

Family Owned and
Operated Since 1974



NOMIS
PUBLICATIONS, INC.

FUNERAL HOME & CEMETERY

NEWS

MARCH
2012

PO Box 5159 Youngstown OH 44514 1-800-321-7479 Online at www.nomispublications.com

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

**ICCFA
Convention
Preview
Begins on
Page A29**



Coos Bay Chapel Thrives Under Local Management



Coos Bay Chapel Cremation & Funeral Service



COOS BAY, OR— The two largest funeral homes and cemeteries in Coos Bay and North Bend, OR have thrived as locally-owned businesses under the leadership of **Tom Boynton**, and the dedicated service of his experienced staff, since their departure from **Service Corporation International (SCI)** in late 2005. The **Coos Bay Chapel**, **Sunset Memorial Park**, **Ocean View Memory Gardens**, and **North Bend Chapel** were purchased by Mr. Boynton in partnership with **Greg Rollings** of **Rollings Funeral Service**. Rollings has

gained notoriety in facilitating the transition of many funeral homes from corporate management to local ownership.

Tom Boynton started work in these funeral homes when he was 16. After his graduation from *Mt. Hood College of Mortuary Science* in 1988, he worked in other homes un-

CONTINUED ON PAGE A12

Todd County Funeral Home Rebuilds After Fire



The New Todd County Funeral Home



ELKTON, KY—In July 2010, a fire ravaged the **Todd County Funeral Home**. Firefighters from four departments took turns hosing down the building, yet three hours later, they still fought just to keep the flames from spreading to nearby buildings. The building continued to smolder for three days.

When **Shane Hessey**, the facility's owner, received the call, he rushed to the scene. It was obvious to everyone on-site that he was deeply shaken, watching the century-plus home burn. **Novice** and **Izeta Martin** had purchased the building, which is estimated to have been built circa 1830, in 1972 and built an addition that nearly tripled its size. In 2003, after

CONTINUED ON PAGE A24

Welcome **Jonas A. Zahn**, president and founder of **Northwoods Casket Co.** Jonas began last month sharing ideas to conserve resources and help the environment with his new feature column **Greening the Funeral Industry**.

See Page A22

New for 2012 - **Ralph L. Klicker** (former contributor of **Klicker's Crosswords**) is back with an all new series entitled **Leadership and Life Enrichment**.

Dr. Klicker addresses the crisis in leadership in today's business world, as well as the lack of happiness and fulfillment in

the personal lives of some professionals. We can all benefit from the knowledge of this trainer and coach since, "We all bring our work life home and our home life to work."

See Page A42

Corinthian Catafalques introduces two new Products



See Page B8

The Judith Roth Studio Collection



The world's highest
quality promotional
calendars

See our ads on
pages 3 & 5

PRESORTED STANDARD
US POSTAGE PAID
ATLANTA GA
PERMIT NO 3592

NOMIS PUBLICATIONS, INC.
POB 5159
Youngstown, OH 44514

ADDRESS SERVICE REQUESTED

Please check your mailing label for accuracy

HAVE YOU SEEN THESE CHILDREN?

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

Endangered Missing

GENESIS DUARTE



Age Progressed to 8 Yrs

GERALDO DUARTE



Age Progressed to 6 Yrs

GERMAIN DUARTE



Age Progressed to 7 Yrs

Date of Birth: 5/5/02
Age Missing: 3 Yrs
Age Now: 9 Yrs
Sex: Female
Race: White/Hispanic
Height: 3'0"
Weight: 65 lbs
Hair: Black
Eyes: Brown

Date of Birth: 2/23/05
Age Missing: 1 Yrs
Age Now: 7 Yrs
Sex: Male
Race: White/Hispanic
Height: 2'0"
Weight: 25 lbs
Hair: Black
Eyes: Brown

Date of Birth: 7/4/03
Age Missing: 2 Yrs
Age Now: 8 Yrs
Sex: Female
Race: White/Hispanic
Height: 2'0"
Weight: 35 lbs
Hair: Black
Eyes: Brown

Date Missing: 1/23/2006
Missing From: Sebring, Florida

Circumstances: Genesis' photo is shown age-progressed to 8 years, Geraldo's photo is shown aged to 6 years, and Germain's photo is shown aged to 7 years. They were last seen on January 23, 2006. They may be in the company of their mother. They may have traveled to Winston-Salem, North Carolina.

Family Abduction

MARISA VELASCO



Composite Image at 6 Yrs

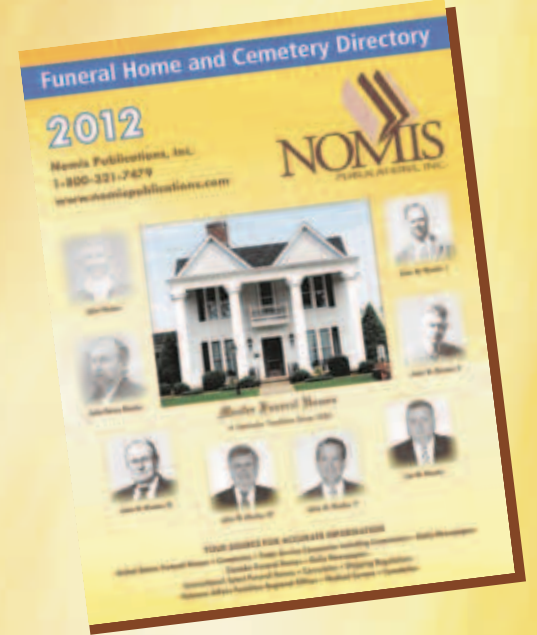
Date of Birth: 7/21/2004
Date Missing: 12/17/2005
Age Missing: 1 Yr
Age Now: 7 Yrs
Sex: Female
Race: White/Hispanic
Height: 2'8"
Weight: 30 lbs
Hair: Black
Eyes: Brown

Missing From: Norcross, Georgia

Circumstances: The picture on the right is a composite image of how Marisa may look at 6 years of age. She was last seen on December 17, 2005. She may be in the company of her mother and a male child.

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

Want **YOUR FIRM** to be **FEATURED** on the front cover of the **Funeral Home & Cemetery Directory?**



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

SEND TO **FRONT COVER**

c/o Nomis Publications, Inc
 PO Box 5159 • Youngstown, Ohio 44514
 For more information, call Kim 800-321-7479
 kim@nomispublications.com
 www.nomispublications.com

Corrections

The article "Progressive Environmental Services partners with Wilbert Inc.," which appeared in the February issue, contains an incorrect phone number. Progressive Environmental Services can be reached at 800-323-9785 ext. 8811 or 847-756-2700 ext. 8811.

Our apologies to **Fielding Home for Funerals** of Charleston, South Carolina. The front page feature article in the February 2012 issue of Funeral Home & Cemetery News incorrectly identified the firm as being from the wrong state. —Editor



Published Monthly by:
Nomis Publications, Inc.
 PO Box 5159, Youngstown, OH 44514
 1-800-321-7479 FAX 1-800-321-9040
 www.nomispublications.com
 info@nomispublications.com

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

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

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

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

MONTHLY FEATURES

Classified Ads	B13
Shipping Directory	B11
Calendar of Events	B2
Association News	A25
Deaths	A46
Educational News	A41
Suppliers News	B1

COLUMNS:

A Proactive Approach to Advance Funeral Planning by Chris Kuhnen.....	A6
Changing Lives Through Laughter by Nancy Weil	A8
Memoires des choix des Jacque by Kate Frediani-Gorman	A42
Greening the Funeral Industry by Jonas A. Zahn	A22
John A. Chew.....	A24
Leadership and Life Enrichment by Ralph L. Klicker, Ph.D.	A44
Legal Speak by Atty Harvey I Lapin.....	A10
Let's Chat by Kristan Dean	A20
Observations by Steven Palmer	A12
OSHA Compliance by Gary Finch	A14
Protecting Your Families and Your Business by Jim Starks.....	A18
The Gift of Aftercare by Sherry Williams.....	A4

NOTICE

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

© 2012 by Nomis Publications, Inc.

ISSN 1944-1126

Funeral Home & Cemetery News Online at www.nomispublications.com

ONLINE DIRECTORIES

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

www.nomispublications.com

Phillips-Robinson Funeral Home 2nd Annual Toys For Tots Program



Mr. Robinson's daughter, Katherine, is pictured with a United States Marine stationed at the Tennessee Army National Guard base in Smyrna, TN located just outside of Nashville.

NASHVILLE, TN— Phillips-Robinson Funeral Home in Nashville, TN is proud to have helped serve the United States Marines Corps Reserves with the *Toys for Tots* program. This was the funeral home's second annual toy drive. Phillips-Robinson Funeral Home has been family owned for over 82 years. **Gale Robinson**, who became the sole owner of his family business two years ago, has committed himself and the funeral home staff to helping and giving back to the commu-

nity as much as possible.

Phillips-Robinson Funeral Home has two locations and is the only Nashville funeral home to participate in this program. Being centrally located in historic East Nashville and Old Hickory, they are able to serve the entire city of Nashville and the surrounding counties. In just the second year with the Toys for Tots program, the generosity of the community has been overwhelming. The families that they serve are very willing to help those in need, especially the children.

The Phillips-Robinson Funeral Home Toys for Tots program has been such a success due to the efforts of Mr. Robinson, **Rachel Knott** (general manager), **Trey Knight** (funeral director) and **Katherine Robinson-Sloan** (administrative assistant).

The US military is very important and close to the hearts of the funeral home employees. Mr. Robinson's brother is retired Navy, Rachel's brother is in the Navy and Trey's nephew is in the Marines.

The Judith Roth Studio Collection

The world's highest quality promotional calendars TM

NEW!



The Lord's Blessings Calendar

Magnificent photographs with biblical verses from the Old and New Testaments.

Sold exclusively to funeral homes and cemeteries

This Upscale

Christian Promotional Calendar

reflects the quality of service you provide.

Only **99¢** Plus 15¢ each
for shipping

Absolutely no other charges. Really.

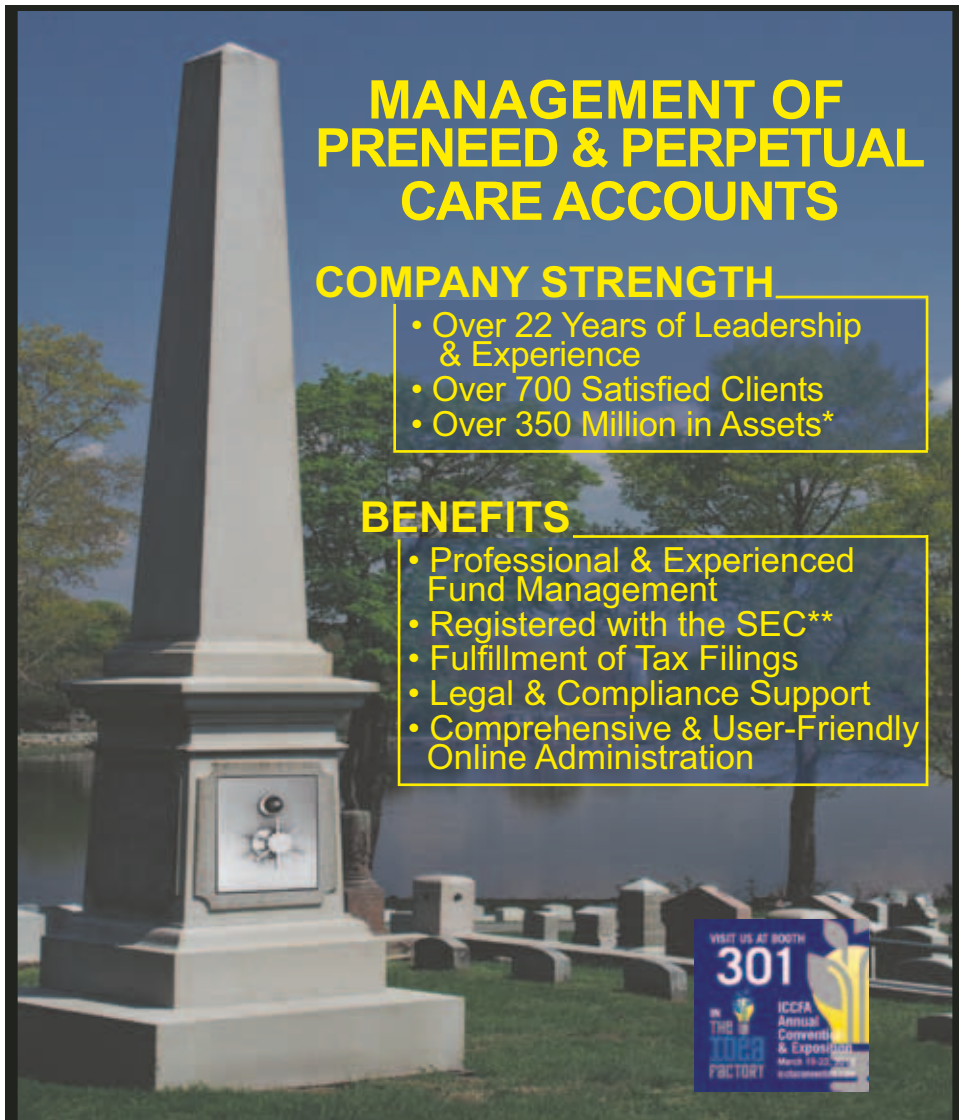
800•413•4455

www.jrcal.com

Calendar closed 11"x 8 3/4" • Calendar open 11"x 17 1/2"

