncomfortable advertising that you provide green funerals. It's not an easy topic to talk about. You can get in to all kinds of questions and some not very comfortable to answer like; what kinds of fluids you use, are the vaults and caskets eco-friendly, what do you do with human fluids and on and on. I don't blame you if you don't want to go there. However, there is something you can do that shows you promote a healthy environment.

Consider sponsoring a poster contest, essay contest or science/community project in your community. Go through your school system and get the science teachers to encourage participation in the contest by teaching eco-friendly issues in their class during the month of March and have students

Your actual cost for this kind of thing is minimal. You will have the cost of the prize which might be a savings bond, cash, a special gift like a Kindle, or iPod. You might even be able to get a couple of prizes donated by other sponsors which is a good way to network with other businesses in your community. You may have to pay for some advertising, but you can divert some of the advertising you already have in your budget to this project, so that expense should be minimal. If you use your community almanac or activities page, you can get advertising for free. You can get public service ads on the radio and local TV so there are ways to decrease your advertising costs.

And then there is your time. This will be your biggest expense. Time is where you need to involve your staff. Get them involved in the planning. If you have an aftercare coordinator, let this be a project they overlook. The most important thing about a project like this is the commitment to see it through and taking the time to cover all aspects of the project so that you get maximum exposure in your community. You just have to think this through, follow-up and hold people accountable for their assignments.

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

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

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

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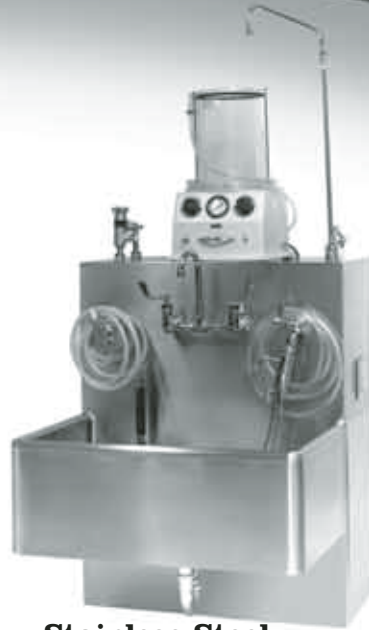
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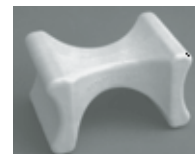
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## Essential Planning Group to provide Preneed Master Trust Administration to Directors Preferred Funeral Fund

**BEAVERTON, OR**— Essential Planning Group (EPG), a leading provider of preneed funeral trust third party administration (TPA) services, announced that it has signed agreements to provide TPA for **Directors Preferred Funeral Fund (PACM/DPFF)**, a New York State preneed master trust founded in 2010 by Private Client Asset Management, Inc.

Essential Planning Group offers a comprehensive range of funeral, cemetery, and cremation pre-arrangement services, including Ameri-

can Funeral & Cemetery Trust (AFCTS), across 17 states. EPG will provide database and records management, billing, report generation and distribution, and client support services for PCAM/DPFF, drawing on its sophisticated software and systems capabilities developed and honed specifically for the death care industry.

“AFCTS’ expertise is serving the diverse needs of the broad range of individuals and entities that comprise a master trust,” said **Craig Martin**, AFCTS President. “We look forward to implementing our advanced capabilities at PCAM/DPFF, in support of their commitment to the highest levels of efficiency, accuracy, and compliance.”

**Joe Downey**, PCAM/DPFF chief executive, said, “We believe the pre-need market is best served by our use of an independent, objective service provider.” Mr. Downey, a Certified Financial Planner™ and Chartered Financial Consultant, has been in the financial services business since 1989. He was a Vice President at Fidelity Investments, managing \$1.2 billion, before founding Private Client Asset Management, a registered investment advisor in the state of


New York. “Our expertise in the funeral industry and in investments,” Mr. Downey continued, “combined with EPG’s proven capabilities as a TPA, offers a competitive new offering to the NY pre-need funeral market. And healthy competition always benefits the consumer.”

The Essential Planning Group, founded in 1993, is a leader in the field of Master Trust and Third Party Administration for the funeral, cemetery, and cremation services industry. EPG’s nationwide client base encompasses independent death care providers, state associations, and financial institutions utilizing EPG’s services that include American Funeral & Cemetery Trust Services (AFCTS), **National Cemetery Endowment Care Trust Services (NCECTS)**, **American Prepaid Cremation Service (APCS)**, and Worldwide Travel Protection Plan. The AFCTS Master Trust also provides third party administrative services to state funeral director associations, financial institutions, and death care industry master trust organizations.

For additional information call Craig Martin, 800-769-9363 or visit [www.TheEssentialPlanningGroup.com](http://www.TheEssentialPlanningGroup.com).

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WIDTH	<b>33, 36 OR 38 INCHES</b>	30 INCHES
LOAD CAPACITY	<b>1,250 LBS.</b>	600 LBS.
FOOT/HEAD IND ADJ	YES	YES
NO SPLASH DRAINAGE	<b>BEST</b>	AVERAGE
WARRANTY	<b>3 YEARS*</b>	2 YEARS
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## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### Sales Referrals (Part 1) The Lifeblood of Pre-Need Professionals

If you are pre-need sales professional and you are not routinely asking for and receiving sales referrals then this column has been written especially for you. I will outline just exactly what a sales referral is and why most pre-need sales professionals are afraid to seek them.

The basic definition of a sales referral is this: **Sales Referral (REF):** A self-generated and/or personally developed sales prospect whereby the prospect's name is intentionally solicited from a past and/or current sales client, other sales lead, family, friend, co-worker and/or other personal/professional acquaintance.

To be successful in pre-need sales you need to build strong, positive, lasting relationships with your clients and prospects. Period! Developing personal, quality relationships with people who trust in you and your service, who are willing to refer you, talk positively about you, recommend you, and actively and/or personally open doors for you. These relationships will make a huge difference between your ultimate career success and failure.

Pre-need sales entail finding people to talk with about your unique offerings. It's about selling these offerings to those you talk with. The more people you see, the more people you sell. The more people you sell, the higher your income. The higher your income; the higher your personal and career satisfaction.

A big plus to asking for and obtaining referrals is that they generally have a very high closing ratio, which for some counselors who have really perfected the art of constantly seeking and asking for referrals, is as high as 90 percent. This is because referrals are highly valid and add credibility to your reputation.

**Referrals are a multi-win proposition. Everyone in the cycle comes out a winner.**

You benefit because:

- It's easier to get quality sales appointments and "make the sale".
  - The sales cycle is usually shorter and much more enjoyable.
  - The sales you make are often larger and your business is more profitable.
  - Your clients are more loyal and 4.5 times more likely to give you more referrals.
  - A female client will refer up to 28 individuals if she is happy with her experience, while a happy male client will refer an average of 13. (Source: "Winning the Toughest Customer: The Essential Guide to Selling to Women," Delia Passi)
- Your clients and centers of influence benefit because:
- Their decision to use you is validated.
  - They become a HERO to others. They look good in others' eyes!
  - They receive even better service and attention from you.
  - They enjoy helping you succeed and benefit from your success.

Your new clients benefit because:

- They feel more comfortable with you from the very start of the relationship.
- They get the benefit of your valuable and caring advice and service.

#### **Why Don't Pre-Need Specialists Ask for Sales Referrals More Often?**

Here are some thoughts on the question by Mr. Bill Cates, renowned referral coach and instructor. Pre-need specialists make certain mistaken assumptions about the referral process that often prevents them from being able to fully leverage their client relationships.

Most pre-need specialists fear that asking for referrals will damage the relationship they have created with their client. Of course, like most fears, this one is a ghost; it appears real, but isn't.

##### *Assumption No. 1: The damage threshold*

There is a concept called the "damage threshold": You think that X behavior will damage the relationship, but you've never actually done it. "It's imagining the worst possible scenario that never happens." That's a great way to look at it. This imagination (or fear) holds one back from more effective action. "Go out there and find out what the damage threshold is. Until you determine that, you'll never be as proactive as you can be." "Have fun doing it. The more fun you have, the harder it will be to find that threshold. In the meantime, you'll be collecting a ton of referrals." A wise man once said, "You never know how far you can go until you go too far." Here's the bottom line: Asking for referrals, especially with my four-step method, will almost never hurt your client relationship. The worst thing that will happen is that you won't get a referral, but you'll plant a powerful seed that will likely bear fruit later.

##### *Assumption No. 2: I'll blow the sale*

Another powerful mistaken assumption is that by asking for referrals, you'll blow the sale, and your client will ask for their check back. The truth is, when a client has made a decision to do business with you, their perceived value of you is at a high point. This is one of the best times to ask for referrals. I promise you, nobody is going to ask for their check back or decide not to do business with you as long as you don't get too aggressive in your request.

##### *Assumption No. 3: I'll look unsuccessful*

Many reps fear that asking for referrals makes them look less successful. My response is, "It depends on how you ask." If you ask in the old-school manner by telling clients you get paid through referrals or by saying something like, "I'm trying to build my business and I need your help," then I could see how that might make you seem less successful.

##### *Assumption No. 4: People feel uncomfortable being asked for referrals*

Now, some people feel uncomfortable being asked for referrals. There's a term for this in psychology known as "projection." We hold a certain belief or feeling about something, and our psyche projects that "truth" on to someone else. We feel uncomfortable asking for referrals, so we assume others would feel uncomfortable being asked.

Not everyone will give us referrals. Our job is to identify the people who will without hurting the relationships with those who won't. You don't need all of your clients to give you referrals. You just need enough of them to. When you have a soft, yet proven method for asking for referrals, you can ask just about every client you have and not worry about damaging the relationship you've established with them in any manner.

Next month I will outline a very simple and straightforward process you can use to obtain quality sales referrals from those you meet.

---

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

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

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

## Messinger Mortuaries leads VFMC Providers in donating 1 Million Free Calling Minutes for Cell Phones for Soldiers

SANIBEL, FL—Veterans & Family Memorial Care Provider, **Messinger Mortuaries** of Scottsdale, AZ collected over 2000 old cell phones, more than any other VFMC Provider pushing VFMC past their 2010 goal of providing our troops overseas with 1 million free calling minutes. VFMC providers are the official funeral home drop off centers for *Cell Phones for Soldiers*, a 501c3 non-profit. In 2010 VFMC providers nationwide collected 18,692 old cell phones which translates into 1,121,520 free calling minutes for our heroes overseas.

“On November 16 we participated in another annual Scottsdale Chamber of Commerce Showcase event,” said **Patricia Underhill** of Messinger Mortuaries. “This brought together a number of exhibitors and hundreds of attendees. It is a major event in this town. This year we “themed” our presentation around the VFMC/CPFS program. Well, we could not have selected a better theme, because we walked off with the Best of Show Trophy for this year (the top prize). And, the cell phones are still pouring in. This group of ours really networks the message!

“Without the inspiration and dedication of **Mark Davis** and VFMC we may not have become recognized for this important level of community service. Wherever the message is presented, the response is immediate and amazing. This is especially true demographically in a metropolitan area that boasts a large number of active and retired military personnel. We are genuinely proud that our firm is a Veterans & Family Memorial Care Provider.”

“We’re asking Americans to support our troops by donating their old cell phones, providing families with a much-needed connection to their loved ones overseas,” says **Mark Davis**, founder of Veterans & Family Memorial Care and CEO of VFMC’s parent company, **ValMark Memorial Group**. “Our strategic partnership with Cell Phones for Soldiers continues to be extremely rewarding. I would like to thank each and every participating VFMC Provider and especially **Jim Vickers**, Patricia Underhill and the staff at Messinger Mortuaries for their phenomenal effort in helping us crush our 2010 goal.” I am proud, honored and privileged to be associated with such a great group of funeral home owners and their staff.”

People in communities nationwide can donate their old cell phones to the cause at any one of the over 900 VFMC provider family owned funeral homes in 49 states nationwide. VFMC’s goal for 2011 is to collect enough old cell

phones to provide our troops overseas with two million free calling minutes. To find a drop-off location near you visit [VeteransHonored.com](http://VeteransHonored.com) and click on the Veterans Funeral Provider Network menu tab. Below are the Top 10 VFMC Cell Phones for Soldiers collection locations.

**Messinger Mortuaries**, Scottsdale, AZ – 2132 cell phones; **Charles F. Snyder Funeral Homes**, Lancaster, PA – 689 cell phones; **Heffner Family Owned Funeral Homes**, York, PA – 672 cell phones; **Bican Bros. Funeral Home**, Cleveland, OH – 439 cell phones; **Ward Wilson Memory Hill Funeral Home**, Dothan, AL – 426 cell phones; **Murray Memorial Mortuary**, Murray, UT – 423 cell phones; **Chamberlain Huckerriede Funeral Home**, Lima, OH – 360 cell phones; **Sharp Funeral Homes**, Fenton, MI – 353 cell phones; **Heritage Funeral Service**, Lynchburg, VA – 350 cell phones; and **Brasco & Sons Funeral Home**, Waltham, MA – 341 cell phones.

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## Bio-Specialists LLC Expands business territory and partners with funeral homes

GORHAM, ME— Bio-Specialists, LLC, professionals in trauma and crime scene cleanup, has expanded its coverage area to include Eastern Massachusetts. "Within the past few months we have been called upon by numerous families and businesses in the greater Boston region to provide decontamination services. We are required to abide by all state and federal regulations regarding bio-hazardous waste removal, therefore a great deal of research went into this decision. After a few trial runs, we found we could safely and efficiently extend our coverage area to include this region," says Rob Simmons, Operations Manager for Bio-Specialists. This expansion will mean an increase in workforce in order to maintain their excellent customer service capabilities. A new satellite office is being pursued in Brookline, MA and was scheduled to be open in mid-February. A new local number has been established for Massachusetts customers. The new number is 617-247-9111.

Additionally, while Bio-Specialists LLC is not directly associated with any individual funeral home, they have partnered with several funeral directors allowing the funeral industry to provide a wider range of services to

their customers. They are pleased to be working with the following establishments: **Hobbs Funeral Homes** of South Portland, ME, **Dolby Funeral Chapel** of Windham, ME, **F.J. Higgins Funeral Home and Cremation Services** of Roslindale, MA and **Watson, Neal, and York Funeral Home** of Cornish, ME. Bio-Specialists is looking to expand their funeral home partnership program and looks forward to working with all directors within their coverage area.

Bio-Specialists, LLC is the leading company in Maine, providing trauma, crime scene and bio-hazardous clean up and mitigation services. The personnel properly deal with the containment, removal and disinfection of blood borne pathogen hazards from scenes of homicide, suicide, traumatic injury or undiscovered death. Bio-Specialists responds quickly to cases of injury or death 24 hours a day, compassionately, safely and professionally cleaning and restoring each scene to its pre-incident state.

For more information, please contact Executive Director William York or Operations Manager Rob Simmons at (866)331-7731, fax (207) 839-7969, or e-mail wyork@bio-specialists.com.



## Changing Lives Through Laughter

By Nancy Weil

### Connecting

*"The Internet is becoming the town square for the global village of tomorrow."*  
—Bill Gates

We are all connected in this business. Our common bond is the desire to help families who have had a loved one pass away. Whether you are on the funeral side of it or the cemetery side, each must work together smoothly and professionally for the sake of the families we serve. Through this work we get to know one another personally – at least in the town in which we live. I answer the phone every day at the cemetery and interact with the same group of funeral professionals. I chat with them when they come into our office. I greet them when I see them at the grocery store. In our town, we all get to know one another. I would think it is the same in the town in which you live and do business as well.

But what about everyone else? Do you know people in other cities, states or countries? Perhaps you have been at conferences and met interesting people and, maybe you have even kept in touch with some of them. Possibly you have read an article that moved you to reach out to the writer and tell them your thoughts. Have any of you just stopped by a funeral home or cemetery when on vacation in a new town?

I have done all of these things and more. I find that the more people I get to know in this field, the more inspired I get at the incredibly cool folks who call this industry their own. People who are passionate about the things they do each day. People with stories to tell of families they have served and unusual things that have occurred while doing so. People with interests and hobbies outside of the job that fascinate me. We are an amazing bunch of people!

It is important that we cultivate these relationships for several reasons. First of all, it helps us in our personal development and professional growth. We do not feel so alone, as not many people understand the nature of our work. It also allows us to better serve our clients. I have had to call colleagues in towns across the country seeking information on grief support programs for a family member of a loved one we just interred. I am also able to make a new friend in every town I visit, just by calling one of you (if I haven't done this yet, just wait – your turn will come!)

In today's technological world, there is no reason not to connect. I have discovered cemeteries and funeral homes on Facebook. I have e-mailed with a funeral director in Taiwan. I am now set up to Skype and have face to face chats with people around the world. We no longer need to get on a plane in order to connect. We can tweet, post, blog, poke, IM, Skype, text, e-mail, snail mail or just plain call anyone we want. With more ways than ever before to find one another, why wouldn't we?

I can already hear you saying, "Nancy, I don't have time to get everything done now, much less to connect with people I don't know." Really? You can't spare ten minutes or less to start a conversation with an industry peer? Your business depends upon these conversations. Each time I have an interaction with a colleague, I learn new ideas and ways to do business. We share common practices and ways to enrich our programs and expand our customer base. I learn from real world experience what works and what doesn't work. I hear it from those who have tried and succeeded and those who have tried and failed. I willingly share my information and they do the same for me. Best of all, the relationship that forms is lasting. I can call on my "new friend" when-

ever I need a little advice. There is no business competition and so it is a win/win/win for everyone. I learn, they learn and our clients get an even better experience with us than before.

I propose that we get a conversation started. You can "friend" Nomis Publications on Facebook and easily find one another. You can Google funeral directors or cemeteries in another town and just pick up the phone and call them to say, "Hi." You can attend a convention and meet with other incredible people. You can e-mail, Facebook, Skype, call or tweet me and we can get to know one another better. All I am suggesting is that you find a way to connect – after all you will be meeting some of the greatest folks around.