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

Turn this page to see our other outstanding calendars



MANAGEMENT OF PRENEED & PERPETUAL CARE ACCOUNTS

COMPANY STRENGTH

- Over 22 Years of Leadership & Experience
- Over 700 Satisfied Clients
- Over 350 Million in Assets*

BENEFITS

- Professional & Experienced Fund Management
- Registered with the SEC**
- Fulfillment of Tax Filings
- Legal & Compliance Support
- Comprehensive & User-Friendly Online Administration

VISIT US AT BOOTH 301

ICCFRA Annual Convention & Exposition
March 18-22, 2012
Hilton Cincinnati



www.CFFinc.com
800-336-1102
info@cffinc.com

*Assets under management as of January 1, 2012.
** Investment advisory services are provided by Cooperative Funeral Fund, Inc., a registered investment adviser with the SEC pursuant to the Investment Advisers Act of 1940, as amended. Registration with the SEC does not imply a certain level of skill or training. Additional information about CFF is available on the SEC's website at www.adviserinfo.sec.gov and www.cffinc.com

126 brand new Winter Coats donated to Cincinnati area Adults and Children

CINCINNATI, OH— Winter-time without a coat can be unbearable, especially for a child. **Lemasters Consulting**, a Cincinnati-based law firm, completed its third year of raising money to purchase brand new coats for Cincinnati-area adults and children.

“Something as simple as a new coat can really take the edge off of a family that is struggling,” said **Poul Lemasters**, owner and attorney, “Each year, my goal is to donate more and more coats so that more and more people are warm this winter. And this year, we really did well. Lemasters Consulting teamed up with other companies both here in Cincinnati and around the country. A total of 126 brand new winter coats for boys, girls and adults were donated along with 50 brand new hats and 200 pairs of brand new gloves. All of the garments were purchased through a Cincinnati-area *Old Navy* store.

“Thanks goes out to the companies that participated and to Old Navy. They provide us with great deals so we can buy the most new coats as possible. A special thank you to Bill and Missy from the Old Navy Store in Blue Ash for all their time and assistance,” said Lemasters.



The coats were distributed through *St. Vincent De Paul*.

“Many of the children we help have never had a new coat. They often wear hand-me-downs that are too large, too small, too thin, or just worn out. Seeing their excitement as they picked out a brand new coat from Old Navy was unforgettable. We’re extremely grateful to Poul and all who worked with him to give the gift of warmth to our neighbors in need this

year,” said **Liz Carter**, Executive Director, *St. Vincent De Paul Cincinnati Council*.

Supporting companies in this year’s coat drive include: **Paxus Services, Inc.**, Boerne TX; **Cremation Safeguard**, Tulsa, OK; **Foundation Partners Group**, Tampa, FL; **Legacy Funeral Services**, Houston, TX; **The Outlook Group**, Franklin, OH; **Anderson Funeral Homes**, Franklin, OH; **Serenity Funeral Home and Memorial Gardens**, Mobile, AL; **ICCFRA**, Sterling VA; **Havenbrook Funeral Home**, Norman, OK; and **Nelsen Family Funeral Services, Inc.**, Richmond, VA.

Lemasters Consulting serves the death-care profession exclusively and provides answers, solutions and ideas when you have

questions about compliance, risk management, buying/selling, litigation or valuation. Whether your business needs require a one-time solution, a long-term plan, or a sounding board for future endeavors—Lemasters Consulting is your only choice.

For more information about Lemasters Consulting or Poul Lemasters, please visit www.lemastersconsulting.com.



New England Cremation Supply Co.
Supplier to the Cremation and Funeral Industry

2-Piece • Flat Corrugated Cremation Casket

Buy now - \$12.75 ea. in quantities of 50 pcs.
Shipping by us or by Common Carrier in New England

While Supply Lasts **HURRY!**

We Have a Wide Range of Other Products - Visit our Web Site
We are New England's Fastest Growing Supplier.

• Meets Most States Requirements for Alternative Cremation Container
• Accommodates Average Adult
• Available Plywood Inserts

1-800-664-8365
www.necremation.com



The Gift of Aftercare

By Sherry L. Williams

Just this week, I spoke to a young man I first met some twenty years ago when he was an apprentice funeral director. This young man is now the President of his state association. I must say that, when I met him, I could tell immediately that he not only had a passion for funeral service and helping the families he served but he wanted to make a difference in funeral service, as well.

In the midst of catching up, he shared his concerns that, even today after twenty years, funeral directors are not embracing the need for family follow-up services. As we continued talking, he expressed his belief that funeral directors need to be more involved in their communities, not just as business owners but as members of the community—concerned about the general welfare of those they serve and networking with other helping agencies to make sure the needs of the community are addressed.

I, too, am a firm believer that, as a funeral director, it is important to let the people in your community know that you care about what is going on in the community and be actively involved in helping others by volunteering on boards, serving on committees in churches, hospices and hospitals to see that people are able to find the resources they need in times of crisis and the death of a loved one is one of the biggest crises that people face.

I continue to ask myself why more funeral homes don't jump on the bandwagon with regard to aftercare services and am finding, as I talk to funeral directors, that they think the clergy are taking care of the grief issues. However, there are two flaws with that thought process. One being that most clergy, while being trained to handle the

spiritual needs of their congregations, have not been trained in grief and bereavement. When I have trained clergy, they have expressed to me that they often feel inadequate in this area because they have not been equipped to handle grief as a process unless they chose to be a pastoral counselor. The second flaw with this thought process is that there are many unchurched people in our society so you, as a funeral director, are serving people who have no support from a church community. This leaves the people you serve feeling isolated and alone.

I believe another reason funeral service practitioners do not get involved in aftercare and community outreach is the fear that they are not prepared or trained in the area of grief and they think they need to be counselors or therapists. While you will need some training, you do not need to be a therapist or counselor. You just need to understand the grief process and how to facilitate it. There are many opportunities for you, as a funeral director, to get information, resources and training at your state conventions through your CEU workshops. There are also many agencies that provide certification in grief management and grief facilitation. And, because you are required to get CEU's for your licensure, you do not really have to acquire something else—you are just fulfilling the requirements of your profession.

In addition, there are many of you that think you need to hire additional personnel, take on extra liability and have a large budget to have an active aftercare program. This is totally false! An effective aftercare program can be as simple as a follow-up call to see how a family is doing and letting them know about grief support services that are available in your community. You could also send a letter from your firm with a listing of grief and loss books that are available in your community or send a card on the anniversary date of the death. There are so many simple ways to reach out to the families you serve that will make a statement about the kind of funeral director you are and the concern you have for those you serve. You are making a commitment not only to those who come

to you for services but you are making a commitment to your business and its image in the community. You are building relationships and, in today's world, people are learning more and more that relationships are what really count when all is said and done.

Businesses today are looking for ways to make an impression in the minds of those who might choose to use their services. They are trying to be the one service that stands out and that is different in ways that matter because today's consumer not only looks at cost but is demanding service and they are looking to have their emotional needs met.

If you do not believe this is true, then ask yourself why major corporations sponsor community events like the orchestra, the opera or the ballet. Why do they sponsor major causes like heart disease, cancer, leukemia and other such issues? They are wanting to impact people by demonstrating they are invested in them and in the community in which they live. You, too, can make a difference to people and you don't have to be a big corporation to reach out to someone who is hurting.

You will make a bigger impression than any large corporation or agency by just letting people know they are not alone in their grief journey and that you do care and you really do believe that “funeral service is really about helping the living.”

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

The Judith Roth Studio Collection

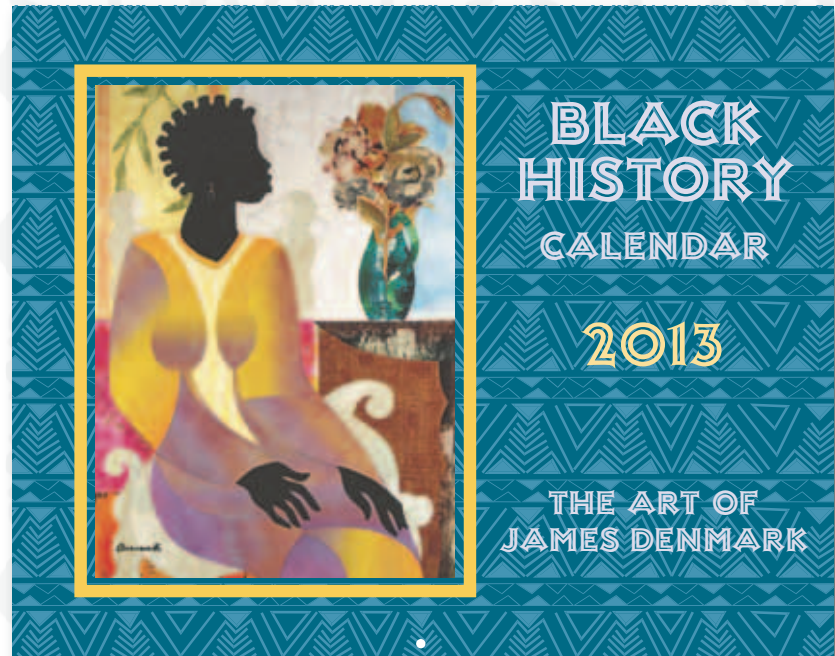
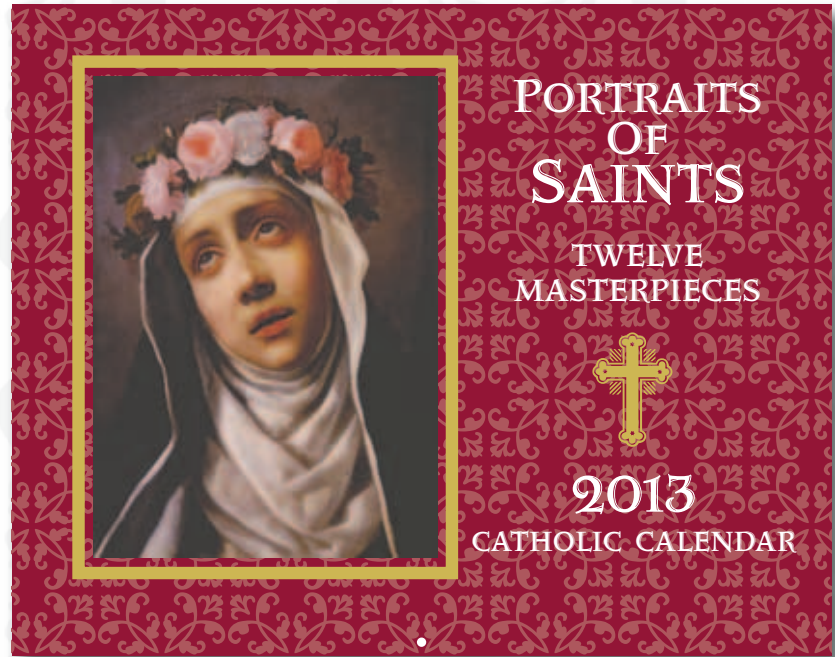
TM

The world's highest quality promotional calendars

Inspirational



Catholic



Christian

Black History

Your personalized imprint displayed at the *center* of the calendar, *where it will not be cut off.*

Upscale

NO Set-Up Fee

NO Logo Fee

NO Over-Runs

NO Under-Runs

NO Hidden Fees

Promotional Calendars

Only **99¢**

Plus 15¢ each for shipping

Absolutely no other charges. Really.

800•413•4455

www.jrcal.com

Calendars closed 11" x 8 3/4" • Calendars open 11" x 17 1/2"

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



March Special – Marble urn 2 pack

Over the next several months R&S will have selected promotional specials. This month we are featuring two of our most popular full size adult urns, Triton Cameo and Embrace Grey. This 2 pack is being offered for an introductory price of **\$295**. These highly polished, all natural marble urns are sure to add a rich look to your cremation selection and increase profit.

PROMOTION VALID THRU MARCH 31, 2012

Call: 866-603-2182

Visit our website www.RSmemorialproducts.com for our full line of over 50 urns and keepsakes.