Nancy Weil can be found via:  
E-mail: nancyw@mountcalvarycemetery.com  
Facebook: The Laugh Academy  
Skype: Nancy.Weil  
Phone: 716-892-6600  
Twitter: @nancyweil

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

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

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

# Glenn McMillen joins Stewart Enterprises' Corporate Development Team

JEFFERSON, LA— Stewart Enterprises, Inc. has announced that Glenn G. McMillen has joined the Company's Corporate Development team to focus on acquisition opportunities.

"Our strategic platform includes growing our business through acquisitions," Stewart Enterprises President and Chief Executive Officer Thomas J. Crawford said. "Adding resources to accomplish this objective further demonstrates our commitment to identifying and evaluating acquisition opportunities in 2011 and beyond."



Glenn G. McMillen

During his more than 40-year business career, McMillen has served in senior management positions with several companies, including serving as Senior Vice President for Service Corporation International and Vice President of Fred F. Groff Funeral Homes in Lancaster, PA. He is also a past president of both the National Funeral Directors Association and the Pennsylvania Funeral Directors Association.

"We are delighted to have Glenn with his experience, knowledge and industry relationships choose to join our team. His unique experience operating and growing death care businesses both domestically and abroad brings significant added value to our corporate development efforts. He understands all aspects of the business, he knows the people, and he will focus on finding the right acquisition opportunities for us to consider," said Stewart's Senior Vice President of Corporate Development and Investor Relations Martin R. de Laoreal.

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

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# Garrity Funeral Home Upholds Fine Tradition

Continued from Front Page



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his wife, **Marion Garrity**, operated the business until his death in March of 1997 when his son, **Michael Garrity**, took over as funeral director and owner. Under Michael's guidance, the facility underwent a substantial addition and renovation project which was completed in 2001. In 2004, the firm suffered a loss with the death of Marion Garrity, an integral part of the daily operations. However, Michael and his wife, **Wendy Garrity**, have honored and upheld the fine tradition begun by Michael's parents. Their slogan, "A stranger is just a friend that we have yet to meet" underscores their commitment to provide the level of attention and individualized care of a small business, with the facilities and resources of a large firm. This philosophy has served them well, as the family owned and operated business has continued to provide excellent service, for all faiths, in Southwest Wisconsin

and Northeast Iowa for two generations.

The Garrity Funeral Home may be reached by phone at (608)326-2212 and additional information is available at their website, an excellent resource of funeral planning information and family support resources, at [www.garrityfuneralhome.com](http://www.garrityfuneralhome.com).

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## Legal Speak

By Atty. Harvey I. Lapin

### Avoiding FTC Sting Operations (Part 2)

The author discussed in part 1 of this column that the FTC Funeral Rule has been in effect since 1984 and that all funeral providers should be aware of its requirements. It was also mentioned that the FTC from time to time conducts sting operations to check on funeral providers in various areas of the country and the manner these undercover operations are conducted was reviewed. Some of the areas for violations were also reviewed, including the primary one of failing to provide a consumer with a copy of the General Price List immediately when they visit your facility.

A second primary area for a violation is if the GPL and other forms required by the Funeral Rule are not in compliance with the requirements. Another area for violations that was mentioned was the failure to provide casket price information in the proper format and at the appropriate time. Since there is a tremendous amount of information available from the FTC, industry associations and private sources about the requirements for these forms, there really is no excuse for the failure to comply.

The author also reviewed the FTC's procedures for notifying of a violation and the options that were provided to avoid having the FTC file a lawsuit against an alleged violator and attempting to impose a penalty of \$16,000 for each violation. The

major option is to participate in the FROP Program sponsored by the NFDA for 3 years, enter into a Consent Degree with the FTC and pay a fine based on .8% of the funeral provider's average gross sales for 3 years. Since none of these alternatives are particularly attractive, the best course of action for any funeral provider to establish and maintain an FTC Rule Training and Compliance program designed to avoid potential violations.

The author recommends that the following be implemented:

1. Make sure that you have obtained the latest up to date information about the requirements of the FTC Funeral Rule. The FTC.gov website has extensive information available about the Funeral Rule, including a copy of the Funeral Rule and Guidelines to follow. Most local, state and national industry trade associations also have extensive material available.
2. Check the requirements for the Forms and Disclosure and review your own forms to make sure they are in compliance. Some of the industry trade associations provide a review service to confirm that forms are in compliance or you can consult professionals familiar with the industry to provide assistance on preparation of the forms and determining their compliance with current requirements. Be careful not to borrow another funeral provider's forms as they may not be in compliance. Also, forms should be reviewed on a regular basis at least annually.
3. Train and retrain your employees about the requirements of the Funeral Rule. Again there are outside consultants that can provide training programs and some of the local, state and national industry associations can provide information and assistance.
4. Monitor your employees to be sure they are carefully complying with the requirements. Some of the author's clients have conducted their own sting operations and discovered to their dismay that some employees became lax in following the requirement.
5. Remind your employees about the requirements on a

regular basis. Some funeral providers provide every employee with a checklist that has to be filled out for every customer and any inquiries. Also, advise them to be wary of a shopper, because it is likely the shopper will be checking on compliance for the FTC or a state agency that may also have jurisdiction.

There are consulting companies in the industry and local, state and national associations that can provide assistance, but in the final analysis it is up to each funeral provider to make sure their own business is in compliance.

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

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

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

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

The author also writes more extensive articles on subjects of interest to the industry in the newsletter Cemetery & Funeral Business and Legal Guide published by CB Legal Publishing Corporation. Ten issues on different topics are published on an annual basis.

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

## Global Mortuary Affairs expands service throughout Mexico

DALLAS, TX— David Patterson, CFSP, owner/operations director of **Global Mortuary Affairs** (GMA), and its affiliate **Global Mortuary Logistics** (GML), has announced the expansion of their repatriation service, which now includes shipping and ground transportation throughout Mexico. Patterson believes that in order to maintain a reputation built on personalized services and a relentless pursuit of excellence, they must continue to offer superior service their clients have come to expect, and with the changing economy, offer them the ability to deliver human remains door to door in Mexico.

Funeral directors have found that shipping into Mexico presents logistical problems due to embargoes, available cargo space, limited airlines/airports, and the lack of reliable ground transport into Mexico. Global Mortuary Affairs and its affiliate Global Mortuary Logistics have established a network throughout Mexico, allowing ground or air shipping anywhere into the country of Mexico, or out of Mexico back into the United States.

“Mexico is our neighbor, so repatriation service has always been a part of our business,” Patterson explained, “and with ground transportation to and from Mexico, we can now better serve the funeral directors needs.” Patterson empha-

sized, “funeral directors will find arranging funeral services in Mexico will become less cumbersome to plan for final disposition in Mexico with our door to door service. Also, funeral directors will find fewer travel delays, faster delivery time, no worries about reserving space on an aircraft, nor spending additional travel time to and from any airport in Mexico. The result of the door to door delivery is a savings of time and money for the family.”

Global Mortuary Affairs/Global Mortuary Logistics also offers repatriation services to many other countries, including, El Salvador, Philippines, Cambodia, Canada, Greece, South and Central America and Israel, to name a few. A call to GMA will begin the process of collecting the proper paper-



David Patterson

work, translation, acquiring any apostilles, and handling all consulate matters, setting flights and/or arranging for ground transportation worldwide. For more information about International Shipping and more please call 877-216-2708 or email at [drpatterson@globalmortuaryaffairs.com](mailto:drpatterson@globalmortuaryaffairs.com) or on the web at [www.globalmortuaryaffairs.com](http://www.globalmortuaryaffairs.com).

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## Bell Mortuary takes delivery of new Coach



INDIANAPOLIS, IN— Jeff Bell takes delivery of his new Federal Coach Cadillac Oval Window Unit purchased from **John Muster** of **Muster Coaches**, Calhoun, KY. **Bell Mortuary and Crematory** of Indianapolis is a family owned funeral home with two locations and offers livery to other firms in the region.

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## Alvie Coes Funeral Home observes 25 Years of Service in Georgia



Alvie Coes Funeral Home. Clockwise from top left: Alvie Coes, Jr., Elizabeth Redd Coes, Alvita Coes Lewis, and Alvie Coes, III.

**UNADILLA, GA— Alvie Coes Funeral Home** was established in 1983, in the small community of Unadilla in South-Central Georgia by **Alvie Coes, Jr.** LFD/NP and his late wife **Elizabeth Redd Coes**. The building, located at 1398 Pine Street, underwent extensive renovation to trans-

form the one time storage facility and night club/restaurant into the gracious facility currently in operation. The facility consists of a spacious lobby, two business offices, an arrangement/conference room, a casket selection room, an embalming and preparation area, and a chapel/viewing

area that will seat over 50 people. Additionally, they provide an overnight room with handicap accessible restrooms and bathing facilities. The 1.3 acre grounds provide plenty of opportunity for the expansion of this vibrant business.

Alvie Coes, Jr., owner and managing director, **Alvie**

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## Observations

By Steven Palmer



### Terror and Tributes in Tucson

*Anyone with a gun can go out and commit an act of terrorism, even without a political affiliation.*

—Aaron McGruder

Terrorists do not have to come from certain foreign countries. Terrorists do not have to be of some certain religion. Terrorists do not have to have a political agenda. They only need to accomplish one goal: to put terror in the hearts and minds of a great population.

Jared Lee Loughren did that on January 8, 2011 in a shopping mall in Tucson. Seriously deranged, unchecked by most around him, this 22 year old was allowed to terrorize a shopping mall, a city, a state and the nation.

We will not fully understand the motives behind this massacre of good people, gathered peacefully in the finest tradition of American heritage, to meet and discuss concerns with their elected officials civilly and respectfully.

There seems to be fewer congress members that would go out to meet and greet the public in the way that Representative Gabrielle Gifford's did. She should be praised for that. I understand the new concerns for safety but the terrorists win if we say this American ritual must end due to this act.

The greatest attribute to the citizenry was the immediate response to this happening. People put themselves in danger and went to help complete strangers not knowing the risks involved. These brave members of our society will forever show terrorists that you can hit us but we will fight and protect our fellow citizens, because, under attack, we become one against you.

The deep breath of the country has been taken. We have

sent our wounded to the hospital for physical repairs, the psychological damage still to be evaluated. We pay tribute to the fallen, good people doing proud work whether as congressional staff members or good citizens exercising their civil rights by meeting their elected official.

The fallen range from 9 to 79; all citizens should recall their lives and this moment in history. We are the victims for this viscous attack, they are the rightful martyrs. It is our obligation to know them and remember them to ensure that an act of a deranged gunman does not lessen us as a society. We reject this act, we standby and honor our fallen. We will be better and stronger for this painful event.

"Dorwan Stoddard, 76, made me a better person," said his relatively new wife Mavy. When shots rang out, he dived down and covered his wife. He died and she suffered three bullet wounds.

"He died for me and I have to live for him," she told those gathered at his funeral.

Judge John M. Roll, 63, the district judge took the opportunity to see his friends staffer Ron Barber and Gabby Gifford on a Saturday morning. A onetime victim of death threats himself, his actions at the moment of the shooting saved Ron Barber's life. He pushed the staffer down and received a fatal bullet in the back.

Newly engaged Gabe Zimmerman, 30, Rep. Gifford's director of community outreach, was going to help Gifford and the others when fatally shot. His legacy will be his service to the community and his encouragement to others to do the same.

Phyllis Schneck, 79, moved from homes in Towaco and Green Pond section of Rockaway, New Jersey to enjoy the warmth of Tucson when her husband retired. Known for her macaroni and cheese and quilt making, this republican took this opportunity to meet and get to know her democratic congress person.

Dorothy Morris, 76, and her husband George went to visit their congress member. When the gunfire ended Dorothy was dead at the scene and her husband was sent to the hospital. "She was a beautiful person. We all loved her very much," said Bonnie Royle, her friend.

The most heartbreaking of all was nine year old Christina Taylor Greene. A neighbor who adored her offered to

take this newly elected student council member to meet her congressional representative. Her neighbor will always be mistakenly haunted by guilt as she couldn't save her even though she herself was torn by several bullets in the attempt to save Christina.

Impromptu memorials appeared at the University Medical Center where the victims were transported, at Representative Gifford's Tucson office and at the Safeway market where the shooting took place. The medical center had thousands of items that filled sixty boxes when it was finally dismantled. A 5,000 link paper chain was constructed from strips of paper bearing message from the public. Gifford's office had messages with the handprints of children. People are trying to find a way to express their feelings, find support and make sense of the senseless as it should be when a death (or deaths) occurs.

That's what terrorists do: destroy our comfort of everyday life. They kill and maim without regard to accomplish their own inner purpose, whatever it may be.

What they cannot kill is our love and concern for each other and our resolve to not allow these insurgents to destroy our pursuit of a constructive life without fear.

*These men and women remind us that heroism is found not only on the fields of battle. They remind us that heroism does not require special training or physical strength. Heroism is here, in the hearts of so many of our fellow citizens, all around us, just waiting to be summoned — as it was on Saturday morning. Their actions, their selflessness poses a challenge to each of us. It raises a question of what, beyond prayers and expressions of concern, is required of us going forward. How can we honor the fallen? How can we be true to their memory?*

—President Barack Obama,  
January 12, Tucson memorial service

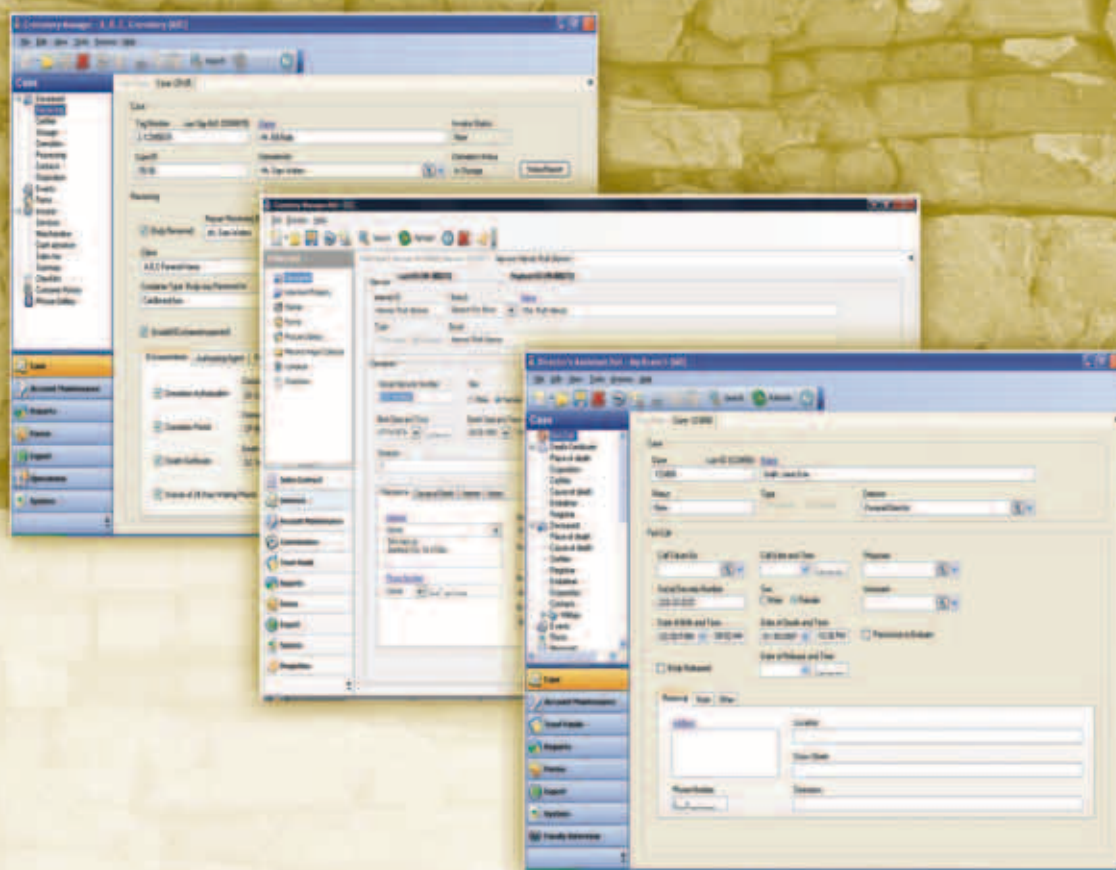
Steven Palmer entered funeral service in 1971. He is an honors graduate of the New England Institute of Applied Arts & Sciences. He has been licensed on both coasts, he owns the Westcott Funeral Homes of Cottonwood and Camp Verde, AZ. Steve offers his observations on current funeral service issues. He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

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Jane Ludlow

## So You Want To Be a Funeral Director

By Jane Ludlow

Licensed funeral director and embalmer Jane Ludlow delivered the commencement address to the graduating class of her alma mater, Cincinnati College of Mortuary Science. In it, Ludlow shares with the class advice that can serve as reminders to any death care professionals who serve grieving families. Below is an excerpt.

During my 16 years in the funeral profession, things have changed. More important than the changes are the things that have remained the same and are a backbone of the profession you and I have committed to. These are what I would ask you to remember not just this morning but every day of your meaningful career.

**Death is scary and mysterious for most people.** There are 12,544 books on Amazon.com trying to explain the enigma of death and dying. You have been embalming bodies for the past 12 months, so the fear and mystery of death have subsided for you. But let me tell you this: for 16 years I have seen people watch their children, parents, husbands and wives, brothers and sisters die. It is never easy for them and they are always frightened. You are here to ease their fear. This task should be as important to you as choosing the right fluids for embalming.

You need to reassure them that it is okay to be afraid, but that with some good sleep, the company of their family, a shower and something to eat, their fear will dissolve into a need to act and a desire to get something done. The fear that they had will be replaced by a desire to work at recovery. And when this happens, you will see the second thing that hasn't changed in years:

**Everyone dealing with the death of someone they love feels a need to keep their mind and hands busy.**

The moment someone dies, the family feels they have to get to work on the funeral arrangements. It is a process that gives them a sense of control at a time when they feel control has been out of their reach. To most it makes no difference which day it is. But the truth is that even in this day and age, there is very little a funeral director is able to finalize on a Sunday or outside of traditional business hours. Florists are closed, printers are closed, the casket company will ask you to leave your order on their voice mail. The cemetery office is closed; priests and ministers are usually unavailable because of Sunday morning and evening services. While you are able to send a notice into the newspaper, until dates and times are confirmed with the minister and the cemetery, the death notice can't be finalized.

Although there is little to be done, let me assure you, it will be imperative that you come in to the funeral home on a Sunday to make arrangements. Your family needs you to be there. If they are like most families that have held vigil watching a life end, they are now facing the horrible realization: "I don't know what to do." You are the one they turn to for guidance. You will take an oath to care for them. You will make it possible for them to feel as if they have some control. And for this, I promise you, they will be grateful. This brings me to the third thing that hasn't changed in years:

**When someone dies, the family needs a funeral director.** They do not need a funeral planner or a grief coach. Not a caterer, event planner or concierge. They need a funeral director. You need to direct them with your knowledge and understanding. You have been here before; chances are they have not. They need someone who has the ability and the calm confidence to come into a room where a dead person is lying and earn their trust. Assure them that you know what the next step needs to be and that you will help them make decisions and get through the upcoming days. They don't know what to do. Direct them. They are going to pay you a non-declinable service fee. Serve them. Give them their money's worth. Show them how to take one step. Then show them how to take one more. Before they realize it you will have started them on their way. You will have directed them toward their healing. You will have lived up to your oath. You will have acted as a funeral director.

What I want to say to all of you graduating today is that our profession is necessary. Our profession is important. Our profession is commendable. You should be proud of your accomplishment in graduating from Cincinnati College of Mortuary Science and proud that you are entering a profession that holds so much respect. You are getting ready to embark on a career in the "Death Care Industry." Most will believe you are caring for the dead. We know that you are caring for the living.

Jane Ludlow is a licensed Funeral Director and Embalmer. A 1996 graduate of the Cincinnati College of Mortuary Science, she is employed by Thomas-Justin Funeral Home in Cincinnati, where she also manages its Kenwood location. She has been dually licensed since 1997 and earned her designation of CFSP in 2006. She is an adjunct instructor at CCMS and sits on its CAP Committee. Additionally, she serves on the Mortuary Response Team, Legislative Committee and the Scholastic Assistance Committee with the Ohio Funeral Directors Association and serves as the Treasurer for the Greater Cincinnati Funeral Service Professionals Association.

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## OSHA Compliance

By Gary Finch

### When One Has No Idea Where They Are Going, Any Road Will Lead Them There

Few employers have 20/20 vision on regulatory matters. When it comes to understanding OSHA regulations, many would test out as legally blind. They have no idea which federal department OSHA is under. They can't define CFR (Code of Federal Regulations) and they cannot define the term "standard".

The consequences of not knowing regulations that specifically impact your business can vary. OSHA states that on their injury and illness log that provides data to OSHA and BLS, employees spend a lot of time and money. 2,967,237 hours and \$136,753,120 are the costs estimated by OSHA.

How much time do funeral homes spend on that same report? I don't know the exact figure, but I can tell you that funeral homes have an exemption. The only time they are required to complete this form is if they are informed by mail that were selected to participate in a Labor Department Survey. In that case, the notification would come early and the forms would be mailed to you. In all other cases, completing this form is unnecessary. While this is true, a significant number of funeral homes do not know it. They spend a fair amount of time each year completing, posting, and mailing this form to OSHA.

That's just one area. There are a significant number of funeral homes that have written safety programs that were initially developed for the Construction Industry. Funeral homes are classified as General Industry. We have less stringent standards, less red tape, and less

recordkeeping than they do. For example, Construction businesses are not exempt from completing the OSHA injury and illness log.

Some funeral homes use programs that were initially written for healthcare. While healthcare workers face many of the same hazards that embalmers do, we are not healthcare. Their regulations are more stringent. Healthcare does not get the record keeping exemption. Funeral homes are classified as a retail service industry. We have less red tape. We have more exemptions, but this only matters if you know who and what they are, and know the best way to take advantage of them.

In infectious waste generation, treatment, segregation, pick-up, and disposal, our industry is spending \$20,000,000 annually. Some mid-sized funeral homes are paying \$3,000 to \$5,000 a year. You might say that is the cost of doing business. Is it really? Many similar sized firms are paying nothing, and are in perfect compliance with OSHA, the CDC, EPA, and their state. They even get awards for this because they lessen the carbon footprint. This is an actual case of a green workplace generating savings for the employer.

These differences exist in every industry sector. Those who pay extra tend to think other people get the breaks. The truth is, the breaks are available to anyone. They simply have not bothered to learn the rules or invest in someone who can show them a better way. Be assured. There are better ways.

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).

## The Conference Board of Directors welcomes Mark Riley

FAYETTEVILLE, AR— **Mark Riley** has been appointed to the Board of Directors of the **International Conference of Funeral Services Examining Boards**. Mr. Riley will fill the chair of District 7 Director, representing Louisiana, New Mexico, Oklahoma, and Texas.

Mr. Riley is the Executive Director of the Oklahoma Funeral Board and has over 15 years of experience in the funeral industry. He has excelled as a funeral home manager, a funeral director, and an embalmer. He graduated with Summa Cum Laude honors from the *Univer-*



Mark Riley

sity of Central Oklahoma in 2001.

The International Conference of Funeral Service Examining Boards is headquartered in Fayetteville, Arkansas. Founded in 1904, the membership of The Conference is composed of funeral service licensing and regulatory agencies throughout the United States and Canada. For more information on The Conference, visit [www.theconferenceonline.org](http://www.theconferenceonline.org).

## Green Burial Council Collaborating with FTC to combat Greenwashing

SANTA FE, NM— The **Green Burial Council (GBC)**, the leading environmental advocacy group working with the funeral service industry, sponsored a free webinar on March 1st in conjunction with the U.S. Federal Trade Commission designed to educate funeral directors, cemetery operators, and product manufacturers about growing problem of “greenwashing.”

“Like other industries, funeral service is now seeing a number of empty or confusing promises made by providers and manufacturers regarding ‘green’ or ‘eco-friendly’ practices and products,” said GBC Executive Director, **Joe Sehee**. “If we don’t demonstrate an ability to agree to verifiable standards and police ourselves in this area, governmental intervention may not be far off.”

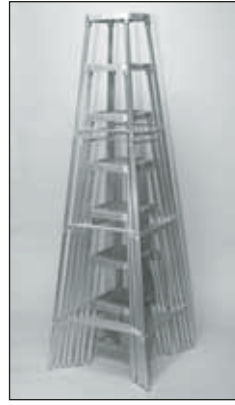
And what does greenwashing look like in the field of funeral service?

According to the FTC’s recently published “Green Guidelines,” it could be the use of the “free of” label, which according to the agency “may be deceptive if...the item has substances that pose the same or similar environmental risk as the substance not present.” Several manufacturers of “formaldehyde-free” embalming fluid, for example, have recently begun marketing their products as suitable for green burial despite containing other hazardous/toxic chemicals regulated by the U.S. Occupational Safety and Health Administration (OSHA) and/or not providing fully disclosed material safety data sheets detailing the ingredients in these fluids.

Another form of greenwashing, according to the FTC, is the use of “unqualified environmental claims that are difficult or impossible to substantiate,” such as the promotion of a product as “sustainable” or “biodegradable” when such attributes are not independently verified in any form or fashion. A number of caskets, urns, and even some burial vaults, are now being marketed in such a manner.

GBC Executive Director Joe Sehee co-presented the webinar with Laura Koss; an attorney with the FTC’s Bureau of Consumer Protection. For more information email [info@greenburialcouncil.org](mailto:info@greenburialcouncil.org) or call 888-966-3330.

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## Gendron Funeral & Cremation Services Inc. acquires Hawkins Funeral Home and Crematory

SARASOTA, FL— Comprehensive service, convenience and an overriding focus on compassion are the hallmarks that best describe Sarasota County Florida's newest funeral establishment. Located at the intersection of Fruitville Road



(L to R) Top Row: Daniel Keating, William "Bill" Savino, Michael Gendron, and Paul Gendron. Bottom Row: Tiffany LaBar, Melanie Gendron, and Tristan Gendron.

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and North Lime Avenue in Sarasota, **Gendron Funeral & Cremation Services Inc.** is proud to have the opportunity to serve the Sarasota market by its acquisition of the former **Hawkins Funeral Home**.

"The Hawkins Family provided caring, quality service to the community for over 50 years at this location. It continues to be a pleasure working with them to ensure the success of this transition," said funeral director **Michael Gendron**. "We intend to respect this proud heritage and build upon it. This location will remain

dedicated to guiding families and honoring life. We will renew the commitment to be a community resource and will use this hallmark as the step to advance future business growth."

The new location of Gendron Funeral & Cremation Services Inc. joins their existing facility located in Fort Myers. The Sarasota chapel is located just minutes from the bay and the beautiful downtown, which is known as Florida's Cultural Coast.

The mission statement for the funeral home is simply, "Families first." As a locally managed establishment with caring staff, Gendron Funeral and Cremation Services Inc. strives to consistently surpass each family's expectations. By utilizing a small-town approach, families receive extraordinary service, compassion & professionalism, but do not sacrifice value. A full spectrum of memorial options are offered and arrangements range from simple cremation to a traditional funeral with full honors.

This facility includes a merchandised selection

room, family conference area, spacious chapel suitable for visitations and memorial services, two viewing and reception rooms along with a fully equipped preparation area and crematory. Gendron Funeral and Cremation Services Inc. is also outfitted to perform services at locations away from the funeral home and can assist families in arranging out-of-state funerals and committals.

While Gendron Funeral & Cremation Services Inc. may be new to Sarasota, their commitment to providing the very best service at a difficult time is not. Collectively, the staff has over 100 years experience in making and executing funeral arrangements. Gendron Funeral and Cremation Services, Inc. appreciates the opportunity to help its neighbors whether planning a funeral or simply answering questions. The same holds true for our colleagues in the death care industry. Please know we stand ready to assist all funeral homes in meeting the needs of their families when a death occurs in Florida.

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## Service Corporation International Increases Quarterly Cash Dividend

HOUSTON, TX— **Service Corporation International** (NYSE: SCI), recently announced that its Board of Directors has approved a quarterly cash dividend of five cents per share of common stock. The quarterly cash dividend represents a 25% increase from previously declared dividends of four cents per share of common stock per quarter. This quarterly cash dividend is payable on April 29, 2011 to shareholders of record at the close of business on April 15, 2011. While the Company intends to pay regular quarterly cash dividends for the foreseeable future, all subsequent dividends, and the establishment of record and payment dates, are subject to final determination by the Board of Directors each quarter after its review of the Company's financial performance.

Service Corporation International is North America's largest provider of deathcare products and services. At December 31, 2010, they owned and operated 1,405 funeral homes and 381 cemeteries (of which 218 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. For more information please visit [www.sci-corp.com](http://www.sci-corp.com).

## The Funeral Diva Membership grows to over 200 Members

PHILADELPHIA, PA— **Funeral Divas** can be found all over the world, from the United States to Australia. The Funeral Diva social group launched in October of 2010 and it has grown to over 200 members. Funeral Diva membership is free and is growing simply because they celebrate all women in funeral service. Funeral Divas hold fun filled events like retreats and weekend getaways. Funerals Divas, Inc. realizes the need to relax and just have fun. Members are saying that the Funeral Diva social group is a much needed source of inspiration and encouragement.

A Funeral Diva is a strong, confident and successful woman who works in the funeral service industry. She is not ashamed

of her career. She is proud to serve hurting families. She can be an embalmer, funeral director or employee at a funeral home, or a grief counselor, casket sales woman or apprentice embalmer. She is a woman who supports all women in funeral service. Simply put, the Funeral Diva loves her career in funeral service.

Funeral Diva's purpose is to encourage and uplift every woman in funeral service with annual retreats, meetings, continuing education, e-newsletters, a mentorship program and so much more. Funeral Divas, Inc. is also well known for our products, including clothing, mugs, tote bags, bumper stickers and umbrellas.

Eternal Enterprises, Inc. is the parent company

of Funeral Divas, *Funerals Today Magazine*, the *Helping Hurting Hearts Network* and *First Generation Funeral Directors Association*. Funeral Diva was founded by **Muneeerah N. Warner**, funeral director and owner of the

**Warner Funeral Home** in Philadelphia, PA. To join Funeral Divas or purchase products visit [www.FuneralDivas.com](http://www.FuneralDivas.com), [www.Facebook.com/Funeral-Divas](http://www.Facebook.com/Funeral-Divas) or email [Funeral-Divas@EternalEnterprisesInc.com](mailto:Funeral-Divas@EternalEnterprisesInc.com).

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## Stewart Enterprises Announces Management Changes

NEW ORLEANS, LA— Stewart Enterprises, Inc. (Nasdaq:STEL) announced that **Thomas J. Crawford**, President and Chief Executive Officer and director of the Company, has notified the Board of Directors that he will retire from the Company effective at the Company's annual shareholders' meeting scheduled for April 7, 2011. The Board has accepted that decision and appointed **Thomas M. Kitchen**, the Company's Senior Executive Vice President and Chief Financial Officer, and a director, to succeed Mr. Crawford as President and Chief Executive Officer.

Mr. Crawford advised the Company that his decision to retire was due to his acceptance of a call to serve as a Mission President for the Church of Jesus Christ of Latter-Day Saints, where he will preside over a group of approximately 600 young missionaries of the Church over the course of a three-year term beginning July 1, 2011. Additionally, Mr. Crawford notified the Company that continued differences with the Chairman of the Board over the day-to-day implementation of the Company's strategic plan relating to the relative focus

given to different components of the plan, staffing levels and personnel, contributed to his decision.

Mr. Kitchen joined Stewart's Board in February 2004, became Chief Financial Officer in December 2004, and became Senior Executive Vice President in March 2007. From June 2006 until Mr. Crawford's appointment in March 2007, Mr. Kitchen served as acting Chief Executive Officer. Prior to joining the Company, Mr. Kitchen served as Chief Financial Officer and a director of Avondale Industries, Inc., one of the nation's largest shipbuilders, during the period in which it was an independent public company. He also served as Avondale's President from 1999 until 2002, after Avondale was acquired by Litton Industries, Inc., and then Northrop Grumman. After his service at Avondale and before joining the Company, Mr. Kitchen was an investment management consultant.

Mr. Crawford stated, "Tom Kitchen and I have worked side by side for nearly four years to develop and pursue the exciting new business strategies being executed at Stewart Enterprises today and I look forward to working with him to ensure

a smooth transition. I am delighted for Tom and, as a shareholder, know that the Company couldn't be in better hands. It has been a privilege and honor for me to lead the Company's talented employees, who dedicate themselves every day to serving families with the best possible care at their time of need."

The Company also announced that the Board of Directors has appointed **Lewis J. Derbes, Jr.** to succeed Mr. Kitchen as Chief Financial Officer. Mr. Derbes was appointed Senior Vice President of Finance in July 2008, and has served as Secretary and Treasurer since May 2005. Prior to joining the Company, Mr. Derbes served as Chief Financial Officer of Conrad Industries, Inc., a publicly-traded company engaged in the construction and repair of marine vessels, from 2002 through 2004.

Mr. Kitchen stated, "Tom Crawford is leaving Stewart Enterprises better than it was when he got here. I intend, together with our employees, to build on our successes and to continually improve our service to families, our opportunities for our employees, and value for our shareholders."

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### Funerals Today Magazine Featuring Mortuary Science Students

PHILADELPHIA, PA— *Funerals Today* is taking their partnership with mortuary students to a new level by including them on their website and featuring the articles, mortuary schools and the funeral home they are associated with in the new digital magazine. *Funerals Today* subscribers enjoy reading the life journey of mortuary science students, sharing the voyage from student to successful licensed funeral director.

*Funerals Today* is the go-to

guide for the elderly community and their families seeking change, innovation, progress and life making decisions regarding final tributes. The first magazine geared toward educating families about the funeral service industry, the goal is to educate, enlighten and entertain every day.

Be sure to visit [www.FuneralsTodayMag.com](http://www.FuneralsTodayMag.com) for breaking news on celebrity deaths. While on the site browse celebrity video memorials, read featured articles, find grief resour-

ces, subscribe, advertise, or sign-up for the free e-newsletter.

**Eternal Enterprises, Inc.** is the parent company of *Funerals Today Magazine*, the *Helping Hurting Hearts Network*, *Funeral Divas™* and *First Generation Funeral Directors Association*. **Muneerah N. Warner** is the CEO of Eternal Enterprises, Inc., Editor-In-Chief of *Funerals Today* and the funeral director/owner of the **Warner Funeral Home** in Philadelphia, PA.

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## Foundation Partners Group rings in the New Year announcing the affiliation with a premier South Carolina Firm

TAMPA, FL— Foundation Partners Group, LLC is proud to announce that Thompson Funeral Home of West Columbia, SC, with locations in Lexington and West Columbia, has chosen to join the Foundation Partners' family.

"Thompson Funeral Home has served families in the greater Columbia area since 1928 and has a great reputation for outstanding service," says Steve Shaffer, "We are thrilled to be teaming up with John and Blake Thompson in this endeavor. It is an honor to have individuals of their reputation and a firm their size join our group this early in our development."

"The addition of their firm in one of the key geographic areas we currently operate in and are targeting for future growth is another great step for our company," added Jim Price, "We believe that as other owners consider their succession planning options, they'll find that Foundation Partners has the capital and experience to offer them the best platform for continued, quality growth with the feel of a family firm."