Triton



Embrace

Witty's Funeral Home Opens Branch Location



Witty's Funeral Home



Witty's Funeral Home Chapel

ATHOL, MA—Witty's Funeral Home of Orange, MA has recently opened a second location in Athol. The **J. Edward Murphy Funeral Home** at 137 Main Street, which had been in operation since 1932, had been purchased by another funeral firm in the summer of 2011, and left vacant. **Jeffrey G. Cole**, owner and director of Witty's Funeral Home in Orange, decided to purchase the funeral home, which is about 6 miles from their main facility, for a branch location.

This venture is more reconciliation than acquisition. In 1929 **J. Edward Murphy** and **John A. Witty** together opened the Athol facility, known as **Murphy & Witty Funeral Home**. John Witty sold his interest out to Mr. Murphy after several years and focused on his own business, the **J.A. Witty Funeral Home** of Orange, which later became known as Witty's Funeral Home.

Mr. Cole has owned Witty's in Orange since October of 2004. He is assisted by office manager, **Tom Smith**, and his apprentice and soon-to-be licensed funeral director, **Robert Fisher**. Mr. Cole also works with **Ms. Mary**

CONTINUED ON PAGE A16

Quality Materials and Excellent USA Workmanship
Guarantees a Top of the Line Product

PREMIER

Funeral Manufacturing LLC

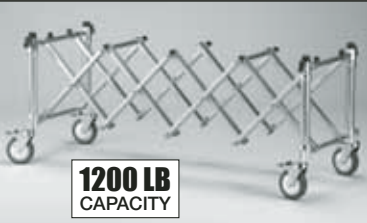
Serving Our Clients **SINCE 1999**
Satisfaction Guaranteed!

Brute 4 Hydraulic Embalming Table
15-yr. Structural Warranty
100% Stainless Steel
REG. \$2,897
ONLY \$2,177



1500 LB CAPACITY

Church Trucks
Guaranteed Trade-In Value After 2 Years
3-Year Warranty
REG. \$697
ONLY \$597




1200 LB CAPACITY

Superb Cemetery Lowering Devices
Lifetime Lubrication
5-Year Warranty
REG. \$2,235
ONLY \$1,697



800 LB CAPACITY

Multi-Level Stretchers **450 LB CAPACITY**
REG. \$1,706
ONLY \$1,327



Oversized Multi-Level Stretchers ONLY \$1,597

1000 LB CAPACITY

Ask about our **RENT TO OWN** program.

CALL FOR DETAILS: 561-602-3330
www.premierfuneralmanufacturing.com

All prices are subject to change. Prices shown do not include shipping and handling.

Attention Industry Professionals: Send Us Your News!

PO Box 5159, Youngstown, OH 44514 • Fax (800)321-9040 • press_releases@nomispublications.com





A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Birds of a Feather Flock Together

We have all heard the phrase "Birds of a Feather Flock Together". This expression appears to have surfaced in the 16th century, allegedly a literal translation of Plato's Republic. The first known citation in print of the currently used English version of the phrase appeared in 1599, in *The Dictionarie in Spanish and English*. What does this expression mean and how does it relate to funeral pre-planning?

The most common interpretation of this phrase refers to people of similar character, background or taste who tend to congregate or associate with one another. It also refers to something more. Something so powerful, that your funeral pre-planning program will not need to spend a ton of money on pre-need sales lead generation.

People of a similar background or taste, also share similar psychographic, interest and purchasing traits. An example of this would be people who routinely shop at Macy's, Dillard's or Christopher and Banks. Very rarely will you find these same people shopping at K-Mart, Target or Kohl's. All these stores offer the

consumer quality clothing at fair prices. However, there are those who flock to Macy's, Dillard's or Christopher and Banks regularly because that's where their friends shop. That's where the birds that they choose to identify with are shopping.

We are all a part of some kind of flock. We have our favorite clothing stores, restaurants, entertainment places, places to live, etc. We tend to flock where our friends and neighbors flock. The same holds true for funeral homes.

There are those in your community who love your funeral home. They would not consider flocking anywhere else. You are their funeral home and that is that. They also know other people, who love your funeral home (or at least really like it) and would use your services when the need arises. When the need arises they have not firmly identified with your funeral home flock or another's. They are looking for a funeral home to call their own. A funeral home their friends identify with.

So, what are you doing to reach out and help guide and instruct the birds that are already a part of your flock, into reaching out and bringing others they know into your flock? In other words, networking through those who love you, to those who like and/or need to get to know you?

Families you have satisfactorily served are most appreciative of your service, staff and facilities. They desire a way (other than paying the funeral bill) to genuinely show you their appreciation for all you have done for them. Serving families is so much more than a cash transaction for services and merchandise rendered. You, and your entire funeral home staff, have freely, openly and caringly offered yourselves to others on the most personal level of human interaction and intimacy. No amount of money can begin to adequately compensate you for what you have genuinely provided them and they know and feel it.

If you ask, they will help you reach out to others in their flock that need to get to know you better and hear about the features and benefits of your funeral pre-planning program. Are you asking? Do you have a process to follow that will help your families reach out to those they know?

Sadly, many funeral homes are not sharing with the families they serve, tangible ways in which the families can demonstrate (if they care to do so) their heartfelt appreciation for the service they were provided. They would gladly speak glowingly and lovingly of your funeral home, to everyone they know if you just encouraged them to do so. There are many subtle and appropriate ways you can solicit them to do this.

I will be sharing some of them in next month's column. In the meantime, I would like to **sincerely thank you** for your faithful readership of my column in the *Funeral Home and Cemetery News*. I never take your readership for granted and always strive to bring you useful information that will help you be your very best.

Christopher Kuhnen of Edgewood, Kentucky is a 25 year veteran of Funeral Service. He is perhaps best known, in the funeral profession, as a progressive, forward thinking Funeral Prearrangement and Marketing services expert. As an insider into excellence, he is a trusted advisor to those in the death care industry.

He has considerable experience in marketing, public relations, training, consumer and business to business sales. Over the course of his distinguished career, Chris has provided comprehensive consultation, education and positive and meaningful support to funeral directors nationwide to help them coordinate, develop and implement their business strategies.

Christopher is a Kentucky Licensed Funeral Director, Life Insurance Agent, Certified Preplanning Consultant (CPC), Insight Institute Certified Celebrant and Certified Marketing Specialist. He can be reached at (859) 307-7223 or cckuhnen@gmail.com.

3.14.2012

A New World of Choice.™

EXPERIENCE REAL SUCCESS. EXPERIENCE A REAL REASON TO SWITCH.

On March 14th, 2012, witness the unveiling of the most powerful technology advancement in integrated management and website solutions ever seen by funeral professionals. It will change the way you implement technology and will virtually eliminate your ongoing costs forever.

Break free of big companies that only provide solutions to own, control and monitor your data, and others who lure you in with low costs so they can turn your funeral home website into their personal storefront.

Get ready for a New World of Choice with a better, smarter and more profitable way forward.

Featuring:

- The Revolutionary OS5 for Funeral Professionals
- Never Before Seen Funeral Technology Logic
- The FrontRunner 360 Experience
- Social Interactive Platform for Today's Families
- Revenue Drivers that Put Money in Your Pocket
- Direct-to-Consumer Initiatives to Drive Business
- The Total Business Solution (Known by Many Funeral Homes as Their "One-Stop-Shop")
- Exclusive Switch for Free Promotion
- Much, Much, More!

The event you can't afford to miss.

Sign up today at FrontRunner360.com/launch



FrontRunner
A Better, Smarter Way Forward

Matthews
INTERNATIONAL
DISTRIBUTION PARTNER

Perfect Music for Visitation & Services	<i>Beyond the Sunset</i>
Beyond the Sunset is an 18 track CD of over an hour of relaxing, beloved hymns.	
Well worth the \$12.00 + shipping and handling for this collection of instrumental old songs of faith	
Log on to: www.beyondthesunsetmusic.com to listen to samples and order CD (mp3's also available for download)	By <i>Jane Johnson</i>
	Contact info: piano.jane@yahoo.com

Ross Clayton Funeral Home Builds New Main Facility



MONTGOMERY,AL—Ross Clayton Funeral Home, a family-owned business in its fourth generation, has a new facility to serve the families of Montgomery. After many additions during its 93 year history, the time was right to replace the aging facility. President **David C. Ross, Jr.** made the decision for a complete replacement and sought the services of funeral home architect **Edgar Allen Paul, AIA.** Together, with **Mrs. Ross** assisting in the design of the office areas and final interior touches of the building, they began the year-long process of planning for the new 18,000 square foot facility.

It was determined early, due to the high volume of families served, that more visitation parlors and a much larger chapel were needed. Ten parlors were included in the design, including a formal chapel with pew seating for over 220 and plenty of room for choral groups and musicians. A video projec-



The formal chapel with pew seating for over 200

tor and pull down screens facilitate video presentations during chapel services; and an illuminated, stained-glass triptych completes the tranquil atmosphere of this beautiful place of healing.

The new main entrance consists of a large, covered, stone and brick porch leading to a spacious, central foyer. Access to the chapel and visitation rooms is also provided through an oversized carport, with room for six cars with their doors fully open.

In the office wing, individual offices for all personnel involved with arrangements are provided, as well as a readily-accessible storage library for the files of past and present families served. Access to the office wing, for families making initial arrangements, is available via a side parking area, and a large conference room was provided to accommodate planning sessions with large families. The expansive casket selection room displays over 24 full size caskets, with sufficient room for families to sit as they make their selection.

Also in the office wing are an employee lounge and the service hallway that provides access to first-call areas, the embalming room and cosmetic areas.

Wood paneling, installed in all the hallways surrounding the chapel, accentuates the warm, gracious beauty of the interior design. Throughout the public areas are travertine floor tiles, and by the contractor's calculations almost 8 miles of decorative molding.

With this new building, the Ross Clayton family has reaffirmed their commitment to the community. Their state-of-the-art, spacious facility will increase their efficiency, allowing them to concentrate on ministering to the grieving while providing the level of service that has been the hallmark of their business for nearly a century.

DeClue Funeral Home purchases new Hearse



POTOSI,MO— **B.J. DeClue** (left) and his father **Brian DeClue** of **DeClue Funeral Home** in Potosi, MO are shown, accepting delivery of their new Cadillac hearse purchased from **Don Buchholz** of **Hanley Coach Sales.**

Precious Memories Keepsakes™

Fingerprint Keepsakes in Gold and Silver Because Simple is Better

Our Pricing is Fixed You Do Not Have to Call for Pricing

All Prices Include Engraving, Shipping, Cremation, Velvet Customer Boxes, Pendants, Color Brochures with Retail Prices for your Families

We Use **Genuine Birthstones** Proudly Crafted In The USA

Contact us for more information or a FREE Display Kit!

1-800-774-0306
www.pmkeepsakes.com
 Email: pmkeepsakes@aol.com

Precious Memories has no affiliation with Meadow Hill, Inc. (Thumbies)





Changing Lives Through Laughter

By Nancy Weil

I Can't Stand It...or Can I?

This is an industry where each day takes on its own path and we have no way of knowing what to expect when we start the day. However, there are certain patterns that occur with enough regularity to make me want to scream, stomp or whimper in the closet. Well, maybe not to that extent, but they are annoying, a nuisance and a bother. Here are some of my top tick-offs. Perhaps you will agree with some of them, perhaps you have more to add to the list.

- **Sloppy Mistakes** – I can't stand it when a simple task is complicated due to sloppy mistakes made by co-workers, especially when some of those people are long gone, having made the error decades ago. This is a business with no room for mistakes, so when something is found, the correct information must be discovered and put into place.
- **Mean People** – I can't stand it when people are yelling at me for no reason. I understand that this is an emotional business, but I did not remove their flowers or create the snow that is blocking their path from the grave they want to visit. Go ahead and yell at me, and I will calmly listen, but know that I am trying to help you. I am not the enemy; I am your ally and will do all that I can to rectify your complaint.
- **Missed or Late Appointments** – I can't stand it when people take the time to make an appointment, but then don't show. I have no issue with walk-in clients, but if you make an appointment, please keep it. I have altered my schedule and workload in order to be avail-

able for you and when you don't show up, I am not sure how long to wait before I start on a project. I will stay late, meet you after hours or do whatever is necessary to help you, but please let me know your time schedule so I can be prepared.