Thompson Funeral Home proudly serves over 500 families each year from their two exceptionally appointed and convenient locations. John Thompson has operated the funeral homes, started by his father, since 1972 and along with Blake, his son, will be continuing to serve the community in partnership with Foundation Partners.

"In Foundation Partners, we saw partners with extensive experience in the industry, a significant amount of opportunity for growth and a culture that we felt comfortable with," said John Thompson.

Foundation Partners Group, LLC, with its home office in Tampa, was established in June of 2010 and operates 24 funeral homes and 5 cemeteries in thirteen states. If you would like to learn more about Foundation Partners Group and how we can help with your succession planning needs, please contact Paul Haarer at 813-225-4680 or by email at phaarer@foundationpartners.com or visit our website at www.Foundationpartners.com.



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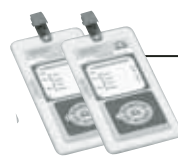
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## Question: Should People Ponder Death?

By Todd Van Beck

Do people ponder much anymore? Do people stop and take time to ponder the deep issues of life? Do people spend time pondering their own mortality and what their eventual death will mean to others? Do people sit back and look at the sunset and simply ponder the meaning of it all? Sure they do – sometimes, but not like they have done in the past.

There was a time when the dominant departments of any university were the departments of philosophy and theology. There was a reason why these two particular departments reigned over the medical, law, liberal



Todd Van Beck

arts, etc. The reason was simple: philosophy and theology education forces the learner to think. A person can't be subjected to philosophy or theology without thinking, without pondering the questions of life. Questions like, what is justice? What is good and evil? What is existence? What is education? What is immortality? What is knowledge? What is life and death?

Upon accepting the philosophical quest, come the answers and conclusions which lay the foundational groundwork for a person's ability to think and ponder life's big questions throughout their entire lives. At times the quest can be irritating and disconcerting, but the quest can and does result in one of the most valuable and healthy components – the ability to think.

This article is not going to change any university curriculum and I suspect that my personal grief over the fall from grace of the departments of philosophy and theology in most universities is a grief I will just have to live with. I suspect that the number of meaningless and thoughtless emails I get everyday will never end, and I suspect that living in "The Age of Anxiety" is just my fate. However as a funeral professional, as someone who has devoted a lifetime of work concerning the big life issues of death, grief and bereavement, this lack of pondering life's issues and particularly pondering the big issue of death captures my attention and I have some observations to make.

It is more difficult to be a funeral professional now than in any time in the history of our great profession. Difficulties abound and much of the difficulties are created by people not pondering the life issue of their own death. Death is either important or it is not. There is no middle ground. For those people who I have encountered who take a cavalier attitude to death and to their own death, I have found that they have simply not pondered and thought the subject out – they just react. Here is an example.

I was doing a Hospice seminar one day and I asked this very reasonable question: "What kind of a funeral do you want when you are dead?" The group looked at me with an expression of surprise, fear, confusion, and apprehension. Then one of the nurses proclaimed "I want a party. I want people to have fun. I want food and booze. I don't want any sadness." The group unanimously approved of the "party" approach to dealing wisely with human loss. I sat their looking at her and knew in my heart that she had never once pondered seriously or thought out carefully the big subject of her or others mortality – and she was a Hospice nurse!

As I have aged, my political skills have lessened and I take risks with people that I would never have considered 20 years ago. I looked at this Hospice nurse, who is a mighty skilled nurse and mighty fine person, and asked, "Do you want a party with fun and laughter when your child is killed?" She just stared at me with a blank look on her face and I knew that she had never once ever considered the effects of how a person dies once in her life. After the seminar was over, she and I were still buddies and she told me that she thought she ought to give this subject some careful pondering – and again she was a Hospice nurse!

Here is another example of the absence of pondering death. Over the past 30 years I have been blessed to have presented seminars to over 10,000 clergy across the United States and Canada. I have every conceivable religion represented in those seminars – ranging from High Church Episcopal to the country preacher who bites the head off a chicken to get the service started. I have found over the years that in order to bring unity to all this religious diversity, I always ask at the

CONTINUED ON PAGE A30



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## Let's Chat

By Kristan Dean

Can you believe that Spring is in the air? That makes March the perfect time to find a golf clinic or, even better, ask yourself, "How can my funeral home and or cemetery help your community improve their golf game?"

Wondering why we are chatting about golf? The answer comes from **Andrew Clark**, the Director of Operations and Licensed Funeral Director for **Hiers-Baxley Funeral Services** in Ocala, Belleview, The Villages, and Chiefland, Florida and their marketing administrator, **Lavonda Smith**, who told me about one of the most unique events I have ever heard of: The Golf Tips clinic and Memorial Park tour hosted by Hiers-Baxley Funeral Services at their cemetery, **The Highland Memorial Park**, in Ocala, Florida.

Wondering how you can play golf in a cemetery? Well, Highland Memorial Park is not your typical cemetery. According to Hiers-Baxley, Highland Memorial Park "continues the traditions of the 19th century, when cemeteries became, not only places of mourning, but also places for those wanting to experience...a beautiful park." Picture fifty acres of "beautifully manicured grounds, majestic oaks, a sparkling-clear pond with lush landscaping," and you have Highland Memorial Park.

Still think we are talking about golf? Sorry, what I am trying to explore here, by sharing some of the ways Hiers-Baxley reaches out to the families and communities they serve, is how people need us to do more than provide funeral, cemetery, crematory, and aftercare services. Those we serve and want to serve need us to reach out beyond our walls and fences to bring people together, so that they may create connections and build relationships with us and each other.

Hiers-Baxley's Golf Clinic does more than help people correct their slice. The clinic is just one of the ways Hiers-Baxley's community care director, **Beverly Brown**,

brings people to the park to experience the beauty of the grounds, connect with the people of Hiers-Baxley, and explore what may be their final resting place.

Wondering what else you can do to bring people together in fun ways to connect with one another and consider the possibility of building a relationship with you? Beverly just may have your answer: start a club, or better yet, start more than one.

The Hiers-Baxley Health Matters walking club does more than take a stroll. They reach virtual destinations; by meeting once a week, pedometers in hand, walkers count the steps they would take to reach destinations such as the beaches of Sarasota and once there the group celebrates reaching their goal by going out to lunch.

Looking to start a club that allows members to sit down? Hiers-Baxley's Scrappy Angel Quilters community club gets together weekly to chat, create, and promote "interest in quilting and related topics." More than quilters, with the help of Hiers-Baxley, these angels use their talents to connect and give to others—by making and donating the quilts given to the veterans honored at Hiers Baxley's Champions of Freedom Appreciation Luncheon this past November.

Ready to do more? Consider partnering with charitable organizations to create fun events that bring people together to support groups that they believe in. Looking for ideas? Surprise Hiers-Baxley has a few including: hosting cookouts, lunches, and cake decorating contest where they supply the venue and refreshments and the charity brings the guests.

I cannot wait to hear how Hiers-Baxley inspires you to make Spring the season that you grow your relationships with your community. 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.

## Ervina White Beauford Continues to serve as a community resource



**PHILADELPHIA, PA**— Quality service and community ties are common themes in today's competitive business environment. **Ervina White Beauford** has made them the foundation of her business, **Ervina White Beauford Funeral Service**, and her efforts to embrace and educate her community are bearing fruit.

Since opening their business in April of 2006, Beauford and her husband, **Robert L. Bennet**, have seen many families struggling to afford traditional funeral services due to lack of insurance, planning, or neglecting paperwork. Too often, they have seen family members at odds because of a lack of written instructions or preplanning. In response, Beauford began conducting seminars in the churches throughout her community focusing on financial options, preplanning, and the process of planning a funeral. During the course of her educational seminars, Beauford recognized another need and realized that she could be of further service. She began to distribute health information to combat the rising number of deaths from heart disease and diabetes in her community. Her commitment to becoming a community resource, and the quality of her professional services have built her small business up from answering only four calls in 2006 to serving over seventy families last year.

Ervina White Beauford was born and raised in Philadelphia. She is an alumnus of the University of Pittsburgh and worked for the U.S. Postal Service for twenty years. In 2003, she graduated from *Northampton Area Community College* with an Associate's Degree in Mortuary Science. After a state required one year internship, she was licensed as a funeral director in Pennsylvania and later pursued her license in New Jersey as well. She is a member of the National Association of University Women Philadelphia Chapter, *National Funeral Directors Association*, *National Funeral Directors and Mor-*

*ticians Association*, *Quaker State Funeral Directors Association Eastern District*, *Pennsylvania Funeral Directors Association*, Pennsylvania Association of Notary Publics, West Oak Lane Business Association, and is the president of the *Alpha Theta Chapter of Epsilon Nu Delta Mortuary Fraternity*.

**CONTINUED ON PAGE A26**



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## Slack and Wallace Funeral Home Opens in South Point



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Slack and Wallace Funeral Home

**SOUTH POINT, OH**— Recognizing the need for a funeral home in the growing community of South Point, **Richard L. Slack** and **Beth A. Wallace-McNearney** opened the doors of the **Slack and Wallace Funeral Home** on the 15<sup>th</sup> of January, 2011 with an Open House attended by over 400 people from the tri-state area. The guests were treated to food, re-

freshments, and tours of the newly renovated facility, completed just eight days before, consisting of; a 150 seat chapel, two visitation rooms, a family/children's lounge, and a spacious lobby containing an aquarium and a 1902 horse-drawn hearse.

Although the funeral home is brand new, they have over 40 years of combined experience. Mr. Slack has worked in the funeral business for 38 years. He graduated from Ohio Valley University before attending the *Pittsburgh Institute of Mortuary Science*. He served his apprenticeship at **Leavitt Funeral Home** in Parkersburg, WV. After his apprenticeship, he was employed by Leavitt Funeral Home for 6 years. In 1978 he moved to Chesapeake, OH where he was employed at **Schneider Funeral Home**, where he stayed, on and off, until 2007.

Mrs. Wallace-McNearney is an alumnus of Marshall University and graduated from the *Cincinnati College of Mortuary Science* in 2005. While serving her apprenticeship, she worked with Mr. Slack at **Schneider-Griffin Funeral Home** from October 2005 – February 2007. She then moved to Florida and worked for **Edgley Cremation Services and Crime Site Restoration**, before returning to Huntington in 2009 to work for the **Schneider-Griffin Funeral Home** as a Funeral Director/Embalmer until June 2010.

Both Mr. Slack and Mrs. Wallace-McNearney are very active in their community and were pleased to receive such a warm welcome for their new business. Mr. Slack is a member and former president of the Greater Lawrence County Chamber of Commerce and the Chesapeake/Rome/Proctorville Lion's Club. He is also a former member and past chief of the Chesapeake Volunteer Fire Department. Mrs. Wallace-McNearney is a member of the Greater Lawrence County Chamber of Commerce and serves with Hospice of Huntington as a Patient Volunteer and as a Pet Therapy Volunteer with her dog, Zoe.

Slack and Wallace Funeral Home is located at 802 Solida Road in South Point, Ohio. They may be reached by telephone at (740)894-4321, or by fax at (740)894-4323.

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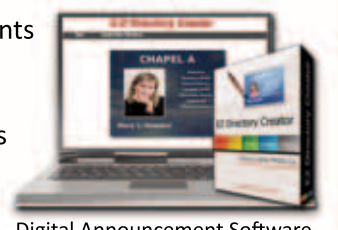
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## Cremation Issues and Answers

By Ronald Salvatore  
**Matthews INTERNATIONAL**  
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### An Alternative to Flame Based Cremation (Part 3)

We left off last month with a brief explanation of the Alkaline Hydrolysis process and some of its advantages.

Another benefit of Alkaline Hydrolysis is the lack of mercury emissions. We know that flame based cremations are a very minor source of mercury, especially when compared to dental offices (approximately 7 times higher) and residential households (approximately 10 times higher). The reality is though that the public often ignores facts, and when trying to obtain zoning approval for a flame based system, objections based on mercury emissions can be difficult to overcome.

With Alkaline Hydrolysis, the dental amalgams are left intact after the process is completed and no mercury vapor is released to the atmosphere.

Along with no mercury emissions, another environmental benefit of Alkaline Hydrolysis is the elimination of Criteria Pollutants (particulate matter, carbon monoxide, nitrogen oxides, sul-

fur dioxide, lead and ozone) from the burning of the casket. With Alkaline Hydrolysis a casket is not used. Now, not only are we eliminating emissions from the casket itself, but we also don't have the emissions from the consumption of energy (natural gas or LP gas) needed to burn the casket, further reducing overall levels.

In essence, Alkaline Hydrolysis can be viewed as a "greener" alternative to traditional flame based cremation. Whether it will become a viable alternative to flame based cremation is hard to determine. As with most things, the consumer will decide. But, for those looking to minimize the impact their passing has on the environment, Alkaline Hydrolysis may be the answer.

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.

## Would you follow you?

By Shun Newbern, CFSP



Shun Newbern

An effective leader displays five transparent communication skills through consistency of character. This would apply to the president of a professional trade organization, regional manager, mortuary manager, preparation supervisor or grounds foreman. The purpose of this article is to hone your skills to be the kind of leader that you would want to follow. Would you follow you?

### Exemplify Values: Credibility

The best of employees are not looking for a place to work; they are searching for a cause to join an organization. They will be attracted to strong values, but they will be put off if they do not see leaders or managers modeling those values. The adage is so true that "actions speak louder than words." Leaders must be purposeful and strategic; they must always be seeking genuine opportunities to act out core values, thus giving those values high visibility. John F. Kennedy stated that, "Leadership and learning are indispensable to each other." We must always be open to learn and grow. Those who insist on values and fight for what they believe will be found to be reliable.

### Uphold your agreements: Trust

Integrity is based on a consistency among beliefs, words and actions. My most favorite definition of integrity is what we do when no one else is watching. Picture two circles, one representing what a leader believes in and what he says, and the other representing what a leader actually does. When these two circles are nearly concentric – almost perfectly aligned – a leader is adhering to his moral values. When the circles begin pulling apart, a leader's integrity is slipping. If the circles totally separate, the leader will find himself looking in the mirror with much regret. Leaders should never make promises lightly. In essence, if actions consistently match words, trust is gained. Following through is not always cheap – it may cost you inconvenience, perhaps some personal resources, and some sacrifice.

### Show Emotion: Authenticity

Leaders have heart. They try not to wear it on their sleeve, but they allow it to instill their workdays with genuine desire. People will suspect an emotionless leader of being only partially invested in the vision and mission. In the Art of Leadership, Max DePree said "Leadership is much more an art, a belief, a condition of the heart, than a set of things to do. The visible signs of artful leadership are expressed, ultimately, in its practice." Effective leaders must be passionate about

their vision, the future of their organization and the people that they oversee. When a leader allows followers to see indications that they are either joyful or sorrowful, the communication is perceived as authentic.

### Give Copious Praise: Likeability

Do you not know that praise moves people? Being copious with praise is the best way to win followers. People naturally

want to be appreciated and they crave encouragement. It is rare to find any person who complains of receiving too many accolades in life. Therefore, leaders should certainly not withhold praise from their people. I like how Donald H. McGannon defined leadership, "Leadership is action, not position". When an individual does well, the credit should follow. The leader will be admired for it and will gain the advantage of likability when communicating with his people.

### Take note: Respect

This nugget of truth is hard to swallow, but it is profoundly true: successful

CONTINUED ON PAGE A28

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Robert Inman



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Frank Kaiser

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- Eagle's Wings Air proactively tracks the air transportation of the deceased from departure to arrival, and works with the airline to resolve problems if they arise
- Staffed by former airline employees and led by a former airline logistics executive, Eagle's Wings Air leverages air transportation and aviation security expertise to the benefit of Inman's funeral home clients

**CLEVELAND, OH— Inman Shipping Worldwide**, funeral service industry shipping leader, has announced that the **Eagle's Wings Air** team of experienced airline professionals will manage the air transportation portion of the traditional shipping transaction on behalf of their firm. The agreement immediately strengthens Inman Shipping Worldwide's current service offering by introducing pro-

active shipment tracking for human remains at no additional cost to Inman's current and future funeral home clients.

According to **Robert Inman**, founder and CEO of Inman Shipping Worldwide, "I have been serving our funeral home clients for over 30 years and I'm proud of the fact that Inman Shipping Worldwide has been an innovator within our industry. After many months of due diligence and careful planning, we are confident that a new shipping model has arrived through our partnership with Eagle's Wings Air."

Established in 2007, Eagle's Wings Air (EWA) is the leading provider of air transportation management services to North American funeral homes and shipping services. Through a centralized customer service center, EWA leverages proprietary software and their knowledge of airline operations to find the best flight itinerary, make the reservation, and proactively monitor progress from start to finish; thus delivering time savings and peace-of-mind to their funeral service industry clients.

"The airline industry has been passively serving the death care community for too long. **Frank Kaiser** and the EWA team recognized

this fact and developed a system to manage the air transportation process, to the benefit of our entire industry. Together, Inman Shipping Worldwide and Eagle's Wings Air form the new standard for shipping human remains anywhere in the world," adds **Marilyn Nixon**, president of Inman Shipping Worldwide.

Frank Kaiser, president & CEO of Eagle's Wings Air, remarks, "As a neutral provider of air transportation management services, our team has successfully served the shipping segment since our business launch over three years ago. EWA's agreement with Mr. Inman and his company is an important milestone for not only Eagle's Wings Air, but is also a significant event within both the funeral service and airline industries. We are humbled by the opportunity to serve the shipping segment's market leader and offer new value to Inman's shipping clients."

For additional information on Inman Shipping Worldwide, visit [www.inmanshippingworldwide.com](http://www.inmanshippingworldwide.com) or telephone Robert Inman at 800-321-0566. For information on Eagle's Wings Air visit [www.eagleswingsair.com](http://www.eagleswingsair.com) or telephone Frank Kaiser at 866-550-1392.