- **Broken Equipment** – I can't stand it when I have a task and the very machinery I depend upon to complete my work does not work. Copy machines, computers, printers and other technology are wonderful...until they break. The most important person in the world to me at that moment is the repair person who shows up and resolves the problem.
- **Unexpected Challenges** – I can't stand it when issues crop up that become a huge time suck and the day is no longer my own. I like it when my day goes as planned. I like being able to sit down at my desk and work on tasks, help clients and have a productive day. There are times when one phone call means hours of unplanned work, not the kind we expect (death calls, etc.) but the kind that is almost nonsensical, but a client's question that must be answered.
- **Uncooperative Companies** – I can't stand it when a company we have hired to help supply us with a product of some type, does not respond to our request for information in a timely manner. They seem to forget that WE are the customer and THEY are taking our money for product or service and thus owe us a timely, professional response. Same goes for those suppliers who try to rip us off by charging high prices because they think we won't know any better. An informed consumer is a threat to their existence because we know what we want, when we want it and how much we are willing to pay for it. Honor our needs and you will continue to have our business.
- **Incorrect Information** – I can't stand it when I ask a question and get the wrong answer in return. This can be from colleagues, clients or companies I interact with. Sometimes it is simply a communication confusion, easily remedied. Other times it is because they don't have the answer, so they just say what they think is correct, rather than get back to me once they have checked. Worse yet is when a family does not let me know about the sibling they lost contact with or other pertinent information needed to help them. All I ask is a correct answer to a direct question. It shouldn't be that hard.

- **People Who Die Too Young** – I can't stand it when I must sit with a family who has just experienced the death of a loved one who is so young. We expect people to die in their later years, but the ones who pass away from accident, disease or other causes before their expected time, is heart breaking. These losses are so hard for the family to accept and the pain they carry is something I cannot take away. I can help them with their needs, I can offer grief support programs, I can even offer a hug and a reassuring word, but I cannot give them the one thing they most want – their loved one back. And this is the one thing I can't stand the most.

The last point puts the rest of my list into perspective. In fact, I can stand mean people, sloppy mistakes, broken computers and the rest. I can embrace each challenge with the knowledge that I have the ability to cope with these minor annoyances. They are just part of the job – any job really. It is only the last thing on my list that truly matters. We are fortunate to work in a business where we witness each day what is most important – having those we love here with us. We gain perspective on our lives each time we work with a family who is grieving a loss. We make a positive difference in people's lives at their most vulnerable moment...and that is something **I can stand.**

What am I going to do about it? Embrace it all – this is our business.

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 is available to speak to your staff, association or conference, bringing her passionate interest in the healing qualities and therapeutic benefits of laughter across the country. Her new book, *If Stress Doesn't Kill You, Your Family Might*, filled with tools that work to reduce stress, can be found through her website, www.TheLaughAcademy.com. You can contact Nancy at nancyw@mountcalvarycemetery.com or visit www.thelaughacademy.com.



the CLASSIC

Make a “Classic” investment.
(The ROI will impress you.)

Our Classic cremator is one of the smartest investments you can make for your business.

- **Invest in cost savings.** Savings on fuel can be as much as 50%.
- **Invest in increased efficiency.** No cool-down between cremations and the ability to run extended hours during maximum demand.
- **Invest in service that keeps you operational.** 24/7 service, with most service issues solved remotely.

We respect the investment you make in our product. To learn why the Classic has earned the industry’s attention, contact our cremation experts at 321.282.7357.

Assistance is always a phone call away.

598 Northlake Blvd., Suite 1016
Altamonte Springs, FL 32701
321.282.7357



WWW.USCREMATIONEQUIPMENT.COM

Your Families Will Be Pleased!

Offer them individually wrapped Soft **Buttermints** or **Peppermints** with your logo or a generic imprint. 1000 per case.

	1 CS	3 CS	5 CS
Custom Logo	\$85.40	\$82.00	\$75.70
Generic Logo	\$55.80	\$55.80	\$52.90

*Prices are per case

FREE SETUP!
(SAVES \$65!)

Call Monarch Advertising at 800-242-4231 to order.

SETUP OFFER EXPIRES 3/31/12!

**ADVERTISING WORKS
FUNERAL HOME &
CEMETERY NEWS**

DUNCAN STUART TODD
THE PREPARATION ROOM SPECIALISTS

SPECIALIZING IN
**DESIGN
PRODUCTS
VENTILATION**

Call today for a free brochure.
877.832.6898

duncanstuarttodd.com

info@duncanstuarttodd.com

Gregory Robertson certified in Pastoral Thanatology

NORTH CHARLESTON, SC—Funeral director **Gregory R. Robertson** has been awarded recognition as Certified Pastoral Thanatologist by the *American Academy of Grief Counseling*.

Gregory Robertson is a South Carolina licensed funeral director and embalmer. He is employed with **Carolina Memorial Park, Funerals and Cremations** in North Charleston. He completed his studies for certification with the American Institute of Health Care Professionals Inc. He is the only Certified Pastoral Thanatologist in his company's Lowcountry locations.

Greg studied Clinical Pastoral Education with Roper St. Francis Health Care System and is a licensed chaplain. He understands that the emotions and feelings of loneliness at the time of loss and bereavement can be overwhelming. He serves families making funeral arrangements and officiates



Gregory R. Robertson

at funeral services for families in need of a minister to celebrate the life of a loved one. Greg provides chaplaincy, grief counseling, and caregiver respite to our client families in the South Carolina Lowcountry and Grand Strand.

Carolina Memorial is a sixty-eight acre combination memorial park and funeral home serving three hundred families with funeral arrangements each year. The perpetual care memorial park has around five hundred interments each year.

VFMC Providers give Troops 1.2 Million Free Calling Minutes in 2011

SANIBEL ISLAND, FL—For the second year in a row **Messinger Mortuaries** in Scottsdale, AZ led the way by collecting 3,302 of the 20,296 old cell phones for VFMC's strategic partner *Cell Phones for Soldiers*, www.cellphonesforsoldiers.com. "The 2011 total of 1.2 million free calling minutes beats last year's total by over 100,000 minutes," said **Mark Davis**, CEO of **ValMark Memorial Group**. "Our Veterans & Family Memorial Care division: www.VeteransHonored.com via our signature community outreach programs and strategic partnerships continues to provide more support for our veterans and active duty military than any other funeral home organization in the United States."

A 21-gun salute to **Jim Vickers**, **Pat Underhill** and the Messinger Mortuaries team. They have been relentless in their efforts to rally the Scottsdale community to help our troops overseas stay in touch with family and friends back here in the states.

Here are the top 10 VFMC Provider/Cell Phones for Soldiers collection locations:

1. **Messinger Mortuaries**, Scottsdale, AZ
2. **Carmon Community Funeral Homes**, Windsor, CT
3. **Adair Funeral Homes**, Tucson, AZ
4. **Charles Rader Funeral Home**, Henderson, TX
5. **Barden Funeral Home**, Ithaca, MI
6. **Langeland Funeral Homes**, Kalamazoo, MI
7. **Murray Memorial Mortuaries**, Salt Lake City, UT
8. **Hall-Kokotovich Funeral Home**, Gladwin, MI
9. **Wilson-Miller Funeral Home**, Midland, MI
10. **Cook-Inlet Funeral Home**, Alaska

To learn more about VFMC and their public relations initiatives visit www.VeteransHonored.com or call toll free (866) 770-6791.

Legal Speak

By Atty. Harvey I. Lapin

Where Are those Cremated Remains?

Cremation rates continue to rise and litigation about mistakes or problems also continues to increase. Sometimes everything is done right in connection with the cremation services and the cremated remains are misplaced or lost. On November 23, 2011, United States Magistrate Judge Patricia J. Gorence issued her Decision and Order in the case of **Jackson v. McKay-Davis Funeral Home, Inc. et al** in the U.S. District Court for the Eastern District of Wisconsin 2011 WL 5900782 (E.D.Wis.). The **Jackson** case involves a multi-state dispute concerning cremated remains that were allegedly lost in transit. The dispute ended up in the federal district court in Wisconsin.

The facts are complex and are described in detail in the extensive article written by the author that was published as the January electronic version of the *Cemetery & Funeral Business and Legal Guide*. See the subscription information at the end of this column.

Simply stated the deceased died in Oklahoma and the funeral home arranged with a third party cremation service to have the remains cremated because the daughter of the deceased wanted his remains returned to Wisconsin. All of the arrangements were made with the funeral home pursuant to the authorization of the decedent's spouse. Subsequently, the spouse au-

thorized the cremated remains to be split with one half to be sent to the daughter and the rest to the spouse. Most of the documentation is between the funeral home and the spouse even though the third party cremation service handled the details and the shipment. The spouse claimed she never received the cremated remains.

The spouse and the daughter filed a lawsuit in the federal court. They followed the maxim of suing every party involved. The original defendants were the funeral home, the third party cremation service, the delivery company and two insurance companies. The spouse and daughter alleged causes of action for breach of fiduciary duty, negligent handling of human remains, and negligent infliction of emotional distress stemming from the loss of the cremated remains of the deceased. Subsequently a breach of contract claim was added against the delivery company.

The case has interesting implications because the Judge of the Federal Court determined what the Wisconsin law was even though there was no law directly on point. Several of the parties had been dismissed from the case prior to the issuance of the opinion that only involved the funeral home and an insurance company. The Judge was responding to a motion for summary judgment filed by the funeral home to the effect the daughter had no standing to sue because she was not physically present, the funeral home had no special fiduciary relationship with the spouse and daughter for the cremation service and shipment and without a physical injury there was no legal basis to support a claim of emotional distress.

The Judge indicated Wisconsin had no law on the standing to sue issue, but that relevant cases in other jurisdictions (primarily California) justified a trend that close relatives had a basis for suing even though not physically present. The Judge did agree with the funeral home it had no special fiduciary relationship to the spouse and daughter but it did have a duty to exercise ordinary care. The Judge then reviewed the general Wisconsin cases dealing with negligence and determined that the law in Wisconsin was that no physical injury was required to justify a claim for emotional distress due to negligence. The Judge therefore denied the Defendant's Motions and held that it would be necessary to have a jury deal with disputed facts.

What Is the Significance of this Case?

There are several important points in this decision.

1. There is a trend in the states to liberalize the requirements for claims of emotional distress.
2. Funeral homes that deal with 3rd party cremation services should be very careful to make sure that all of the requirements and requests of the customer are followed.
3. It still is important to have up to date forms that clearly provide for the responsibilities, and
4. It is still important to train and monitor employees.

The author is speaking at the ICCFA Annual Convention of the subject of dealing with the liability from improper use of social media by employees and other parties. Readers should make plans to attend.

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 is also associated with Florida-based law firm Sachs, Sax & Caplan, leading the firm's Funeral, Cemetery and Cremation Practice Group.

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.

MORTECH
MANUFACTURING INC
1-800-410-0100

**EQUIPMENT
PROUDLY
MADE IN
THE USA**

**MORTUARY,
FUNERAL HOME
PRODUCTS**

**DISTRIBUTOR &
MANUFACTURER**
of Premium Mortuary Equipment
Family Owned & Servicing the
Industry for Over 25 Years

**Flush Embalming
Station
Model 1036-13**



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



**FREE SHIPPING
FOR THE
1036-1 WATER
CONTROL UNIT
ONLINE PURCHASE ONLY*
use coupon # YB400**



**Two Body Roll-in
Refrigerator
Model 1036-R115**

**SPECIAL PRICING
ECONOMY REFRIGERATOR
1036-R114EC
\$4,999.00**

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

WE CARRY INSTRUMENTS-CALL US or GO ONLINE

Headrest
Molded plastic, sturdy, reusable
Only \$38.00 each



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



Premium Gloves
S - XL 10 bx/case 100/bx
Latex PF
Textured\$76.00 case
\$8.40 box

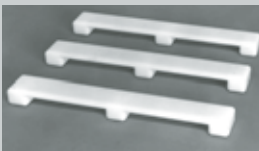


**Nitrile
Powder-Free \$120.00 case
(Shown above) \$13.25 box**

Pall Bearer Gloves
Quality, Cuffed, White
Small - XL
**Only \$12.75
per dozen**



**Plastic Body
Boards**
Set of 3 **Only \$ 135.00
per set**



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



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

20 Gauge 1.5" long \$1.65 ea 2.5" long \$1.95 ea	13 Gauge 4.5" long \$5.50 ea 8.0" long \$7.95 ea 10.0" long \$8.95 ea
19 Gauge 3.0" long \$2.05 ea	12 Gauge 3.0" long \$3.75 ea 4.0" long \$4.95 ea 5.0" long \$5.75 ea 6.0" long \$6.75 ea



Post-Mortem Thread
Cotton, White /
Brown, 1 lb.
Only \$21.50 each
Polyester, White, 4 oz.
Only \$10.70 each

**EVERYDAY
MORTUARY
PRODUCTS
GET 10% OFF**
online purchase only*
use coupon# YB402

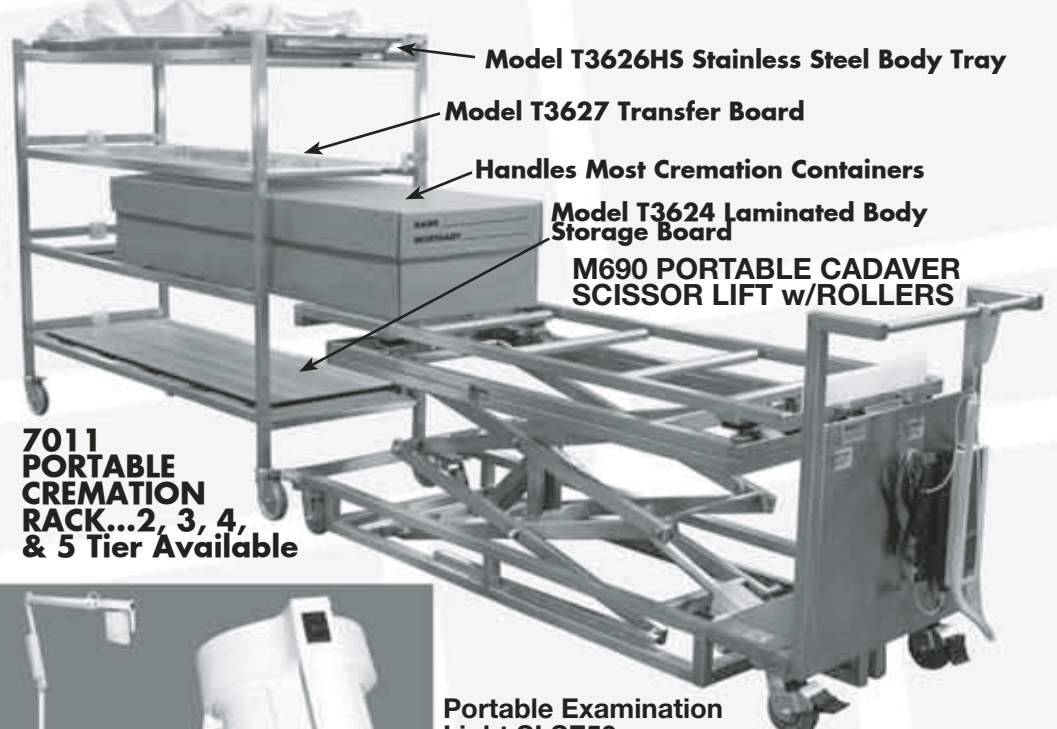
**7002 Cantilever
Storage Racks**
2, 3, 4, & 5
Tier Capacities



**Hydraulic Embalming
Carrier-Model 60025
Carrier shown w/Model
T3603 Tray**

**Battery
Operated
Cadaver Lift
Model M678
w/Model
T3603 Tray**

CADAVER STORAGE RACKS



**7011
PORTABLE
CREMATION
RACK...2, 3, 4,
& 5 Tier Available**

Model T3626HS Stainless Steel Body Tray

Model T3627 Transfer Board

Handles Most Cremation Containers

Model T3624 Laminated Body
Storage Board

M690 PORTABLE CADAVER
SCISSOR LIFT w/ROLLERS

**Portable Examination
Light SLSE50**

is designed especially for demanding viewing conditions that require exceptionally good light. Boasting a highly flexible self balancing arm system

AVAILABLE IN:
Portable Floor Model (shown)
Table Mount or Ceiling Mount

Call us at: (800) 410-0100

Email us at: info@mortechnmfg.com

FIND OVERSTOCK & INTERNET ONLY SPECIALS ONLINE AT: WWW.MORTECHMFG.COM

*ALL FREE SHIPPING DISCOUNTS APPLY TO ORDERS SHIPPED WITHIN THE CONTINENTAL US ONLY
• VALID FOR ONLINE PURCHASE ONLY •

**CALL MORTECH & ASK US ABOUT
OUR CUSTOM WALK-INS
Need additional storage?**



– NEW PRODUCT – Flower Trays for the Funeral Trade

Waterproof Construction • Galvanized Steel Drip Trays • Light Weight
4 Recessed Carry Handles • 100% American Made Materials



**SPECIAL
\$198.00**

- Model FT 6-6 hole • 26x19
- 1 person carry loaded
- 2 Units will fit into coach ahead of casket
- Will fit lead car trunk
- Nest an urn within for a magnificent in-urnment



**SPECIAL
\$249.00**

- Model FT 12-12 hole • 48x26
- 2 person rapidly carry 12 arrangements
- Fits crosswise in minivan
- Roll on church truck around facility
- Load on coach rollers with a urn for elegant in-urnment

Corinthian Catafalques

Builders and Designers of Stately Chapel Furniture

Mark Schmidt

Hastings, MI • Phone 269-948-3005 • www.catafalques.com

Customize Your Direct Mail Program

Call **1-800-321-7479** **NOMIS**
PUBLICATIONS, INC.

Coos Bay Chapel Thrives

Continued from Front Page

til the opportunity to return to his hometown was presented in 1994. When SCI acquired the locations in 1996, Mr. Boynton managed their operation, until SCI determined that the businesses no longer fit their operating strategy and put them up for sale. In addition to Rollings Funeral Service, assistance was provided by the **NewBridge Group**, **BSF Business Services** and **Vineyard Financing**, aiding Tom in purchasing the businesses, which are now flourishing.

The Coos Bay Chapel's origins began in 1915, when Coos Bay was known as Marshfield. The current facility was constructed in 1960 as the **Campbell-Watkins Funeral Home**. Prior facilities in the firm's lineage include **Wilson Undertaking Co.**, **Dungan-Margeson Funeral Directors**, **Theurwacher Funeral Home**, **Ellingson-Groskopf, W.O. "Red" Campbell**, **Mills-Bryan-Sherwood Funeral Homes**, and the early local ambulance services of Coos Bay.

North Bend Chapel was established in 1913, and its basement billiard room was the first public library of North Bend. Through the years, it has served the families of North Bend under several distinguished names and the firm proudly honors the compassionate traditions of its predecessors: **Peterson Funeral Home**, **Grimm Funeral Home**, **Campbell-Watkins Funeral Home** and the early local ambulances of North Bend.



The Chapel at the Coos Bay Firm

Sunset Memorial Park was established in 1914 by the Independent Order of Odd Fellows and relocated from the **Marshfield Pioneer Cemetery**, which began in 1890, to its current location on Highway 101 at Millington. Sunset maintains the pioneer records. It operated the first and only crematory in the Bay Area until its replacement at Ocean View Memory Gardens in 1985. The 40-acre park is the home of the only mausoleum, columbarium and cremation garden in Coos Bay.

Ocean View Memory Gardens & Crematory, on Ocean Boulevard, was established in 1939. The crematory, installed in 1985, is the only crematory in the Bay Area. The 14-acre park offers private or public in-ground burial and inurnment services at the gravesite with a portable chapel.

For more information on Tom Boynton and his firm, contact him via phone at the Coos Bay Chapel (541-267-3131), via e-mail at cbchap@charter.net, or visit coosbayfh.com.

Observations

By Steven Palmer

Wisconsin's Combo Clash

Oh, the farmer and the cowman should be friends.
One man likes to push a plough,
The other likes to chase a cow,
But that's no reason why they can't be friends.

Territory folks should stick together,
Territory folks should all be pals.
Cowboys dance with farmer's daughters,
Farmers dance with ranchers' gals.

—from *Oklahoma*, Oscar Hammerstein

The average person doesn't see much difference from the farmer or the cowman. The same is true between funeral homes and cemeteries. A battle is taking place in Wisconsin. These two entities of final care, funeral homes and cemeterians are wrangling over whether funeral homes can be on cemetery property.

Current law, for over 70 years, prohibits a licensed funeral director from operating a funeral establishment or mausoleum in a cemetery. Current law also prohibits a cemetery authority from permitting a funeral establishment to be located on cemetery property. Wisconsin is one of four states that still restrict dual ownership of a cemetery and funeral home.

Wisconsin State Representative *Evan Wynn* introduced LRB 3490/1 that would repeal that law. His view is "I just truly believe in a free-market system where you should be able to have that competition in business."

Who wants to repeal this law? The cemeterians. As cremation rate rise and the economy restricts spending by families making final care decisions and affects interest earned on cemetery trusts, it becomes harder and harder to balance the books at a cemetery. If you had a funeral home on the grounds making a one stop shopping scenario, it would give you a major source of revenue. **Glen Porter** of **New Berlin's Memorial Park** has said it is key to avoiding financial difficulty for many cemeteries.

Dan Isard, founder and president of the **Foresight Companies** of Phoenix, who consults with both funeral directors and cemeterians, believes combination locations of a funeral home on the grounds of the cemetery are "strongly appealing."

"I am a red letter capitalist. I believe that the free market will dictate who is to win in these battles," Isard has stated.

The public corporations of **Service Corporation International** and **Stewart Enterprises** both have Wisconsin locations that would benefit from the repeal of the existing law. Many of their locations in other parts of the country are "combos," funeral home on cemetery grounds. SCI and Stewart have stated that they are not behind the promotion of Rep. Wynn's bill.

This is not the first time that the repeal, in one form or another, has been introduced. *Wisconsin Funeral Directors Association's* website gives the following history: "The anti-combo law was challenged in Wisconsin by a large out-of-state cemetery corporation in the late 1990s. The law was upheld by three separate courts beginning in 1995 and including the State Supreme Court in 1999. In addition, the law was supported in an opinion issued by Attorney General Hathaway in 1989."

The Federal Trade Commission wrote an opinion on this topic back in 1993 during an earlier attempt to repeal the "anti-combo" law.

Their opinion states, "Wisconsin now prohibits a funeral director from operating a mortuary or funeral establishment located within the confines of, or connected with, any cemetery. Wisconsin also prohibits a funeral director or employee from directly or indirectly receiving or accepting any commission, fee remuneration or benefit from a cemetery in connection with the sale or transfer of any cemetery lot, or from acting, directly or indirectly as broker or jobber of any cemetery property or interest."

The opinion went on to state, "Buyers could make decisions about the burial and funeral service in one location, saving expense and perhaps easing personal concerns during a particularly stressful period. Admitting into the funeral and cemetery industries new business formats that Wisconsin's law now prohibits could make a positive effect on competition. These innovations might afford consumers a wider selection of services and costs."

The FTC, in 1993, determined, "We conclude that permitting joint ownership or operation could make possible new business formats and improvements in efficiency, which might in turn lead to lower prices and better service to consumers."

The proponents of the movement to repeal the current law have even taken to the airwaves to influence the public.

"Here in Wisconsin it's illegal to own a funeral home and a cemetery. That makes as much sense as making you buy your brat at one concession stand and the bun at another. It's a dumb law and it's time we bury it!" states one of their spots.

Nice analogy.

Funeral industry watchdog organization Funeral Consum-

ers Alliance does not support the repeal of the existing law.

On their website, they discuss the following issues.

"Many people believe they're obligated to use the funeral home located on the cemetery's grounds."

"Combo businesses owned by large chains are well-known to aggressively steer consumers toward spending all their funeral money on-site. Given that these chains are usually among the highest-priced in a given area it's easy to see how grieving families can be persuaded to overspend."

To hear the Wisconsin funeral directors point of view, I reached out to **Mark Krause**, president of **Krause Funeral Homes**. He is a past president of *Preferred Funeral Directors International* and *International Cemetery, Cremation and Funeral Association*.

"The public is not demanding this. A small number of cemeteries are."

Krause explained that cemeteries do not pay property taxes. They have said they will pay property taxes on the small amount of land where a funeral home would be located.

"My taxes are subsidizing cemeteries so they can now compete against me?"

Another point Krause made, "Cemeteries only have to trust 40% of their trust money but funeral homes have to trust 100%."

Krause pointed out that most cemeteries are very old. He explained that it would be extremely difficult for a funeral home to build a cemetery to compete, but very easy for a cemetery to build a funeral home.

Also, "If a family doesn't like me, they can call someone else. It is very difficult when your burial plot is on the grounds where the funeral home is."

Krause understands other states allowing combination locations. Wisconsin is an old established state and that the repeal of this law only benefits, to an unfair advantage, the cemeteries that would be allowed to have a funeral home.

Krause observed, "Sometime laws are so old that it just doesn't make sense to repeal them."

"Just because everyone else is doing it, doesn't make it a good idea"

—Scott Peterson, WFDA Executive Director

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

Daniel J. Enea purchases Ocoee Family Funeral and Cremation Chapel

OCOEE, FL— Daniel J. Enea, formerly of the Mohawk Valley, central New York, recently became the owner and funeral director in charge of the **Ocoee Family Funeral & Cremation Chapel, Inc.**, in Ocoee, FL, located 12 miles outside of Orlando. Daniel has taken over the business and day to day operations from **Salvatore M. "Sal" Cascio** (Miller Place, NY) who owned the business previously.