## The Basics of 21<sup>st</sup> Century Temporary Preservation Technology (Part 17)

By John A. Chew

In Basics 16, I established an initial criteria in which we can address some of the variable conditions associated with the modes of death. We know that no two remains are alike. Each presents variable postmortem changes which are directly or indirectly related to the various death processes.

In the majority of deaths, the embalmer has no information concerning the actual cause of death. The course of treatment is based on general cognitive knowledge and experience. This begins with how we visualize the body and the use of our natural senses.

We are not privy to the medications/drugs administered in the treatment of the deceased prior to his/her death. There are drugs used in chemotherapy which may interfere with the chemistry used in the embalming process. In some cases, a greater concentration of preservation chemical may be required to achieve various degrees of firmness.

Certain diseases cause postmortem pathological changes within the cellular structure of the body and interfere with the embalming process. Knowledge of these postmortem conditions provides the embalmer the opportunity to vary the treatment.

The average body, as previously mentioned, was 5'8" weighing 128 pounds with an average moisture content of 75%. If we remove the moisture hypothetically we would have 26 pounds of receptive and

non-receptive tissue. Subtracting the non-receptive tissue (bone) which is approximately 5 pounds, we would have 21 pounds of receptive tissue.

It is important to establish a neutral solvent by adjusting the Ph prior to formulating the preservation solution. In Case 2 we observe generalized discolorations in the face and body. Using digital pressure, I have noted various blood discolorations, some stains and some simple discolorations identified by the blanching effect. This indicates the necessity for flushing the vascular network with a pre-injection solution prior to use of fixatives/preservatives agents.

The starting point is indicated by the pre analysis of the embalmer. The amount injected would be determined by visual observations. The initial injection would be 16 ounces of concentrate to 48 ounces of solvent injected against closed drainage for a period of 30 minutes to several hours. Drainage may alternate until clearing is apparent. At this point, a minus 1% formulation should be injected against closed drainage.

Step-up injection follows the pre-injection until the preservation process is complete.

Part 18 will deal with edema.

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

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# Briggs Funeral Home Celebrates 100 Years

*Continued from Front Page*



1914 Receipt from Piedmont Furniture Company for a casket and undertaking accessories.

spected funeral director, embalmer, retail merchant and public servant for the next 28 years. In 1937, Mr. Hoover and his son **Charles C. Hoover**, who joined the business in 1936, converted a Salisbury Street residence into the **Hoover Funeral Home** and built a new brick building to house the furniture store. In 1947, Carl Hoover died and left his son, a 1930 graduate of the *Cincinnati School of Embalming*, to continue their legacy until Charles' death in 1968. Charles' widow, **Ruth J. Hoover**, sold the business to **Mark Lanier** and **Jack Briggs** in 1970.

Jack Briggs began working for the Hoover family in 1959. Mr. Briggs dusted furniture, washed hearses, sold and delivered furniture, conducted funerals and was on call for ambulance service, a community service provided by Briggs until 1977. With his partner, Mr. Lanier, the **Lanier and Briggs Funeral Home** purchased a second location, the **Candor Funeral Home** in 1973. Jack Briggs and his wife, **Joan Carroll Briggs** became the sole owners of the business in 1980, acquiring a third location in Troy, NC. The Briggs family purchased **Davidson Funeral Home, Inc.** in Lexington, NC in 1989 and sold an interest to a Davidson employee, **Larry Morrison**. In 1999, a second Davidson location was built in the rapid growth area of northern Davidson County near Winston-Salem, NC. In 2001 the Briggs family along with Larry Morrison purchased **Piedmont Funeral Home** in Lexington from **Service Corporation International**. In 1998 the Briggs Family purchased **Carter Funeral Home, Inc.** in Rockingham and Ellerbe and sold an interest to an employee, **Gary Overcash**.

Rex Furniture Company and the Briggs Funeral Home continue today in their original locations and may be the only remaining company in North Carolina that operates as a funeral home and furniture store, a once common combination.

The Briggs family business, J. Briggs, Inc., has continued to grow along with the Briggs family's commitment to serving the community. Jack Briggs, an alumnus of *High Point College*, has served as president of the *North Carolina Funeral Directors Association* and as the North Carolina Policy Board member on the *National Funeral Directors Association* for 3 years. Additionally, he is a member and past president of the *North Carolina Board of Funeral Service*. He has served the community as a

past District Governor of Lions International and has served 20 years, including 12 as chairman, on the Davidson County Board of Education. Also, since 1976, he has served as a director of First Bancorp, a publicly traded bank holding company.

Joan Briggs, a graduate of *Appalachian State University*, was a public school librarian before obtaining her funeral directors license in 1989. She is very active in the community. She has served on the boards of Hospice of Davidson County, American Red Cross, United Way of Davidson County, Mountain Vista Health Park, Thomasville Medical Center Foundation and Davidson County Community College Foundation. Additionally, she is a member and past president of the Denton Ladies Civitan Club.

**Daniel L. Briggs**, son of Jack and Joan Briggs, resides in Lexington and serves as vice president of the family business, spending most of his time at the Davidson and Piedmont locations. He is an alumnus of *Wake Forest*

*University* and graduated with honors from *Gupton-Jones College of Funeral Service* in 1997. Currently, he serves on the board of directors of Uptown Lexington, Inc., Lexington Memorial Hospital, and the Lexington Area Business Development Board of NewBridge Bank. He is a former chairman of the Lexington Area

**CONTINUED ON PAGE A31**

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## Ervina White Beauford Continues to serve as a community resource

Continued from Page A21

Robert Bennett was born in Wadesboro, NC, where he began his career in the 6<sup>th</sup> grade at the knee of **Mr. E.T Lugo** of **Lugo Funeral Home** in Bluefield, West Virginia. Mr. Bennett graduated from Bluefield State with an Associate Degree in Natural Science and earned his Associate Degree in Mortuary Science from *Fayetteville Technical Community College*. He is licensed in North Carolina as a Funeral Director and Embalmer and in the Commonwealth of Pennsylvania as a Funeral Director. Mr. Bennett is a member of the *Pennsylvania Funeral Directors Association*.

Ervina White Beauford Funeral Service is located at 2134 Stenton Avenue, Philadelphia.

## 2010 African American Funeral Home Hall of Fame



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

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



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

## Scarborough and Hargett Funeral Home Durham, North Carolina

For **Scarborough and Hargett Funeral Home, Inc.**, the motto, "A Dignified Service in a Sympathetic Manner" is more than just a commitment to customer service. It is a powerful reminder that there was once a time when the disparity in racial treatment affected every aspect of life, including death.

Late last century, a young black man from Kinston named **J.C. Scarborough, Sr.** was witness to an event that motivated him to enter the undertaking business and inspired the motto of his future business. In his youth, Mr. Scarborough worked for a prominent black grocer named **Wiley Lowery**. When Mr. Lowery died, the only



funeral service in Kinston used a horse-drawn hearse for whites and a horse and wagon for blacks. Although his friends appealed for the dignity of a hearse for the well respected businessman, the funeral director refused. Mr. Scarborough vowed to correct this inequality.

Soon after, Mr. Scarborough was introduced to another prominent black Kinston businessman, **J.C. Hargett**. Impressed with Scarborough's work ethic and tenacity, Hargett took Scarborough under his wing, sent him to Kittrell College, and helped him secure a rural mail route, going so far as to supply the horse and buggy required.

It was during this period that Mr. Scarborough and Mr. Hargett's daughter, **Daisy E. Hargett**, were married. Hargett's desire to see the couple prosper led him to help his son-in-law realize his dream of establishing a funeral home for black people.

The Scarborough and Hargett firm began with a facility on Queen Street in Kinston. Because the practice of embalming was spreading during this period, in 1905, with Hargett's assistance, Mr. Scarborough attended the *Renouard Training School for Embalmers* in New York City. Mr. Scarborough was the only black member of the 27 student class.

After graduation, Scarborough was persuaded to move his business to Durham. In 1925, after moving several times, the company moved to 522 East Pettigrew Street, where it remained for 40 years.

It was during this time that Daisy Scarborough passed away, leaving her husband/business partner and two children, **John Clarence Scarborough, Jr.** and **Ernestine Scarborough**, behind. Mr. Scarborough later married *Clydie Fulwood*, a teacher who shared his

CONTINUED ON PAGE A28

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**Scarborough and Hargett Funeral Home**

Continued from Page A26

**Would you follow you?**

Continued from Page A23

dedication to public service. Soon after, the Scarborough family celebrated the birth of a daughter, **Edythe S. Williams**, and two grandchildren, **J.C. Scarborough III** and **Peter Malone Stanford**.

In 1965, under the influence of urban renewal, Scarborough and Hargett Funeral Home moved to 919 Fayetteville Street for 5 years before moving to their present location at 923 B Old Fayetteville Street.



Class photo from Renouard Training School for Embalmers

leaders are slow to speak. They give people an opportunity to openly and frankly express their ideas, frustrations and observations. They ask open-ended questions; take notes, listen more and talk less; they request input and feedback. In mortuaries today, this is the type of leader that the cream-of-the-crop employees are searching to collaborate with. Dr. Martin L. King, Jr. greatly indicated that, "The key word is respect". If the leader is multi-tasking as someone is speaking to them, they are not listening. They deserve your full attention. Listening is not submissive. It requires leaders to take notice, take notes and then take action. It is important to implement people's ideas when possible and clearly explain when the suggestions cannot be acted upon.

Communication is one of the most important elements of leadership. Communication is so germane that it can result in a well-planned high profiled funeral service. Poor communication can create a service that is appalling and full of legitimate complaints from everyone involved. How well we communicate as leaders will significantly determine the response of those who follow us. One of the best ways for leaders to begin on improving their communication skills is to take an honest look and ask, "Would I follow myself?"

Shun Newbern, BS, CFSP is an embalmer and funeral director with the Rose Hills Memorial Park and Mortuary in Whittier, CA. He is the President of Los Angeles County Funeral Directors Association and the President of Nu Chapter, Epsilon Nu Delta Mortuary Fraternity, Inc. In addition to be a full-time embalmer, he is a national speaker, consultant, publisher and expert witness on reliable issues. He can be contacted by visiting [www.shunnewbern.com](http://www.shunnewbern.com) or at [shunnewbern@aol.com](mailto:shunnewbern@aol.com).

The Scarborough family has upheld the tradition of "A Dignified Service in a Sympathetic Manner" for three generations, and is today under the supervision of J.C. Scarborough, III and his wife, **Queen B. Scarborough**. Mr. Scarborough is a member of Alpha Tau Boule-Sigma Pi Phi Fraternity, Epsilon Nu Delta Mortuary Fraternity, Kappa Alpha Psi Fraternity, Masonic Doric Lodge #28, and is a current member and past national president of the *National Funeral Directors and Morticians Association*.



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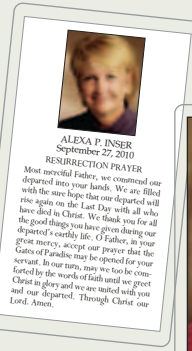
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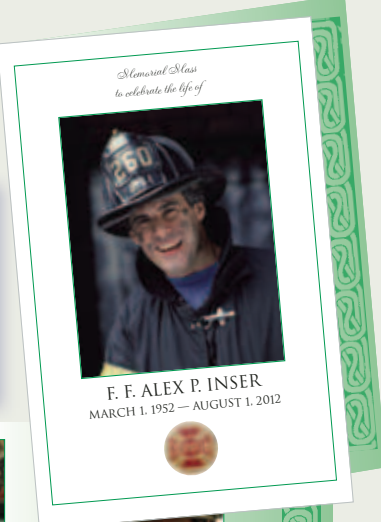





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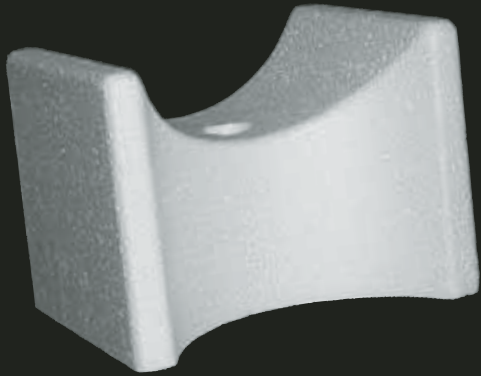
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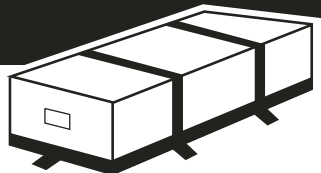
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## Question: Should People Ponder Death?

Continued from Page A20

beginning, two introductory questions. First is, "How many of you went to a theological seminary?" Second question, "How many required courses in psychology of grief and bereavement counseling did you have to take to graduate?" The vast majority of my clergy audience has usually graduated from theological seminary, and almost the total majority of my clergy audience confess they took NOT ONE course, required or elective, in the psychology of grief and/or bereavement counseling to graduate.

Once we have set this common expe-

rience then we are off with important information that has been thought out and pondered concerning death, grief and bereavement, and most of the clergy respond that they had no idea this information was available - and the biggest surprise of all the information came from, of all people, the undertaker.

I have found it so interesting that the average funeral director has five times the amount of academic information and training concerning death, grief and bereavement than the average clergy and/or nurse have. I have also discovered that once the "grief" door is opened, these people are absolute sponges for any well thought out information concerning death, grief and bereavement. They are so appreciative and will make comments like "We should have gotten this in nursing school" or "We should have had this information in seminary." Is it not interesting that the one place that this huge life subject is ignored is in the department of theological studies?

For years attempts have been made to make curriculum proposals to seminaries and most often times the attempts have failed miserably. As one of my clergy chums said to me at lunch one day, after yet another failed attempt to capture the seminaries' attention, he said "Todd, this stuff just does not rate high on the seminaries' radar screen."

This young clergyman had graduated at the top of his class; he was bright, talented, and gifted for ministry. However on the day of his first funeral he was a psychological train wreck. He had no information, he had thought little about the subject of death and its meaning, and he was clueless concerning the psychology of human loss - and it showed. He came into my office, literally grabbed me by the lapels of my suit and burst out "You tell me exactly what to do and don't send me down the primrose path." I felt terribly sorry for him. He was more upset about the funeral than the bereaved family was.

Given that the departments of philosophy and theology are not what they once were, that there is really no place where a

CONTINUED ON PAGE A31

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**Question: Should People Ponder Death?**

*Continued from Page A30*

person can ponder their own mortality with valuable information, it falls to you and me – funeral people.

It falls to you and me simply because we have the information. We are more educated and experienced than any other professional person in the community concerning death, grief and bereavement. We possess observed expertise – nobody in any community has experienced variety of the death and grief experience more than you and me. Even Hospice professionals have clear limits as to their activities. No Hospice that I am aware of has ever dealt with the sudden death of a murder, suicide or auto accident, but funeral people do all the time.

Here is a good question: If the funeral director does not tell his/her story about pondering and arriving at carefully thought out decisions about death – WHO

WILL? In fact, in my experience I believe firmly that the funeral home and the cemetery are the last two visible, tangible signs and evidence in any community which attests to the true fact that the death rate is 100%.

In my 40 plus years of working in this profession, I have been witness to families making some of the biggest and totally avoidable mistakes simply because they are death illiterate – not ignorant – but illiterate due to having never seriously pondered or thought this subject out. I have seen many people with a wave of their hands say things such as “When I am dead I don’t care what you do” or “When I am dead if you do this or that I am going to come back and haunt you.” This last one almost always stimulates a laugh which totally re-directs the attention of the group from the task of seriously pondering this big subject. These are thoughtless remarks and cause living people problems.

If people ponder and think, these positions can easily be proved to be ridiculous – yet you and I contend with this death illiteracy and death immaturity constantly and

**CONTINUED ON PAGE A32**

**Briggs Funeral Home Celebrates 100 Years**

*Continued from Page A25*

Chamber of Commerce and past president of the Central Carolina Civitan Club and the Lexington Jaycees. In February, 2011 North Carolina Governor *Beverly Perdue* appointed Daniel Briggs to one of three board seats on the North Carolina Alcoholic Beverage Control Commission. In addition to his membership in the *National Funeral Directors Association* and the *North Carolina Funeral Directors Association*, where he served as a past chairman of the NCFDA Political Action Committee, he was appointed by *Governor James B. Hunt* to the Davidson County Board of Social Services for two terms.

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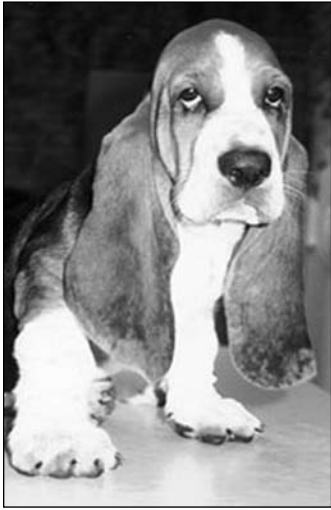
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I believe it is getting even more frequent given the pressure to be happy, carefree, beautiful, wealthy, successful, and so on. Death, grief and bereavement do not stand a chance when compared to these illusions about life unless death, grief and bereavement has an advocate – and the advocate is you and I – our story, our life work, our mission.

I have discovered in my work that when people cross the threshold from death anxiety to death interest great things can happen – but I have also found that the vast majority of people need a guide, and that guide is us. No one in the community is better versed and experienced at simply talking about the ponderous subject of death than is the funeral director. I have discovered that people truly want to express themselves in a serious way concerning the subject of death but too often they revert to thoughtless comments and humor when they are caught unaware as was my friend the Hospice nurse who wanted the “party.” Many times they are rewarded by group support which laughs the serious subject off.