Daniel J. Enea

Dan has officially taken and passed his Florida Funeral Director Law Exam. Sal will be an active part of the business. The funeral home is the only privately owned firm serving Ocoee and Winter Garden and central Florida.

Dan has already become active in the community joining the Winter Garden Rotary Club, West Orange Chamber of Commerce, Ocoee Lions Club and the local Catholic church. In the 1940's, Dan's grandfather, **Edward Holleran** began the **Holleran Funer-**

al Service in Herkimer, NY. Daniel is a third generation funeral director and was a very active part of the **Enea Family Funeral Homes** of the Mohawk Valley upon being licensed in 2000 until relocating to Florida in December of 2011. He was also a board accredited county coroner for Herkimer County. "Some things in this life should not be corporate owned, and I believe a funeral home is one of them," Enea said. "I fully support my father, **Harry**, brother **Kevin** and the operations of my family business (Enea Family Funeral Homes and Memorials) back in the beautiful Mohawk Valley" he went on to say, "and will strive to give the families of central Florida the same service I prided myself in back home."

The funeral home website is located at www.cfffunerals.com on the Internet. They are a Veteran's Choice Funeral Home and a Cremation With Care Provider.

Funeral Service Foundation welcomes New Executive Director

BROOKFIELD, WI—The **Funeral Service Foundation** welcomes **Kathy Wisniewski** as new Executive Director replacing **Celi Clark Haga**. Ms. Wisniewski has a background in fund development and nonprofit organization management as a consultant with McDonald Schaefer Group. She acted as Interim Director since the beginning of August 2011 and began her new position February 1.

Led by the very able direction of search firm QTI, the Foundation's executive search committee sifted through several dozen qualified candidates. "We were looking for someone who could be the 'face' of the foundation, who would challenge the organization and its trustee board to more than double its endowment and fulfill its mis-



Kathy Wisniewski

sion of being a catalyst for positive change in the death care profession," said **Alan Creedy**, chair of the search committee. **Shaun Myers**, Board of Trustee chair, added, "Kathy has the strong leadership skills, excellent interpersonal and communication skills, exceptional experience in fund raising and a wonderful passion for our cause to be a key element in the future growth and development of the Funeral Service Foundation."

The decision was unanimous to recommend Kathy as the new Executive Director. Alan Creedy offered, "Personally, I am

excited and energized by this choice. I believe more than ever, with Kathy at the helm, that the Foundation will achieve its true potential as a positive force in the death care profession."

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

Crowne Vault

Economy solutions for the cremation market.

Double Dimensions:
Exterior:
16.5" x 12" x 15"
Interior:
14" x 10" x 12"
Interior dome: 14.5"

Single Dimensions:
Exterior:
16.5" x 12" x 9.5"
Interior:
14" x 10" x 6.5"
Interior dome: 9"

- ◆ Affordable
- ◆ Will not deteriorate
- ◆ Water-tight seal
- ◆ Made in the USA

Call Crowne Vault at:
866-763-0485
www.crownevault.com

3287-C Chrome, 3287-SS Stainless Steel

Superior Lowering Device

Designed for continuous dependability and reliability. Superior Lowering Device guarantees longer-lasting service.

Features

- Lifetime lubrication
- Positive lock braking system

Finished in heavy-duty, gleaming chrome plate and polished aluminum. There is no better value!

Specifications

- Closed: 26" W x 67 1/2" L
- Adjusts to: 95 1/2" W x 40" L
- Straps: 21" long, each tested to 400 lbs.
- Speed control: Complete on all models



3287

PROUDLY MANUFACTURED IN THE USA

888-458-6546

3121 Millers Lane • Louisville, KY 40216
Tel: 502-775-8303 • Fax: 502-772-0548

JUNKIN

SAFETY APPLIANCE COMPANY

www.junkinsafety.com

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

Funeral Directors Research, Inc.

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



www.amrainstruments.com
www.preproumdirect.com



WEB DIRECT GIFT & PRICING

Mullins offers Family Service to Cape Coral Residents

Written by Dick Collins, Editor, Snowbird Journal



Shannon and Sheila Mullins

CAPE CORAL, FL— Mullins Memorial Funeral Home & Cremation Service, the only family owned and operated final care provider in Cape Coral, opened October 3, 2011. Shannon and Sheila Mullins have been Cape Coral, FL residents for over ten years.

Shannon started his career in funeral service in 1992 in Shelbyville, KY. To date he has owned two funeral homes, lived in and worked in eight fune-

ral homes, including Kerr Brothers Funeral Home, Lexington, KY, the state's largest single location firm at the time; and formerly was the embalmer for the Body Bequeathal Program at the University of Kentucky as well as previously managing two funeral homes in Cape Coral that recently merged.

"My passion is people and serving them at what is most times, the most difficult days of one's life," stated Shannon. "The true, heartfelt gratitude that you receive after you have served a family can be compared to nothing else, and is what feeds my soul."

Shannon and Sheila decided to open the funeral home because they felt there was a real need in the city for an independent funeral and cremation provider that offers similar goods and services as the corporate funeral homes, but at a significantly lower expense. "Our motto and objective is to provide final care with dignity and affordability. And rest assured, just because our cost is significantly less than the other providers, our service certainly is not. We only have one level of service, regardless of cost," stated Shannon.

Shannon said that he also wanted to open the funeral home to enjoy the journey, doing what he felt he was born to do and has a passion for; as well as give his 14 month old daughter the option of following in his footsteps one day. Shannon said, "Funeral service is a venerable and time-honored profes-

sion. Continuing that tradition in Cape Coral, serving one Cape Coral family at a time, is what my family is all about."

The funeral home serves all religious beliefs, nationalities and all financial situations. "We are here to serve in a moment's notice. No matter if it is 3pm or 3am or Christmas morning," Shannon said, adding that families will always deal with the owners of the business.

Shannon went on to say that his facility is the only funeral provider to perform all preparation work on-site in the city, "maintaining custody of the deceased with minimal transfers lessens the possibility of mistakes happening and feels more respectful for the family."

All-night visitations are also available to families at the funeral home. "This is the community's building and if they choose to hold an all night vigil, then that's what we do," said Shannon.

The funeral home also provides the option of virtual services for families that cannot attend the services in person. Maybe inclement weather or an illness or financial restraints prevent them from attending; the virtual family room will allow those folks to be present in real time via the Internet.

Mullins Memorial Funeral Home & Cremation Service is dedicated to providing personalized final arrangements that relate to the deceased life, interests and final requests. This includes a wide variety of containers and keepsakes for the cremains, including customized applications, arranging for burials or scatterings at sea, and so on. A tour of Mullins Selection Room at the Home tastefully displays a number of container options ranging from the traditional casket to some very creative and thoughtful ideas.

Shannon said they will even be providing the option of having one's ashes scattered by rocket from a local launch facility here in Southwest Florida. Families will be able to choose to have all of the ashes or just a portion scattered. "It's a very unique option," Shannon said, adding that the rocket can also be launched over the gulf to provide a more celebratory fireworks appeal. Mullins Memorial's more traditional scattering services in the Gulf of Mexico can generally accommodate up to 40 attendees.

The funeral home itself is not a large facility. More than 75 percent of families are opting for cremation and then having a celebration of life at a third party location, according to Shannon's experience and recent statistics.

A large facility, and the large expense that goes along with it, is really a thing of the past in Shannon's view. "You'd have to pass that overhead on to your clients, and we'd rather not do that." Sheila adds, "This is a primary reason why we can offer the low prices that we do."

Mullins Memorial Funeral Home offers a modern, tastefully appointed, comfortable facility that can accommodate up to about 25 people. "If a family needs a larger area we can still accommodate them with the use of their place of worship or via other gathering areas throughout the community," says Shannon.

The funeral home also provides translation in Spanish, German and Italian for families who need the service. Resources for grieving families are also available at the funeral home.

Mullins Memorial Funeral Home & Cremation Services offers some excellent ideas and resources for pre-planning your final arrangements. We're all going one day. Why not make that time as easy on those we leave behind as possible.

One thing remains to be said. Few times have we met someone as genuinely caring, sincere and assuring as Shannon Mullins. Those are qualities we like in a person we choose to guide our loved ones through a difficult time.

Mullins Memorial Funeral Home & Cremation Service, LLC is located at 1056 NE 7th Terrace. For more information, call 239-242-0909. The website www.MullinsMemorial.com provides history, advanced planning information, current obituaries and an on-line guestbook.

Reprinted as published in the Snowbird Journal.

Stodghill Funeral Home purchases Eagle Coach



FORT BRANCH, IN— Butler Coach would like to thank the Stodghill Funeral Home of Fort Branch, IN for the purchase of the Eagle Ultimate Funeral Coach. Pictured with their new coach are Julie Stodghill and IFDA District 9 director Scott Stodghill.



Sudbury Brass Goods
730 Eastern Avenue
Malden, MA 02148

Chapel Supplies

Solid Brass Items

Mausoleum Vases

Custom Engraving

Engraved Plates

Electrified Items

Other Products for
Funeral Homes

Call or email us for more information on
these and other products.

1-800-535-6571

781-321-0071

sudburycustomerservice@earthlink.net

www.sudburybrass.com



OSHA Compliance

By Gary Finch

What Are Your Options when an Occupation Safety and Health Inspector Gets It Wrong?

As I write, more and more OSHA offices are developing plans to conduct a Local Emphasis Program (LEP) on "Health". It is a broad subject that doesn't really get my attention. My clients are funeral homes and technically are not part of the "healthcare industry". It is only when I see that various OSHA offices are targeting funeral homes that I take note. In this case, I develop a micro-focus as some of the things they are throwing at funeral homes are flat out nutty.

One of these inspectors was a guest speaker to a group of 75 funeral directors. They were told, among other things, that they should be using or testing blunt suturing needles. They were told that they needed to maintain a "sharps injury log". Both of these statements are flat out wrong. I can prove that easily enough, but that is not the purpose of this article.

Just assume you are one of the 75 funeral directors that are there, and you happen to be in that inspector's district. Where does that leave you? Will you prepare for the errant requirement? Will you ignore it and take a chance on being cited? Do you call it to the inspector's attention, and then advise her or him that they are wrong, even showing the proof that you are right?

I don't have a "universally correct answer" to this question. It really depends on your resource-

es. Are you willing to use them? It depends on your attitude. Is proving you are right worth it to you? Sometimes knowing OSHA is wrong is not enough. You have to know what is right, and ensure that your own program will withstand the scrutiny that an inspection might bring.

It would be foolhardy to only focus on the items you knew to be wrong, while ignoring other items in the presentation that were absolutely correct. For example, funeral homes are required to execute Device Evaluation Reports annually. These reports document the testing and recommendations from non-managerial employees that use scalpels and other sharp instruments.

To make matters worse, virtually every Device Evaluation Report you might reference on the Internet is "clinical". The bulk of the review is on patient exposure. That is not in our purview. Also, the kind of evaluation a hospital makes is more statistical. In a funeral home workplace, an informal conversation might be more appropriate to evaluating a new device.

How I answer the question about OSHA getting it wrong is not important. How you answer it might be vitally important. Having good resources at your disposal can be a big help.

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

"My Doctor told me I was headed for a Better Place" Planning Your Business's Successorship

By Diane Smith, CEO, National Mortuary Shipping



Diane Smith



Robert P. Smith, 1948-2006
NMS Founder

"I told him that this place has been mighty kind to the family and I" these were words from **Robert P. Smith**, founder of National Mortuary Shipping Inc., to the doctor after being told that he had Stage IV cancer and had about three years to live.

After the initial shock and many tears, came the question, where do we go from here? After all, we had two families to think about and take care of – our immediate family and our work family. We had to make sure there was a plan for both to continue to thrive.

The funeral business, as many of us know, is a lot of times a successorship business. While we are busy preparing for everyone else's funeral, sometimes we forget that we too need to plan ahead. Whether it's for unforeseen circumstances, a retirement or another life direction we take.

That is why it's important for every company to create a successorship plan. Whatever your goal is, be it to keep the business in the family or a close business associate to take over, you need to plan ahead.

When Bob lost his three year battle to cancer, coming into the office every day was one of the hardest experiences I've had to overcome. Everyone grieves differently, but when you work in a family business, you are constantly dealing with the loss. Everywhere I looked there were reminders at work – at home. I remember being at Bob's desk and under his creden-

za was a pair of his shoes – talk about a sign. At that point I had to laugh – like he was telling me "Good luck in filling my shoes!"

My background complimented **Angie Berwald's** (NMS President) background. Angie had worked with Bob for many years. Angie and I had to figure out a

CONTINUED ON PAGE A23

Family Medical History • 2nd Opinion Autopsies • Exhumation Autopsies • Malpractice Autopsies

Independent AUTOPSIES

by Board-Certified Pathologists
Licensed in Your State

AUTOPSY EXPERTS OF AMERICA, LLC

Over 37 years of Experience **1-800-343-2135** 7 days

www.autopsyexperts.com

Prompt, courteous, discreet and professional postmortem examination services for any reason. Services also available for organ/tissue retrieval, postmortem biopsies for DNA/HIV, confirmation of Alzheimers Disease, Asbestosis & Black Lung Disease, etc.