In the end my Hospice nurse friend and I did have a thoughtful conversation concerning her own funeral and what that experience could mean to her family, and she decided on her own after thinking the subject out that probably noise makers and balloons would not be in the best interest of those who were grieving her death.

Individuals who ponder death – after time and thought arrive at a conclusion which changes their daily lives. When a person embraces and explores the undeniable truth that they will someday be dead and that they really have no idea when this will happen, the conclusion is not despair or fear or even anxiety – the conclusion is the wisdom

## Question: Should People Ponder Death?

*Continued from Page A31*

of total human freedom to feel and embrace an urgency to live life now, and to use that wisdom to live one’s life to the fullest in the here and now because we never know when our lives will end.

As funeral professionals it is our responsibility to stand up and talk about death, grief and bereavement – no one is better equipped to do it in any community – we can look to no one else to do it for us. Anytime I am asked to give a tour of the funeral home and the person making the request says “We will be there only an hour” I simply nod my head and say “of course” knowing full well I won’t be home before 10:00 p.m. because the questions alone will last three hours! Once the pondering begins it seems to have no end – and that is a marvelous contribution of our profession to the community’s thinking process about their own mortalities and deaths. No place better to talk about death than in a mortuary – and no one better equipped to talk to about death than the funeral director – just makes sense.

Pondering and thinking about the big questions of life is undeniably a valuable way to spend time. From this thinking process comes the lessening of anxiety which leads the way to a mature discussion process and hence well thought out conclusions. This is a real possibility and the funeral director and funeral home and the cemetery all have the assets right now to accomplish this. Should we not continue in the future to accomplish this vital task? Good question.

Anyway that is one old undertaker’s opinion.

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# Educational NEWS

## Kates-Boylston, CANA and Matthews hold Crematory Operators Conference



Mike Nicodemus, chairman of CANA's Crematory Operators Certification Conference, will help attendees in Philadelphia improve their cremation operations.

WALL, NJ— The Cremation Association of North America and Matthews Cremation Division in cooperation with Kates-Boylston Publications will hold a special, redesigned *Crematory Operators Certification Conference* on June 9, 2011, at Loews Philadelphia Hotel in Philadelphia.

"This conference is not just for crematory operators, but for any death-care professional," said Thomas A. Parmalee, editorial director of Kates-Boylston Publications. "The increasing cremation rate poses business challenges for everyone, and knowing how to avoid lawsuits tied to improper crematory management and finding new ways to serve families better is becoming more important by the day."

"Cremation litigation is at an all-time high, and the monetary settlements being paid out by funeral homes and crematories are reaching epic numbers," said Mike Nicodemus, chairman of CANA's Crematory Operator Certification program and one of the speakers at the conference. "The certification conference will give you an opportunity to hear from the most

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knowledgeable experts in the cremation industry as to how you can avoid a lawsuit."

The redesigned conference includes more information for owners, managers, funeral directors and operators. With litigation issues becoming more important by the day, there will also be a bevy of information on what you need to do to avoid lawsuits and protect the well being of your firm. A section devoted to cremation startup and return on investment has also been added and is exclusive to this conference.

Speakers at the crematory certification program include:

**Chris Farmer** formerly served as the counsel for **Service Corporation International**. He has handled investigations for employers throughout the United States. He has also managed a large international docket of state and federal funeral home and cemetery matters including professional liability, negligence, intentional acts, and deceptive trade practice claims.

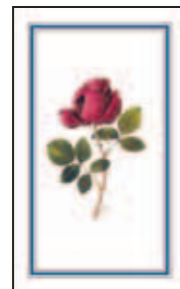
**Michael Nicodemus** is chairman of the Crematory Operator Certification Program and the manager of

cremation operations at **Hollomon-Brown Funeral Homes**, which has 10 locations in Virginia. He has performed or assisted in cremating more than 5,000 decedents. He is a board member at *Pittsburgh Institute of Mortuary Science* and is the author of the *Cremation*

CONTINUED ON PAGE A35

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# Educational NEWS CONTINUED

## PIMS announces Deans List

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) is pleased to recognize the following students who have been placed on the Dean's List for the fall trimester ending January 21, 2011.

This academic honor goes to those full-time students who have achieved a grade point average of 3.50 or better in this trimester of studies.

From class #142: **Ralph Fuller** of Pittsburgh, PA, **Stacey Groeneveld** of Kenai, Alaska, **Alexander Kepner** of Wheeling, WV, and **Porcelain Rollins** of Am-

bridge, PA.

From class #143: **Jeffrey Barb** of Parsons, WV, **Theresa Boal** of Westernport, MD, **Jason Brinker** of Latrobe, PA, **Mary Eaton** of Pittsburgh, PA, **Mark Hall** of North Bloomfield, OH, **James Kiriazis** of Austintown, OH, **Breanne Radin** of Mainesburg, PA, **Randi Strunk** of Pittsburgh, PA, **Kate Swenson** of Pittsburgh, PA and **Chris Wertman** of Shade Gap, PA.

Congratulations to PIMS honor students on their academic achievement.

## PIMS Students sponsor Annual Christmas Drive for the Needy



PIMS Students at the Food Drive

PITTSBURGH, PA— Students from Pittsburgh Institute of Mortuary Science (PIMS) held the school's annual Christmas Drive for the Needy. Through the generosity of local funeral directors and funeral homes, PIMS students were able to put together over 400 food baskets for the area needy.

In addition, countless amounts of clothing and toys were also collected.



Santa is conveyed in a Fire Truck to deliver the food baskets.

Pittsburgh Bureau of Fire dispatched a fire truck to the school to escort Santa (PIMS student **Mark Hall**) and the students to a local church where the items were

distributed to the area needy. The PIMS Christmas Drive has been an ongoing tradition since its initiation by faculty member **M. Roger Walker** in 1979.

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## PIMS holds 142nd Commencement Exercise

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) held its One-Hundred Forty-Second Commencement exercise on Friday, January 21, 2011 at the Calvary Episcopal 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 **William B. Schleifer** who delivered an inspirational address entitled "Reflections of 40 Years and Beyond." Mr. Schleifer is the current president of the *Pennsylvania Funeral Directors Association* and owner of **Maloy-Schleifer Funeral Home** in Duquesne, PA.

The Funeral Service Oath was administered by **Barry T. Lease**, and the graduating class was presented by **Dr. Joseph A. Marsaglia**, Dean of Faculty and Students. Dean Marsaglia also recognized Class Faculty Advisor Barry T. Lease for his guidance and devotion.

Candidates to receive the Diploma in Embalming and Funeral Directing are: **Lisa Baas** of Kalamazoo, MI, **Beverly Carp** of Grindstone, PA, **Joshua Cecil** of Hundred, WV, **Jacob Clevenger**, Cum Laude, of York, PA, **Carl Daniels** of Big Spring, TX, **Alice Davis** of Monongahela, PA, **Nicole Davis** of Alliance, OH, **Shannon Evans** of Coloma, MI, **Ralph Fuller**, Summa Cum Laude, Student Senator of Pittsburgh, PA, **Julie Gordon** of Elensburg, WA, **Stacey Groeneveld** of Kenai, AK, **Daniel Kennedy** of Johnstown, PA, **Marcella Kirkland** of New Kensington, PA, **Rhianne LaQuatra** of Coraopolis, PA, **Dionna McQuaid** of Ambridge, PA, **Summer Minter** of Fombell, PA, **Eleanor Olson** of Klamath Falls, OR, **Porcelain Rollins** of Ambridge, PA, **Sarah Tassone-McAlee** of St. Marys, PA, **Chance Waters** of Pittsburgh, PA, **Jonathan Weaver** of Knox, PA, **Thomas Weimer** of Connellsville, PA, **Brandon Whetsell** of Albright, WV, **Casey Whool-**

CONTINUED ON PAGE A35

# Educational NEWS CONTINUED

## PIMS holds 142nd Commencement Exercise

*Continued from Page A34*

ery of Glassport, PA, **Randy Wilday** of Bryant Pond, ME and **Lindsay Zeigler** of Connellsville, PA.

Candidates to receive the Associate in Specialized Technology Degree, Funeral Service Arts and Sciences are **Kevin Barnett** of Carrollton, OH, **Brittany Bittenbender** of Clarks Summit, PA, **Melanie Crisswell** of Erie, PA, **Paul Eason** of Warsaw, MO, **Stacey Tunie-Edmond** of Jefferson Hills, PA, **Brent Hamilton** of Ridgeley, WV, **Thor Hoffer** of Greensburg, PA, **Karen Burton-Horstman** of Erie, PA, **Mark Horstman** of Erie, PA, **Alexander Kepner**, Summa Cum Laude, Student Senator of Wheeling, WV, **Wayne Meadows** of Omar, WV, **Stephanie Peterson**, Summa Cum Laude, of Bozeman, MT, **David Pray** of Port Royal, PA, **Deanna Robinson** of Pittsburgh, PA, **Carolyn Thompson** of Pittsburgh, PA, **Dawn Page-Thurmond** of Pittsburgh, PA and **Kelly Walter**, Student Senate, of Altoona, PA.

Graduates receiving the Associate in Specialized Business Degree, Funeral Service Management are: **Kietsa Moore Brown** of Warren, OH, **Joseph Tanner** of Arnoldsburg, WV, **Kaity Uhl** of Pittsburgh, PA and **Alicia Young** of Corry, PA.

Special Awards were also presented at the commencement. The Memorial Award was presented to **Alexander Kepner** who was chosen by his 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 **Ralph Fuller** who had maintained the highest scholastic average for the school year 2010-11. The William J. Musmanno Memorial Award was presented to **Brent Hamilton** in recognition of his outstanding ability, attitude, commitment and achievement in the clinical setting. The Pierce Chemical/Royal Bond Award was presented to **Ralph Fuller** in recognition of his outstanding ability, commitment, attitude and achievement in the areas of restorative art and cosmetology. **Michael Kuruc**, representative from the **Pierce Chemicals/Royal Bond** company was on-hand to present Ralph 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: **Lisa Baas**, **Jacob Clevenger**, **Stacey Groeneveld**, **Thor Hoffer** and **Carolyn Thompson**.

At the conclusion of the ceremony, student senator **Alexander Kepner** gave his closing farewell remarks and classmate **Porcelain Rollins** lead the congregation in the traditional singing of America the Beautiful.

Best of wishes to all the graduates as they begin their funeral service careers.

## Kates-Boylston partners with CANA and Matthews for Crematory Operators Conference

*Continued from Page A33*

Operations Manual published by CANA and Kates-Boylston. He has been retained as an expert witness in numerous litigation cases throughout the United States.

**Ron Salvatore** is a certified crematory operator trainer and has been with **Matthews Cremation Division** for more than 20 years. He's trained more than 2,000 crematory personnel in the proper operation and maintenance of cremation equipment. He also works closely with Matthews' engineering department on new product development, development, environmental permitting and various environmental issues.

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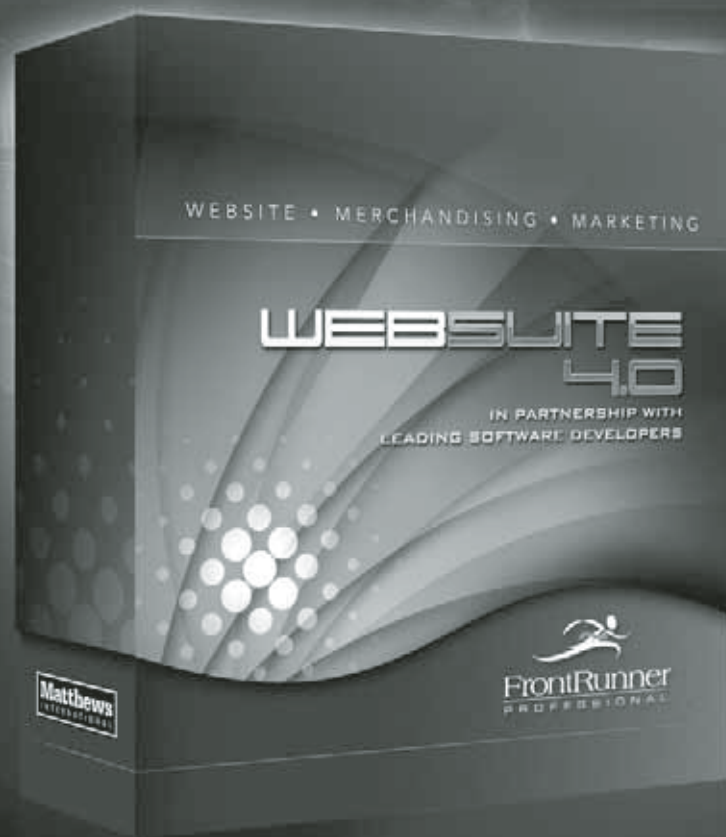
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# Educational NEWS CONTINUED

## Continuing Education Seminar held at A.H. Peters Funeral Homes



(L to R) Brent Ludwig, Rebecca Peters, Matt Smith, Linda Clyne-Fletcher, CFSP, Bruce Calder, manager and Rick Genter.

**WARREN, MI— Bruce Calder**, manager of the **A.H. Peters Funeral Homes**, Warren Location brought **Matt Smith of Frigid Fluid Co.** in to give in-house continuing education to the embalmers. Topics for the seminar were Embalming the Difficult Case – Keeping the Casket Open, Massive Trauma and Reconstructive Surgery, Setting Features and Creating the Smile. The three hour program included high resolution power point slides, videos and airbrush demonstrations. Bruce himself volunteered his face as a live model. He received a true California tan.

A.H. Peters Funeral Home is recognized for their pursuit in learning and striving to be a leader in their community and profession. For questions about private seminar training programs with Matt Smith, please



Manager Bruce Calder volunteered as a model for Matt Smith.

contact John at 866-708-8586 or find him on Facebook at "Smith Bros" and join the group "Embalmers Who Care." Matt's training program was sponsored in part by mor-bid.com and the Frigid Fluid Co.

## West Virginia FDA to hold All Hazards Management Symposium

**HUNTINGTON, WV—** The Tenth Annual **All Hazards Management Symposium** will be held April 5-7, 2011 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.

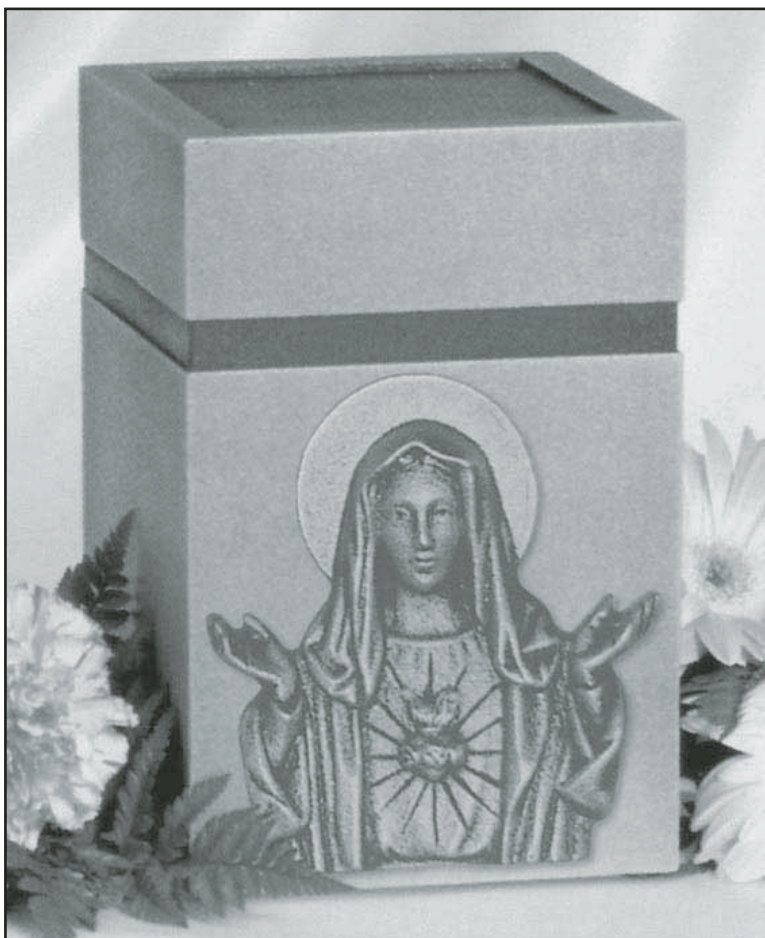
The in-depth studies will also include Continuing Education Credit. CEUs have been applied for from West Virginia Board of Funeral Service Examiners, Ohio Board of Embalmers and Funeral Directors, Kentucky Board of Embalmers and Funeral Directors, and Maryland Board of Morticians and Academy of Professional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

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# Educational NEWS CONTINUED

## SCI Launches National Scholarship Program

HOUSTON, TX— Service Corporation International (SCI) is pleased to announce the company's National Scholarship Program will award \$45,000 in scholarships to students currently enrolled in one of the 56 accredited mortuary colleges in the U.S.

"SCI is honored to contribute to the education of those unique individuals who are pursuing a rewarding career in

funeral service," said Steve Tidwell, vice president of Main Street market operations for SCI. "Creating this scholarship program is our way of reaching out to students so that we can continue to professionally develop, train and mentor conscientious service-minded professionals for a future in funeral service."

SCI will award up to 15 \$3,000 scholarships to 2011 applicants. To be considered, applicants are asked to submit a written essay and video expressing their personal views on the current issues facing the funeral industry. Thirty finalists will travel to Houston to meet with a distinguished group of advisory board members who will then select the 15 winners.

All travel arrangements will be provided for finalists. Interested applicants should apply no later than **March 25, 2011**. For more information on the SCI National Scholarship Program or to request an application, email [SCIScholarships@sci-us.com](mailto:SCIScholarships@sci-us.com).

Service Corporation International (NYSE: SCI), headquartered in Houston, Texas, is North America's leading provider of deathcare products and services. At September 30, 2010, we owned and operated 1,405 funeral service locations and 382 cemeteries (including 218 combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through our businesses, we market the Dignity Memorial® brand which offers assurance of quality, value, caring service and exceptional customer satisfaction.

## Google & Social Media Training for Funeral Directors held again by FuneralDirectorCEUs.com

VICTORIA, BC, CANADA— Funeral Futurist, Robin Heppell offered two approved, Internet-related, funeral home focused continuing education programs on January 27, 2011. The courses were attended by members all across North America. A general feeling was that "Live Online" events are convenient for attendees especially in the busy times funeral professional find themselves in.

Heppell offers two 3 hour sessions namely, *Social Media & Funeral Service: Making Sense of Facebook, Twitter and YouTube* and *Understanding Google: The External & Internal Effects on Your Funeral Home*, based on research, training, testing, and actual case studies from funeral homes over the past four years.



Robin Heppell

"Google is where you want your funeral home to be seen - It is essential that you are found in the places people are searching" Heppell stated. "In terms of Social Media, I am constantly finding deeper ways for relationship building - The Internet is an evolving community. Our relationship building principles have not changed - we just need to apply those principles to where our client families are today."

Robin Heppell, CFSP, combines his expertise in technology and preneed, his formal business knowledge and his deep-rooted legacy in the funeral profession so that he can help funeral homes be more competitive, more profitable, and provide the best possible service for the families they serve. Through his consulting firm, FuneralFuturist.com in Victoria, British Columbia, he assists funeral directors throughout North America embrace and incorporate innovative strategies and technologies. For more information and future seminar dates visit [www.FuneralDirectorCEUs.com](http://www.FuneralDirectorCEUs.com). You can also follow Robin at [www.FuneralFuturist.com](http://www.FuneralFuturist.com).



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# Educational NEWS CONTINUED

## Florida State College holds 2010 Pinning for Graduates

JACKSONVILLE, FL— Roy C. Weimert, Faculty Director announced the Funeral Services Program held their 2010 pinning ceremony December 16, in the auditorium of the North campus of Florida State College at Jacksonville. There were sixteen graduates who were awarded pins, and recit-



(L to R) Front Row: Jeffrey Ricks, Kaitlin Kirby, Cassie Clevenger, Valerie Glover, Leola Baldwin, Mary Dennard, Seana Schoo, Prof. Robin Wright, and Melissa Tillman. Back Row: Johnny Brown, Earnest Cooks, Rakisha Pickett, James Bowen, Wanda Stephens, Pearle Stephens, Frank Washington, and Douglas Hasley.

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ed a commission to practice ethical funeral service **Mary A. Dennard** received a certificate for having the highest total GPA in all her scholastic work. **Kaitlin R. Kirby** received an award for having the best Restorative Art project. **Melissa Tillman, Douglas E. Hasley, Seana A. Schoo, and Mary A. Dennard** have taken and passed the Na-



Mary Dennard receives the award for having the Highest GPA from Roy Weimert, Faculty Director.



Kaitlin Kirby receives the award for Best Restorative Art project from Professor Anthony Walton.

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# Educational NEWS CONTINUED

## Kates-Boylston to hold Cemetery Directors Conference in June



Barb Milton will share strategies on how cemeterians can incorporate "green" and pet sections at this year's Cemetery Directors Conference in Philadelphia.

**WALL, NJ**— Cemetery professionals throughout the country are already signing up for the **Cemetery Directors Conference**, June 10, 2011, in historic Philadelphia.

If your business is being interrupted by the transient nature of families, the increasing cremation rate and the demand for varied options, you are not alone. Learn strategies from experts to improve business operations even during these tough times.

Discover the steps you need to take to boost profits at an event featuring some of the nation's top cemeterians, planners and thinkers. Organized by **Kates-Boylston Publications**, the publisher of *American Cemetery* magazine, you'll walk away knowing: how to maximize the value of your cemetery business; ways to profitably incorporate green and pet burial sections; how to use space effectively and profitably; tips on how to use technology to improve business operations; master planning techniques that incorporate new memorialization options; methods to boost advanced sales; and much more.

Join top experts at the exclusive Loews Philadelphia Hotel. The conference features:

**Michael Bohner**, general manager of **Serenity Meadows Memorial Park, Funeral Home and Crematory** in Riverview, FL, provides guidance so you can develop an efficient company culture and boost business operations.

**Daniel R. Cable**, principal with **EDA Land Planning**, a landscape architecture firm specializing in cemetery master planning and design, teaches you how to develop a comprehensive master plan to make awkward spaces profitable, incorporate fresh memorialization options and make landscapes more appealing.

**Chris Farmer**, general counsel for **CANA**, shares secrets on how to avoid lawsuits and how to respond to plaintiffs. Taking simple steps can mean the difference between a small settlement and one

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that can put you out of business. Get the knowledge you need when you attend our conference.

**Dan Isard**, founder and president of **The Foresight Companies**, provides proven strategies to help you boost the value of your cemetery, slash costs and get the most out of your people. He'll guide you step by step when you come to Philadelphia.

**Barb Milton**, vice president of community relations with **Buchanan Group**, provides unique and innovative solutions so you can incorporate "green" and pet sections responsibly and profitably. Don't let these opportunities pass you by; learn from an expert!

**William R. Shane**, executive vice president and chief financial officer of **StoneMor Partners**, shares lessons learned from building a \$215 million business in a never-before-seen presentation. Learn leadership techniques and how to manage company finances from this death-care veteran.

Visit [www.katesboylston.com/cdc](http://www.katesboylston.com/cdc) for more information and to register or call 800-500-4585. Visit [www.katesboylston.com/cremation](http://www.katesboylston.com/cremation) to learn how you can also attend the Crematory Operators Certification Confer-

ence, being held June 9, at the same hotel.

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# Educational NEWS CONTINUED

## Matt Smith hosts First MS International Training Program

OXFORD, MI— Matt Smith hosted the first MS International Training Program. Students were John Smith of Tennessee, Larry Russell of Arkansas, Luke Rogers and Brent Ludwig of Michigan and Paolo Von Felten of Switzerland. John Smith also co-instructed the airbrush portion of the week-long class.

The intense training program was spread over eight days (January 14-21) consisting of Power Point presen-



(L to R) Larry Russell of Arkansas receiving the Certificate of Course Completion.



(L to R) John Smith, Airbrush Instructor, Tennessee; Luke Rogers, Michigan; Paolo Von Felten, Switzerland; Brent Ludwig, Michigan; and Matt Smith, Instructor.

tation, Embalming, Restorative Art and Reconstructive Surgery, Dressing and Casketing and Airbrush Cosmetics. The focus of this training program stressed "Open Casket Viewing" and the pleasant viewing experience



(L to R) Paolo Von Felten of Switzerland receiving the International certificate of training from Matt Smith, MS International Training Program Lead Instructor.

for the families we serve. The goal of the training program is to instill a higher standard of body preparation. As professionals we need to constantly and consistently strive at becoming better in the "back room".

With the MS training program students have a great opportunity to hone their skills and learn new and advanced ways to prepare even the worst of cases and also learn how to create the "Smile" for a natural expression. Paolo Von Felten received an International Continuing Education Certificate and Larry Russell was awarded the Completion of Training Certificate. Larry has attended four previous classes, two of which were hands-on restoration training in Arkansas and Missouri where he assisted in two major reconstructive surgery cases. Luke and Brent received the Airbrush Training Certificate. For more information on these intense courses please contact Matt Smith 866-774-4746 or find him on Facebook 'The Smith Bros' and join the Embalmers Who Care group.

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Ralph L. Klicker, Ph.D., has authored the books A Student Dies, A School Mourns...Are You Prepared? and Kolie and the Funeral. He has also written the textbooks Funeral Directing & Funeral Service Management and Ethics in Funeral Service, and his newest textbook Restorative Art & Science.

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

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

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1. Ritual garments
4. One who inherits
6. Building containing crypts
7. Vehicle procession
11. Placing remains in urn

**DOWN**

2. Property of deceased
3. Disinterment
5. Permanent cessation of all vital functions
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9. Hinge cover
10. One's relatives
12. Space in columbarium

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# Association NEWS

## CANA's 2011 Crematory Operators Certification Program

**CHICAGO, IL**—The **Cremation Association of North America** and **Matthews Cremation Division** have scheduled dates and locations for the acclaimed *Crematory Operators Certification Program* (COCP). In one day, students will gain extensive knowledge—technical, scientific and legal—all of which is constructive towards future business development.

During certification training, the following topics will be covered: Incinerator Terminology, Principles of Combustion, Cremation and the Environment, Incinerator Criteria and Design, Basics of Operation and Difficult Cases, General Maintenance and Troubleshooting, as well as Cremation and Funeral Home Litigation. Plus, two new additions have been added to the 2011 program: Problem Solving 101 and Ask the Attorney.

The Crematory Operators Certification Program is designed to provide death care

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In 2011, CANA and Matthews Cremation Division offer the following opportunities to attend: April 1, *John A. Gupton College*, Nashville, TN; April 15, *Kansas City Community College*, Kansas City, KS; June 9, *Kates-Boylston COCP*, Philadelphia, PA; and October 22, Pre-convention COCP, McCormick Place, Chicago, IL.

For more information and to register for the COCP Experience, visit [www.cremationassociation.org](http://www.cremationassociation.org), or call CANA at 312-245-1077.

## First Generation Funeral Directors Association introduces Chapter Chair Compensation Benefits

**PHILADELPHIA, PA**— **First Generation Funeral Directors Association** is offering chapter chairs compensation and benefits for their dedicated service. Chapter chairs have launched new chapters in their local areas and we want them to reap the rewards of their hard work. For a full description of the compensation program please visit their website and consider starting a chapter in your area. First Generation Funeral Directors Association is launching local chapters globally. First Generation Funeral Directors may become a member and enjoy all member benefits even if they are not part of a local chapter. Chapter chair guidelines, requirements, benefits and compensation plans are available on our website [www.FGFDA.org](http://www.FGFDA.org).

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

The FGFDA is full of networking opportunities, resources and business growth strategies. They can design a step-by-step, cost-effective plan for you to achieve optimum ongoing productivity.

As First Generation Funeral Directors you have the power to lead the way and leave a legacy. You've already become the first, why not take your career to the next level? First Generation Funeral Directors Association is leading the way and leaving a legacy.

**Eternal Enterprises, Inc.** is the parent company of First Generation Funeral Directors Association, *Funerals Today Magazine*, *Funeral Divas* and the *Helping Hurting Hearts Network*. Please visit [www.FGFDA.org](http://www.FGFDA.org) or email [FGFDA@EternalEnterprisesInc.com](mailto:FGFDA@EternalEnterprisesInc.com). You may also 'Like' us on Facebook or join us on LinkedIn.

## Allegheny County FDA installs Officers for 2011

**WILMERDING, PA**— The **Allegheny County Funeral Directors Association** (ACFDA) recently installed officers for 2011. The newly installed officers are: President—**Paul J. Urban, Savolskis-Wasik-Glenn Funeral Home**, Munhall; Vice-President—**Rose Carfagna Au, Ralph Schugar Inc. Funeral Chapel**, Shadyside; Secretary—**Karen West-Butler, West Funeral Home**, Pittsburgh; and Treasurer—**Jeffrey L. Maist, John F. Slater Funeral Home, Inc.** Brentwood.

Also installed, to begin three-year terms on the Board of Trustees, were: **Anthony J. Bekavac, Paul Bekavac Funeral**, Elizabeth; **Karen West-Butler**; and **Stephanie Doriguzzi, Patrick T. Lanigan Funeral Home**, Turtle Creek.

Continuing on the Board of Trustees are: **Johnpaul Bertucci, Giunta-Bertucci Funeral Home**, Arnold; **Steven M. Bones, Anthony M. Musmanno Funeral Home**, McKees Rocks; **Kevin R. Dieterle, Readshaw Funeral Home, Inc.**, Carrick; **Stephen D. Gilbert, Cieslak-Tatko Funeral Home**, Brentwood; **William B. Schleifer, Maloy-Schleifer Funeral Home**, Duquesne; and Immediate Past President, **Mark L. Donato, English Funeral & Cremation Services, Inc.**, Oakmont.

Also honored at that meeting were Mr. Donato as outgoing President and **Wayne D. Collins, Savolskis-Wasik-Glenn Funeral Home** and **Lynn Teck** as outgoing trustees.

ACFDA is the largest county-level funeral directors association in Pennsylvania, and has more members than some state-level associations. Organized in 1895, this voluntary association strives to promote the highest standards of professionalism and public service. In addition to member services, ACFDA provides consumers with information, referrals, grief seminars, The Highmark Caring Place—A Center for Grieving Children, a grievance resolution process and an organized volunteer effort to aid during disasters.

## New Orleans Embalmers and Associates elects Officers

**NEW ORLEANS, LA**— The **New Orleans Embalmers and Associates**, formerly the *New Orleans Embalmers Association*, elected its officers for 2011-2013. Outgoing president **Ali Burl, III** (member since 1999) passed the gavel to **Irvin Fulton, Jr.** (1966) who was elected president. In addition, **Victor Dawson** (2001) was elected vice president, **Cal K. Johnson** (1986) secretary, **Michael A. Peterson** (1999) treasurer, **Naomi ChaJua Diggs** (1995) chaplain, **Henry Jones** (1974) sergeant at arms **Edna Frank** (2009) parliamentarian and **Norman Smith** (1969) historian.

In addition to being a funeral service practitioner at **Charbonnet-Labat-Glapiion Funeral Home**, President Irvin Fulton, Jr. enjoys the pleasure of cultivating orchids and caring

for his mother. He has been a member of the Orchid Society for over 15 years. One of the notable people he serviced was the late Mahalia Jackson. He also is a member of the Zulu Social Aid and Pleasure Club, where he was inducted into its Hall of Fame, and is a parishioner at St. David Catholic Church.

The New Orleans Embalmers Association was organized on August 8, 1945. The objective and purpose of the organization is, "To foster the improvement of economic conditions among relationships with funeral directors of the city of New Orleans; to render mutual aid and protection between embalmers and undertakers." This unique organization of owners and employees became the envy of the state for its dedication to the men and women of its profession.

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# Association NEWS CONTINUED

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## Finger Lakes FDA to hold Mini-Convention with Educational Opportunities

ITHACA, NY— The Finger Lakes Funeral Directors Association will be sponsoring a Mini-Convention March 29-30, 2011 at the Harbor Hotel in Watkins Glen, NY.

The agenda begins on Tuesday morning with the Keynote Speaker, Master Embalmer and Restorative Artist **Vernie Fountain**, CFSP, discussing Embalming and Reconstructive Techniques for Trauma Cases. After lunch there will be two additional speakers. **Bonnie McCollough** will present "What We Know... The Past, Present and Future of Funeral Service" followed by **Thomas W. Fuller** presenting Chemical Suicide: Morbid Trends, New Risks.

Wednesday morning will begin with **Cindy Craig** discussing Cemetery Law and Crematory Law, and **Matthew P. Binkewicz** presenting Grief and Bereavement Among Children: Opportunities and Challenges. Wednesday's sessions also include presentations by **Mary Ellen Luker** on Succession Planning, **James Meaney** on Guidance and Recourses for Completing the Death Certificate, and **Peter Wallin** with 7 Habits of Highly Successful Funeral Directors.

For more information, or to register for this event, visit [www.fingerlakesfuneraldirectors.org](http://www.fingerlakesfuneraldirectors.org) or call 607-272-2821.

## Selected Independent Funeral Homes Honors Schoedinger with Inaugural NextGen Award at Annual Seminar

DEERFIELD, IL— Selected Independent Funeral Homes has named **Michael S. Schoedinger** of Upper Arlington, OH, the 2011 recipient of its prestigious *NextGen Professional of the Year Award* during the opening night reception of the group's annual seminar, held at the Westin Casuarina Resort and Spa in Grand Cayman. The award carries with it, in addition to recognition in front of the recipient's peers, a \$500 cash prize and a physical award. The award is designed to specifically spotlight career achievements, community and organization involvement and the achievements of funeral professionals under the age of 50.

Selected Independent Funeral Homes created the NextGen group (formerly known as Under-Forty) to encourage professionals who are in the earlier stages of their career and to recognize their achievements and unique needs in a special way. The group meets annually at a four-day seminar filled with educational and networking opportunities. According to the letters of support submitted with the nomination, the bar has been set high with the award's first recipient.

Schoedinger is currently President of **Schoedinger Funeral and Cremation Services** in Columbus, OH, where he serves as a licensed funeral director and embalmer and also heads up the company's public relations, advertising and marketing initiatives and is heavily involved in community relations. "For six generations, the Schoedinger family has tried to serve others with compassion and excellence. This award is an affirmation that we are doing good things," said Schoedinger.

Among his many achievements, Schoedinger was winner of the Business First 40 Under 40 Award and the United Way Young Philanthropist Award. He currently serves on the boards of the Young Presidents Organization, Junior Achievement (past president), American Red Cross (past president), First Community Church, Senior Independence and the Family Business Center of Central OH. Schoedinger resides in Upper Arlington with his wife, Lisa, and their two children.

"I am honored to receive this award in its inaugural year," said Schoedinger. "There are so many people within the NextGen group who are worthy, and being a member of Selected in and of itself means that I'm surrounded by the finest people in the funeral industry."

The NextGen Professional of the Year Award is one of several programs of Selected Independent Funeral Homes, a worldwide professional association of independent, locally-owned funeral homes founded in 1917. In order to be eligible for the award, applicants must be an active employee of a Selected member firm (domestic or international) and under the age of 50 by the annual deadline. By creating the program, Selected hopes to promote and motivate the next generation of professionals engaged in the funeral industry.