NATIONWIDE SERVICES

Autopsies For Any Reason • In-Custody Death Autopsies • Autopsies For Any Reason • Postmortem Biopsies • 2nd Opinion Autopsies • Malpractice Autopsies • Exhumation Autopsies

AFFORDABLE ELEGANCE

IN A TOUGH ECONOMY



These are tough economic times. And we are committed to doing our share by combining product, style, and service—with affordable pricing.

Now is the time to ask your funeral supplier about America's #1 urn line. Or call us today, and an **ELEGANTE** distributor will contact you.

QUALITY CAN BE AFFORDABLE.



Elegante
BRASS COMPANY

800-252-7277
www.EleganteBrass.com

SOUTHLAND MEDICAL CORPORATION
800-959-9160

Proudly Serving Our Customers
21
For Years!

WE'RE EXHIBITING
at the ICCFA Annual Convention & Expo
March 19-22, 2012 Booth #402
iccfaconvention.com

March Specials

Prices Good Through April 20, 2012
For Promo Pricing - Reference YB312

CANTILEVER STORAGE RACKS

- supports up to 500 lbs per level
- free standing design with 6" casters for movability
- rubber bumpers to protect cadaver tray
- stainless steel

M7005-3SS **\$1,955.00 ea**
M7005-4SS **\$2,151.00 ea**
M7005-5SS **\$2,347.00 ea**
(powder-coated also available, call for pricing)

PORTABLE MORTUARY RACK

- made of strong, durable stainless steel
- free standing with casters
- for use with T3626 tray

Side Rollers	Fill Rollers
M7010-3 \$2,543.00 ea	M7011-3 \$2,494.00 ea
M7010-4 \$2,739.00 ea	M7011-4 \$2,690.00 ea
M7010-5 \$2,935.00 ea	M7011-5 \$2,886.00 ea

OTHER RACK STYLES AVAILABLE, PLEASE ASK

FERNO® MODEL 34 & 36 DRESSING TABLES

- (4) 6 inch wheels that swivel and lock for stability
- top available in grey or woodgrain
- replacement tops also available
- max load 500 lbs.

Model 34, Folding	76" L x 24-1/2" W	\$1,200.00 ea
Model 36	75" L x 24" W	\$1,105.00 ea

STORAGE BOARD

- economical storage tray for cadaver storage racks
- laminated top, protective coating on bottom
- rubber perimeter moulding
- 78" L x 24" W x 3/4" H **\$205.00 ea**

STAINLESS STEEL STORAGE TRAY

- easy cleaning; smooth inside corners
- 18G stainless steel, years of use
- 78" L x 23" W x 2-3/4 D w/hand slots
- 30" W also available

without drain hole **\$479.00 ea**
with drain hole **\$520.00 ea**

QUANTITY DISCOUNTS AVAILABLE, PLEASE CALL

BODY BAGS

- sealed vinyl construction to retain all fluids
- packaged 10/cs w/outer poly bag for belongings

Infant size 8x28 center zip	5 mil	\$35.00 cs
Child size 28x46 center zip	5 mil	\$45.00 cs
Adult size 36x90 center zip	5 mil	\$60.30 cs
Adult size 36x90 envelope zip	5 mil	\$69.30 cs
Adult size 36x90 center zip	9.5 mil	\$86.40 cs
Adult size 36x90 envelope zip	9.5 mil	\$95.40 cs

SECURITY LOCKS

- heavy duty, permanent tamper seal
- consecutively numbered
- available in red, yellow, green, orange

1-3/8" x 7/8" 100/bx **\$25.00 bx**

CLASSIC PE COATED GOWNS

- impervious PE coated polypropylene • stitchless sleeves
- tie neck & waist closure, knit cuffs • packaged 50/cs

L	\$80.75 cs
XL	\$90.25 cs
2XL	\$114.00 cs

• also available with elastic cuffs

L	\$71.25 cs
XL	\$80.75 cs

GENERAL PURPOSE APRON

- 1.375 mil polyethylene
- 28" x 45" length
- packaged 100/bx, 5 bxs/cs **\$85.00 cs**

SHEER-FIT BOUFFANT CAP

- 100% polypropylene, cool, lightweight
- available in 21" and 24"
- packaged 100/bag, 5 bags/cs

21" \$25.50 cs	24" \$29.75 cs
-----------------------	-----------------------

COVERALL FACE SHIELD

- comfortable latex-free stretch headband
- 100% clarity and zero distortion
- lightweight anti-fog design
- packaged 25/bx, 4 bxs/cs **\$180.00 cs**

PROCEDURE FACE MASK

- splash resistance without plastic films
- features earloops; one size fits all
- packaged 300/cs **\$32.00 cs**

BOUNDRY SHOE COVERS

- non-skid with safety treads and sealed seams

up to men's sz 12	150 pr/cs	\$26.00 cs
up to men's sz 15	100 pr/cs	\$23.75 cs

Call for a catalog or visit us online at
www.southlandmed.com
Ph. 800.959.9160 or 714.456.9160
Fx. 714.456.9094 • info@southlandmed.com

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

Every effort has been made to keep our ad error free. We reserve the right to correct any errors that may occur.

Invigorate Your Funeral Business Go From Being Just Another Choice To Being the Only Choice!

- ✓ *CremationWithCare*™ **Protected Territory:**
Exclusive Geographic Area
- ✓ *CremationWithCare*™ **Handbook:** "Master the Cremation Conference"
Your Guide to Motivating and Moving Families to a Remembrance Gathering™
- ✓ *CremationWithCare*™ **Brochures:**
"When Someone You Love Becomes a Memory Their Memory Becomes A Treasure™"
- ✓ *CremationWithCare*™ **Urn Selection Presentation:**
Guaranteed to Increase Your Cremation Merchandise Sales!
- ✓ *CremationWithCare*™ **Exclusive Use of the CWC Logo:**
Window Clings and Website Banner
- ✓ *CremationWithCare*™ **Promise Certificate**
- ✓ *CremationWithCare*™ **Preferred Provider ID Poster**
- ✓ *CremationWithCare*™ **Website Listing & Link:**
Cremation-With-Care.com: Online Preferred Provider Directory
- ✓ *CremationWithCare*™ **Marketing Materials:**
Ads, Press Releases, Flyers, Radio Spots & more...
- ✓ *CremationWithCare*™ **Community Outreach Programs**

www.Cremation-With-Care.com

Changing the way people think about cremation.

Call for Details: Toll Free (866) 770-6791

New Leaf is exclusive provider for popular Children's Grief Book

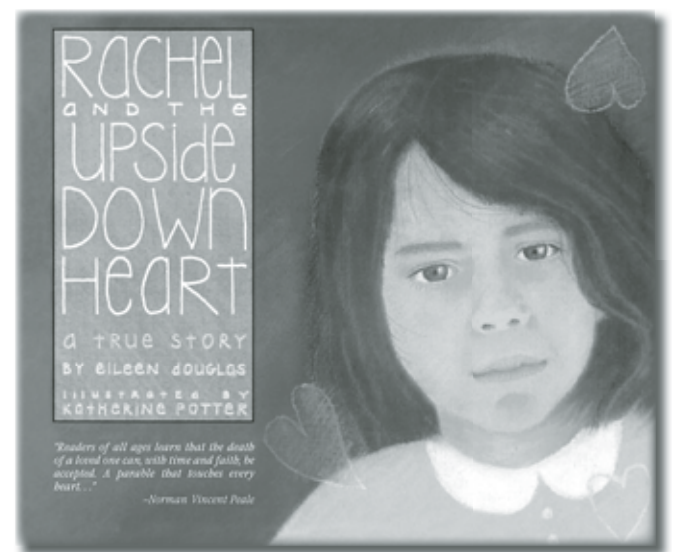
LOUISVILLE, KY—New Leaf Grief Resources is proud to announce that it is the exclusive provider of the well-loved book, *Rachel and the Upside Down Heart*, a story that heals a broken heart.

Rachel and the Upside Down Heart is a true story about how a four-year-old girl rediscovers happiness while keeping the memory of her father alive in her heart. Children of all ages can learn that the death of a loved one can, with time and faith, be accepted.

Norman Vincent Peale writes that this book is "a parable that touches every heart...readers will learn the heart will eventually be righted." *PARENTGUIDE News*, December 1990, states, "The book is an uplifting, heartwarming story of recovery and joy." *Children's Literature Journal*, June, 1990, said, "Tender, well crafted story about grief and growth."

Rachel and the Upside Down Heart is a great tool for funeral directors, parents, teachers and counselors searching for a way to help children cope with the death of a loved one. The book is only available through New Leaf Grief Resources.

Author Eileen Douglas is a broadcast journalist turned independent documentary filmmaker who lives in New



York City. Her daughter, Rachel, is now a writer living in Los Angeles with her husband and son.

New Leaf Grief Resources, located in La Grange, KY, has been offering quality and up-to-date grief resources for the funeral industry and other industries since 1994. President Sherry Williams White, was the co-founder of **Accord, Inc.** — which closed its doors also in 1994 — and has been a leading expert in the area of grief resources, counseling and after-care certification training for twenty-eight years.

For more information about *Rachel and the Upside Down Heart*, contact Sherry Williams White at 800-346-3087, by email at sherry@newleaf-resources.com or by visiting www.newleaf-resources.com.

Chilsons purchase new Lincoln MKT



WINSTED, MN— Daniel and son Blake Chilson at Chilson Funeral Chapel with their new Lincoln MKT all wheel drive hearse. Daniel is currently enrolled at the University of Minnesota pursuing a Degree in Mortuary Science. Kevin Chilson and staff have served families from this location since 1997. They also operate **The Peterson Chapels** with locations in St. Michael-Albertville and Buffalo, MN. The Peterson Chapels have been family owned since 1929. The new coach was purchased from John Muster of Muster Coaches in Calhoun, KY.

Witty's Funeral Home Opens Branch Location

Continued from Page A6

Lou Schwab, J. Edward Murphy's daughter, who worked with her brother, James B. Murphy, since 1953 when he took over the business from their father.

Praising the new location, State Senator Stephen Brewer said that their "dedication and commitment to servicing the community is overly evident in Orange and I am confident that the Witty name will be synonymous with dignity and compassion in Athol."

During 2010 the town of Orange celebrated its 200th anniversary as Witty's was celebrating 100 years of service. Throughout the year Witty's co-sponsored numerous events with the town.

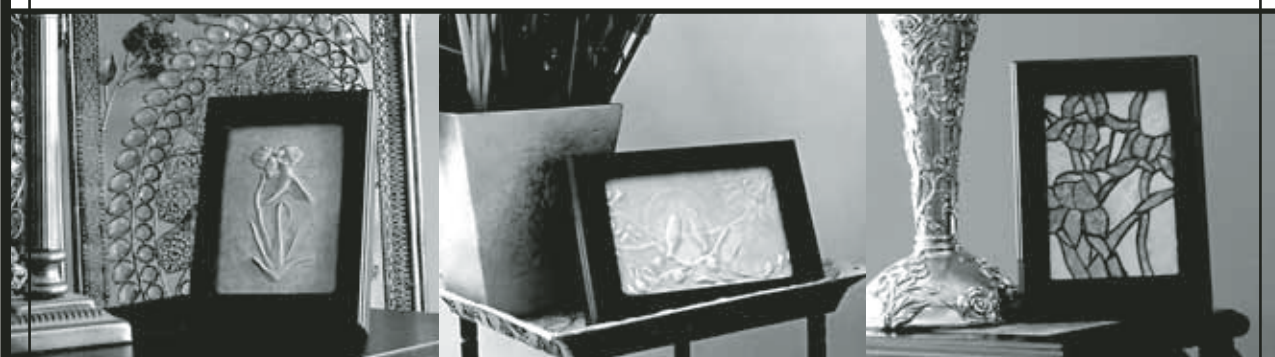
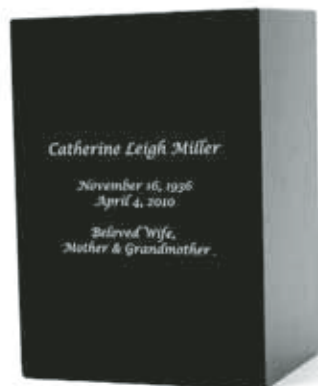
A 1997 graduate of the *Dallas Institute of Funeral Service*, Cole served as class treasurer and worked for **Sparkman Funeral Homes** while attending school. He had begun his schooling at the *New England Institute at Mount Ida College* in Newton, MA before transferring to Texas.