"We are so excited that Michael is the very first recipient of the NextGen Professional of the Year Award," said **Robert J. Paterkiewicz**, Executive Director of Selected Independent Funeral Homes. "He has accomplished so much already in his career that I have no doubt he will be an inspiration to all those who follow in his footsteps."

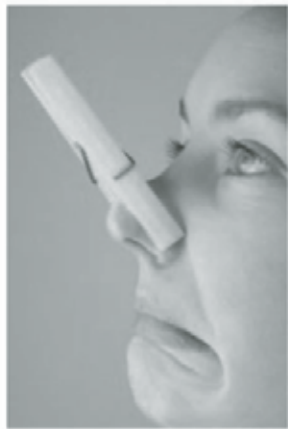
In addition to the networking and educational opportunities available at its annual seminar, NextGen members also engage in an active Facebook group and an electronic discussion group, both available to NextGen members exclusively. More information on Selected Independent Funeral Homes and NextGen can be found on its all-new website at [www.selectedtrust.org](http://www.selectedtrust.org).

Founded in 1917 as *National Selected Morticians*, Selected Independent Funeral Homes ([www.selectedfuneralhomes.org](http://www.selectedfuneralhomes.org)) is the world's oldest and largest association of independently owned funeral homes. Members of the association are expected to operate according to specific standards and best practices in order to provide the public with reliable, high-quality funeral services and funeral-related information.



Michael S. Schoedinger

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### ROAST POTATOES WITH WINE AND ONIONS

2 Tbs olive oil  
1-2 large onions, sliced  
3 garlic cloves, sliced  
10 small red potatoes  
½ tsp salt  
Freshly ground black pepper to taste  
1 cup white wine  
1 Tbs chopped parsley (optional)

Preheat oven to 450° F. Heat the olive oil over moderately high heat in an ovenproof roasting pan or skillet just large enough to hold the potatoes in a single layer. Add the onion and garlic and sauté until the onion softens, about 3 minutes. Add the potatoes, salt and pepper. Sauté 5 minutes, then add the wine and transfer the pan to the oven. Bake, uncovered until the potatoes are tender and most but not all the wine has evaporated, about 35 minutes.

When potatoes are cool enough to handle, cut them in half. To serve, reheat the potatoes and onions and toss with parsley. Makes 4 servings.

Instead of corned beef and cabbage, let's serve up an Irish Stew this St. Paddy's Day. We'll use lamb instead of "sheep!"

### IRISH STEW

1½ lbs lamb stew meat  
4 cups water  
1 medium onion, sliced  
½ cup cubed turnip  
2 Tbs flour  
½ tsp each, dried thyme, marjoram and rosemary, crushed  
½ tsp pepper  
1 tsp salt  
2 tsp olive oil  
2 cups sliced, peeled potatoes  
½ cup sliced carrots  
2 Tbs fat-free milk  
3 Tbs minced parsley

In a Dutch oven, brown lamb in oil over medium heat. Add water; bring to a boil. Cover and simmer for 1 hour. Add potatoes onion, carrot, turnip and seasonings. Bring to a boil. Cover and simmer for 30 minutes or until vegetables are tender. In a small bowl, combine the flour and milk until smooth; stir into stew. Add parsley. Bring to a boil; cook and stir for 2 minutes or until thickened.

Good Eating!

# Association NEWS CONTINUED

## NFDA's 2011 Professional Women's Conference: Great People, Great Program, Great Place

**BROOKFIELD, WI**— To support the growing number of women in funeral service, the **National Funeral Directors Association** (NFDA) will bring funeral directors, vendors, educators, students and highly-respected presenters together at its 2011 **NFDA Professional Women's Conference**, April 1-3, at Hotel Monaco in Alexandria, VA.

Incorporating a unique format that fosters long-lasting friendships and generates a wealth of new ideas, this year's NFDA Professional Women's Conference leads off with "Who Killed the Funeral?" Presented by **Jacquelyn Taylor**, CFSP, executive director of the *New England Institute at Mount Ida College*, this eye-opening presentation will address mounting evidence that mainstream deathcare providers are in danger of becoming irrelevant in the 21st century and provide attendees with novel solutions to take control of their destiny.

## Funeral Service Comes Together for NFDA's 2011 Advocacy Summit

**BROOKFIELD, WI**— Representatives from the **National Funeral Directors Association** (NFDA), **Cremation Association of North America** (CANA), **National Funeral Directors & Morticians Association** (NFD&MA), **KAVOD – Independent Jewish Funeral Chapels** and **Selected Independent Funeral Homes** (SIFH) will come together with one voice in the nation's capital during the 2011 NFDA Advocacy Summit to advance important federal issues impacting funeral homes, small business and those they serve. The 2011 Advocacy Summit will take place March 9-11 at the Renaissance Mayflower Hotel in Washington, DC.

Members from these five associations will discuss the following issues with their congressional representatives: repealing Section 9006 of the new healthcare law which requires every business, charity and local and state government entity to issue 1099 forms to any individual or corporation that provides \$600 or more in services or merchandise annually; codification of the Supplemental Security Income exclusion for irrevocable funeral and burial trusts; and reintroducing the "Bereaved Consumers Bill of Rights Act," which Congress did not have time to act on before its previous session ended.

In addition to issues briefings and lobbying opportunities with members of the U.S. House and Senate, NFDA will be inviting several guest speakers. Potential presenters include:

- Newly-elected members

of the House of Representatives: **Rep. Steve Southerland** (R-FL). An NFDA member and CEO of **Southerland Family Funeral Home** in Panama City, FL; and **Rep. Randy Hultgren** (R-IL). While not a funeral director, Hultgren is very familiar with funeral service, as his family owns and operates NFDA-member firm **Hultgren Funeral Home** in Wheaton, IL.

- Representative from the Transportation of Security Administration (TSA) who will provide an update on its pilot program to test screening methods for human remains.

Attendees will also learn the best approaches for interacting with members of Congress to ensure productive meetings. For more event information or to register, visit [www.nfda.org/advocacysummit](http://www.nfda.org/advocacysummit) or call 800-228-6332.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA is the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity. For more information, visit [www.nfda.org](http://www.nfda.org).

Including the ever-popular round table discussions, attendees can look forward to these additional conference sessions:

- "Embalming Litigation," featuring **Melissa Johnson Williams**, CFSP, *American Society of Embalmers*. During this informative presentation, attendees will get an overview of embalming litigation cases and learn how to protect their business from potential lawsuits.
- "Creating Your Personal & Professional Legacy by Becoming CEO of Your Entire Life," featuring **Kris Cavanaugh**, *Shift Inc.* Participants in this workshop will discover a simple five-step process to begin cultivating a CEO mindset and learn how to create a professional and personal legacy.

To benefit women in funeral service and kick-off the networking festivities, April 1 is Funeral Service Foundation Fund Day. Following a welcome reception, attendees can tour Washington, DC's landmarks by moonlight. Lit up by the night sky, these monuments offer a breathtaking view of the history of our country. Registration for this optional event is \$65 per person, which includes tour, refreshments and donation. A portion of the net proceeds from this event is tax-deductible and supports the Women in Funeral Service Fund or the NFDA Professional Women's Conference Scholarship Fund.

The NFDA Professional Women's Conference registration fee is \$449 for NFDA members; \$599 for nonmember, licensed funeral directors; \$449 for non-funeral directors. Second registrants from the same organization are \$399. Registration for mortuary science students is \$60. Registration fees increase after early-bird deadline of March 1. NFDA must receive all conference registrations by March 11. For more event information or to register, visit [www.nfda.org/pwc](http://www.nfda.org/pwc) or call 800-228-6332.

The Funeral Service Foundation annually awards scholarships to attend the NFDA Professional Women's Conference; the scholarship covers registration and includes a \$500 travel stipend. Visit [www.funeralservicefoundation.org](http://www.funeralservicefoundation.org) for more information about scholarship opportunities for this year's conference.

NFDA has arranged for a special room rate of \$135, plus tax, at Hotel Monaco Alexandria. To take advantage of this group rate, attendees should call 800-368-5047 or 703-549-6080 and mention the "NFDA Professional Women's Conference." All hotel reservations must be made by March 4.

The 2011 NFDA Professional Women's Conference is generously supported by **The Dodge Company** and **Nomis Publications**.

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– Jeff Barnhart  
Barnhart Funeral Homes, Greensburg, PA

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

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

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# Association NEWS CONTINUED

## ICCFA conducts Cremation Arranger Certification Program at Worsham College of Mortuary Science

STERLING, VA— The International Cemetery, Cremation and Funeral Association provided Cremation Arranger Certification to 120 students at *Worsham College of Mortuary Science* in Wheeling, IL, in December. This was the first time this certification program was administered to mortuary science students; it is typically available through the College of Cremation Services at the *ICCFA University* each July.

In completing the certification program, students received six hours of training on how to arrange and create meaningful tributes and memorialization for families who select cremation as well as how to best communicate the many options available to them.

“ICCFA’s commitment to the future of our profession includes contributing to the educational process by providing specialized training to better serve today’s consumer,” said **Mark Krause**, CFuE, president of **Krause Funeral Homes and Cremation Services**, Milwaukee, WI. Krause is the ICCFA’s liaison to the American Board of Funeral Service. He served as an instructor for the Worsham certification sessions along with **Ernie Heffner**, CFuE, president of **Heffner Funeral Homes & Crematory**, York, PA, and **Julie A. Burn**, CCrE, CSE, director of cremation services for the ICCFA.

Worsham College President **Karl Kann** and Vice President **Stephanie Kann** said they were extremely pleased to be the first mortuary college to offer students the cremation arranger certification program. “The more we can educate our students on how to address the wants and needs of today’s cremation fam-

ilies, the better prepared they will be in making a positive difference in the future of our profession,” said Karl Kann.

The next Cremation Arranger Certification program will be held as part of the College of Cremation Services, ICCFA University, July 22-27, 2011, in Memphis, TN. Students at that program also will receive the ICCFA’s Cremation Administrator Certification and Cremation Operator Certification. Details and registration materials will be available in March at [www.iccfaconvention.com](http://www.iccfaconvention.com) or by calling 1-800-645-7700.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 7,500 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

## Capital City Funeral Directors Association honored by Hallmark Caring Place

CAMP HILL, PA— On Thursday, January 6, 2011 the **Capital City Funeral Directors Association** was honored by *The Hallmark Caring Place* for their participation and help in their 5th Annual Parade of Trees (Hallmark’s Fund Raiser) that was held at the Radisson Penn Harris Hotel & Convention Center during the month of December. The Capital City Funeral Directors Association sponsored and decorated a Christmas tree. The associations’ tree theme for this year was, “Children And Their Pets.” One elementary school from every county of the membership was contacted and asked to have the children make up ornaments with this theme. The following funeral homes contacted the following schools who helped make the ornaments.

**Allen Dugan**, **Dugan Funeral Home**, Shippensburg and Bendersville, Bendersville Elementary School; **Sally Myers** of **David Myers Funeral Home**, Newport, Newport Elementary School; **Paul T. Lochstampfor** of **Lochstampfor Funeral Home, Inc.**, Waynesboro,

and **William Peagon** of **Musselman Funeral Home**, Lemoyne, Northside Elementary School, Mechanicsburg. The funeral directors picked up the ornaments and decorated the tree at the Radisson Penn Harris where it was on display for the month of December. A total of over \$5,000.00 was raised from this project to benefit the Caring Place. Capital City Funeral Directors Association is the local group of funeral directors of the *Pennsylvania State Funeral Directors Association* comprised of members from Adams, Cumberland, Franklin, Fulton, and Perry Counties. The role of the Funeral Directors Association exists to inform and educate the funeral director, the public and government about the value of funeral service and licensed funeral directors on a pre-need, at need and post-need basis in addition to self-regulate their profession on a local and statewide basis.

The Hallmark Caring Place champions the cause of grieving children by creating awareness of their needs, providing programs for them and their fami-

lies, and empowering the community to effectively support them.

The first Caring Place facility opened in Pittsburgh in 1997 with the late *Fred Rogers*. Since that time, the program has expanded across Pennsylvania, with additional facilities in Erie, near Harrisburg, and in Warrendale.

Thousands of community members are helped by the Caring Place each year at no cost through their peer support group, education, consultation, and referral services. The Harrisburg Caring place is available to those in the Central Pennsylvania area.

In addition on Thursday evening the new slate of officers were elected to the board of directors of Capital City Funeral Directors. Newly elected officers installed were President - **Kyle Knipe** of **Malpezzi Funeral Home**, Mechanicsburg; Vice President - **Paul Lochstampfor** of **Lochstampfor Funeral Home, Inc.**, Waynesboro, Secretary **Lynn Ronan** of **Ronan Funeral Home**, Carlisle and Treasurer **Sally Meyers** of **David Myers Funeral Home** of Newport.



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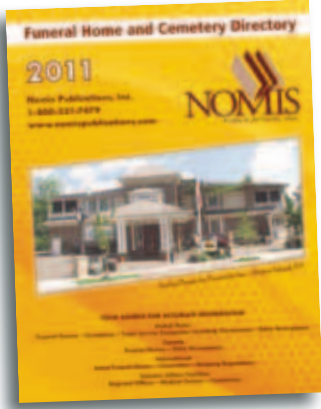
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**JAMES F. REID** of Toledo, OH died January 8, 2011 at the age of 93. He began with an entry level position at **Superior Casket Company** in Toledo, where he became a salesman and eventually an owner. He worked for several casket companies in Illinois and Indiana before joining the **Chicago Casket Company**. In 1968, he and his son formed **James Reid and Son Casket Company**, known today as **Reid Casket Company**. He served the industry for 70 years.

**PAUL J. FREIMUTH** of Kellnersville, WI died January 20, 2011 at the age of 78. He served as a member of the cemetery committee for **St. Joseph and St. Wenceslaus Cemeteries** for 30 years. He was president from 1982 until 1999.



**BLANCHE LUCILLE SPARROW RIVERS** of New Bern, NC died December 28, 2010 at the age of 105. She was treasurer for her late husband, **Bishop "B.S." Singleton Rivers's** business, **Rivers Funeral Home, Inc.** (currently operating as **Rivers-Morgan Funeral Home**) for 77 years. She was an active member of the Ladies Auxiliary of the *North Carolina Funeral Directors and Morticians Association* and the *National Funeral Directors and Morticians Association*.

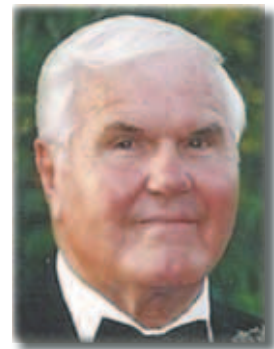
**HERBERT G. "HERBIE" WACHHOLZ** of Princeton, WI died January 20, 2011 at the age of 80. He was a third-generation funeral director at **Wachholz and Sons Funeral Home** for 56 years. A graduate of the *Wisconsin Institute of Mortuary Science*, he was a member of the *Wisconsin Funeral Directors Association*.



**WALTER KERSEY** of Auburndale, FL died January 8, 2011 at the age of 88. He founded **Kersey Funeral Home** with his partner **Herb Peyer** in 1950. In 1951, he bought out his partner, assuming control of Kersey Funeral Home with his wife **Katherine**. They operated the business until their retirement in 1990. He was a graduate of the *Gupton-Jones College of Mortuary* in Nashville.

**RICHARD A. "DICK" LITTLE JR.**, of Littlestown, PA died January 13, 2011 at the age of 79. He was the third generation owner and operator of **Little's Funeral Home** in Littlestown. He graduated from Pittsburgh Institute of Mortuary Science on 1972. He was a member of the *Tri-County Funeral Directors*, *National Funeral Directors Association* and the *Pennsylvania Funeral Directors Association*.

**JOSEPH F. RUFFENACH** of Philadelphia, PA died January 11, 2011 at the age of 80. His father, Victor, opened what is now **Joseph. F Ruffenach Funeral Home** in 1928, he was supervisor from 1951 until 1969, and owner until 1995. He was a graduate of *Dolan College of Embalming* in 1951.



**HERBERT A. UTZ** of Pittsburgh, PA died January 16, 2011. He worked at **Beinhauer Funeral Home** until his retirement in 1988. He attended *Cleveland School of Mortuary Science*. Courtesy Clem's Livery Service, Pittsburgh, PA.

**PORTER LORING, JR.** of San Antonio, TX died January 14, 2011 at the age of 82. In 1954, he entered the family business, at **Porter Loring Mortuary**, with his father who died in 1955. In 1986, he created the *Bereavement Care Program* providing support groups and grief counseling to anyone in the San Antonio community. He was past president of the *National Selected Morticians* (later renamed *Selected Independent Funeral Homes*), a member of both the *Academy of Professional Funeral Service Practice* and the *Texas Funeral Directors Association*.

**LAURENCE GODFREY "SKILKY" EATON** of Needham, MA died January 9, 2011 at the age of 83. He was fifth generation and former president of **Eaton Funeral Home** in Needham.

**ROBERT H. "BOB" CRAPO** formerly of Taunton, MA died January 23, 2011 at the age of 71. He worked at **Dagen Funeral Home** in Taunton for 17 years before opening **Crapo Funeral Home**. The Funeral was later bought out by the Hathaway's, renaming the firm **Crapo-Hathaway Funeral Home**. He was a graduate of *The New England Institute of Applied Arts and Sciences*, where he earned his degree in the funeral industry. He was a member of the *Walker-Blake Graveyard Restoration Association*.

**STEVEN W. CASHMAN** of Lowell and formerly of West Newbury, MA died February 1, 2011 at the age of 68. He purchased the **Elliott Funeral Home** in 1968, renaming it **Elliott-Cashman Funeral Home**. In 1975, he merged with **Paul C. Rogers Family Funeral Home**, and he remained active there until 1982. He served as a counselor at **Puritan Lawn Memorial Park** in Peabody for 12 years before retiring in 2000. He attended Suffolk University and graduated from the *New England Institute of Funeral Service* in 1967.

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