Very active in the community, Mr. Cole serves as: treasurer and board of directors member for the Tully City Council Club, Inc.; vice president and board of directors member of the Orange Historical Society; clerk and board of directors member for the Camp Cheneo Association; and President of the Orange Scholarship Foundation.

For more information visit their website at www.witty-funeralhome.com.

Memorial Urn and Removable Frame Keepsake

Moments by Terrybear



The Moments Collection by Terrybear includes an MDF urn, a detachable frame keepsake, and choice of handcrafted tile insert. The selection of tile inserts includes beautifully handcrafted Tiffany-inspired stone tiles or glazed ceramic tiles handcrafted by a local Minnesota artist.

(888) 588.8767 • www.terrybear.com

Terrybear®
Urns & Memorials

All urn designs © 1994-2012 Terrybear, Inc. Terrybear is a registered trademark of Terrybear, Inc.

Funeral Source One

SUPPLY & EQUIPMENT COMPANY

Toll Free 1-888-792-9315



VISIT US AT BOOTH
753

IN THE
IDEA
FACTORY

ICCFA
Annual
Convention
& Exposition
March 19-22, 2012
iccfaconvention.com

FOLDING STAINLESS STEEL EMBALMING TABLE

100% STAINLESS FRAME AND TOP

NEW

\$1645.99



FS1 SST HYDRAULIC EMBALMING TABLE



\$2985.00

FS1 MODEL 087 CHURCH TRUCKS



\$519.99

CHURCH TRUCK
AND DRAPE SPECIAL
CHOOSE
CHURCH TRUCK
AND DRAPE COLOR
\$705.99

FRAMELESS CHURCH TRUCK DRAPE SYSTEM



\$309.99

FS1 MORTUARY COOLERS



\$4854.00

\$4649.00

FOLDING DRESSING TABLE



\$989.99

OVERSIZED REMOVABLE
ATTACHMENT 35" \$499.99

DRESSING TABLE VIEWING SET



\$469.99

Complete with
wrap around skirt,
hand made quilt,
and pillow case

Navy Blue,
Burgundy Wine
or Hunter Green

Ships fully assembled, plugs into standard electric outlet, no wiring required. We can ship UN-assembled at no extra cost, please let us know when ordering. Most customers take delivery of their cooler within 10 days. Includes High Density Body Boards. Casters are available.

Bellefontaine Cemetery to offer Public Tours



Millionaires Row at Bellefontaine Cemetery



Statue at the grave of Chris von der Ahe, former owner of the St. Louis Brown Stockings, now the Cardinals.

ST. LOUIS, MO— Beer barons, statesmen, artists, entrepreneurs, pioneers in exploration, and human rights advocates are among the those who rest at the historic **Bellefontaine Cemetery**. For the first time ever, Bellefontaine will offer docent led tours at regular scheduled times. Held twice a month, the tours will be led by knowledgeable volunteer docents on a small tour bus.

Founded in 1849, the 314 acre park is the first rural cemetery west of the Mississippi, and is

one of the nation's finest examples of a garden cemetery. It is the final resting place of 87,000 permanent residents, including General William Clark, Adolphus Busch, Sara Teasdale, Chris von der Ahe, William Burroughs and Thomas Hart Benton. The cemetery also includes historic architecture such as: Louis Sullivan's 1892 Wainwright Tomb; George Zolnay's bronze statue at David Rowland Francis's gravesite; and George Barnett's Taylor Tomb.



The Ideal Technological Solution

A fingerprint is considered to be the best form of non-invasive identification. Receiving permission from the family and taking a print as part of your 'Normal Business Practice' is how your home can preserve the identity of the deceased and be fully prepared for any keepsake request.

To make this all possible MHC offers:

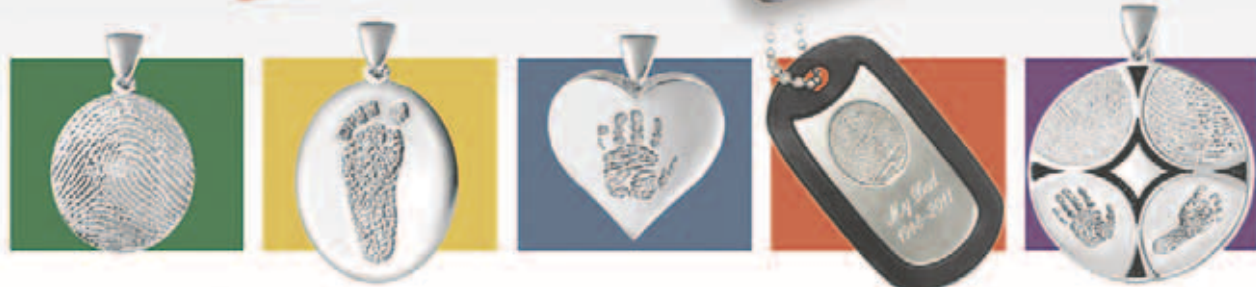
- **The Thumbies Fingerprint Scanner™** capturing extraordinary prints which are sent via WiFi to MHC's Print Vault™.
- **The Print Vault™** a secure encrypted storage location housing your prints for use in eOS.
- **The Electronic Ordering System™ (eOS)** on-line ordering with efficiency, speed and accuracy.



Print image from TFScanner showing full identification

Visit us at ICCFA, Booth 409 March 19-21

Thumbies... the first name in fingerprint keepsakes



To add Thumbies to your keepsake center call: **877.848.6243** to receive your **free** Start-up Kit

Visit our Expanded Website! More Options! Expanded Features! Improved Online Directories!

WWW.NOMISPUBLICATIONS.COM



Protecting Your Families and Business

By Jim Starks, CFuE, CCrE

Convenience Practices Often Prevent Full Disclosure on Cremation Authorizations, Lead to Liability

The purpose of a cremation authorization goes beyond a signature and initials. And many funeral homes are neglecting to accomplish the underlying purpose, which is an informed client.

It is critical that the authorizing agent reads and understands the authorization. Much of the content on a cremation authorization deals with what will take place before, during and after the cremation. It is more than an agreement for cremation. It is a tool for disclosure.

Very few funeral homes have the authorizing agent read and complete the authorization.

By asking the agent questions to fill in the empty blanks on the authorization or highlighting the areas that must be completed or initialed, the information that must be disclosed is ignored. And while funeral homes adopt these practices for the convenience not only of their employees but the authorizing agent,

they are opening the door for liability and unhappy clients.

Even highlighting or placing an X next to areas that must be signed or completed, an effort for the convenience of the authorizing agent, opens the door to liability. By doing so, the authorizing agent could later state they did not know the procedures involved because the funeral director told them to only initial the designated areas.

To actually inform the authorizing agent of what will take place before, during and after the cremation, they must be asked to read and complete the authorization in its entirety. The reason for having the disclosures on the authorization is to inform them of those procedures. And while adopting this practice will take a few more minutes during the arrangement conference, it will allow full and complete disclosure, thus protecting the firm from liability – at least as far as informed consent.

Further, after the authorization has been completed and signed by all, a copy should be kept in the deceased's case file at the funeral home.

Many people no longer read standard forms. They sign and initial where required and move on. Especially in a stressful situation, such as dealing with the loss of and arrangements for a loved one, it is imperative that the business use practices to protect both themselves and the client.

In this situation, accomplishing informed consent means requesting that the authorizing agent actually read the cremation authorization and complete it. An employ-

ee should then take the time to ensure that all initials and signatures are completed, since the designated areas were not highlighted or otherwise enhanced.

Whenever I write an article on cremation, I attempt to upgrade the cremation procedures that many of the death care providers are currently following. These procedures may take more time or may add cost to your firm. If they do, you may want to research what you are charging and adjust to reflect the dignity and respect that everyone needs to have when dealing with the consumers that chose cremation.

Jim Starks, CFuE, CCrE, is President of J. Starks Consulting in Lutz, FL, and a nationally-recognized trainer on funeral home and crematory risk management.

He used his experience in both funeral home and crematory operations and risk management, combined with his involvement with funeral homes of all sizes and geographies, to become an authority at controlling risk and loss in the death care industry, providing lectures and presentations to private firms, as well as regional, state and national associations. He also conducts private audits and risk assessments to independent funeral homes and crematories in the US and Canada, often identifying ways to save or generate thousands of dollars of profit.

Jim is a Michigan and Indiana Licensed Funeral Director and Embalmer and ICCFA- and CANA-certified crematory operator, as well as Dean of ICCFA University's College of Cremation Services. He is a graduate of the University of Wyoming, the Mid-America School of Mortuary Science, and the ICCFA University. For more information on risk management in the death care industry, visit jstarksconsulting.com. Contact Jim at (813) 765-9844 or jim@jstarksconsulting.com.

STAKMORE®

The folding chair with the permanent look.®



FLEXIBILITY, COMFORT, VALUE—three words that are synonymous with the quality folding chairs STAKMORE, the INDUSTRY LEADER, has been manufacturing since 1922.

CHOICES—the key word describing the numerous chair styles, wood finishes and upholstery options offered by STAKMORE.

STAKMORE offers a seating option that provides client comfort, service flexibility and compliments your interior decor.

Contact your funeral supply distributor today to learn more about STAKMORE's product offerings.

For a list of funeral supply distributors contact our corporate offices. Phone: 607-687-1616; Fax: 607-687-0049; E-mail: customerservice@stakmore.com

STAKMORE • 30 Elm Street • Owego, NY 13827

\$ Small Ad Savings Big! \$

Searching For Products? Visit Us At:

Stakmore Chairs

www.Kee-Folding-Chairs.com

General Supplies

www.KeeProducts.com

Or Call 1-800-982-0395

KEE Funeral Supply

Vatican
Observatory Foundation
PRAYER CARDS

Available exclusively through
MESSENGER

TWELVE PRAYER CARD COLLECTIONS AVAILABLE.

For more information and to see all 12 collections please visit
www.messengerstationery.com
or call 800-827-5151.

ETERNAL IMAGE
Copyright © 2011 Eternal Image, Inc. All rights reserved. All trademarks and logos used with permission by their respective Licensors.

Promo Code: 8180

Lohman Funeral Homes hold multiple events in December

DAYTONA BEACH, FL— On December 11, 2011 **Lohman Funeral Home** opened their newest location in the heart of Deltona. The city's business development administrator, **Jerry Mayes**, was quoted saying, "The new Lohman Funeral Home not only adds another business to the city, but also fills a commercial building that had been vacant since mid-2009 and which had fallen into disrepair."

The vacant, 6,000 square-foot building, which formerly housed offices and a restaurant, was renovated over the past six months into a beautiful facility that includes a chapel and a reception area appointed with stained-glass and chandeliers.

"We knew the community in Deltona needed and deserved a beautiful and convenient funeral home of their own," said **Lowell Lohman**, President and CEO of Lohman Funeral Homes, Cemeteries & Cremation.

Lohman Funeral Home Deltona will operate in-sync with its other locations, especially **Deland Memorial Gardens - a Lohman Cemetery**. "With both the funeral home and our cemetery, we now offer families in the Deltona and Deland area one single continuum of care. They can go to a single place and work with one staff member for all their funeral, cremation and burial services," said **Nancy Lohman**, who oversees the funeral division.

Over 600 attend Evening with Alan Wolfelt

On December 14 and 15, Lohman's in cooperation with Prince of Peace Catholic Church and area hospice organizations, offered two free community programs which took place at Prince of Peace in Ormond Beach. **Dr. Alan Wolfelt**, Ph.D., C.T. is committed to helping people mourn well, so they can live well and love well. On December 14, 2011, the evening program – "Healing Your Grieving Heart When Someone You Love Has Died" – focused on recognizing unique aspects of personal grief, defining special needs in five domains of loss, understanding the importance of self-care, exploring the transformative nature of grief, and having hope for healing. A morning seminar – "Exploring the Dimensions of Adult Grief: The Caregiver's Role" was presented to area hospice volunteers, nurses, social workers, chaplains and other care providers. The workshop gave an in-depth look at the



Lohman Funeral Home-Deltona is now open



The Lohman staff at the grand opening at Deltona location



Vacant since mid-2009, the building had fallen into disrepair

dimensions of adult grief and the helping role. Participants also explored a model of grief care anchored in "companionship" versus "treating" the mourner. Dr. Wolfelt is the founder and director of the **Center for Loss and Life Transition** in Fort Collins, CO. With so much positive feedback from those who attended the programs, Lohman Funeral Homes has announced Dr. Wolfelt's return in December 2012.



Alan Wolfelt presents to Lohman families

Candlelight Service held for Daytona Beach Area Families

On December 18, 2011, more than 120 candles were lit in honor and memory of lost loved ones by their family members during two "Holiday Hope" Memorial Services hosted by Lohman Funeral Homes. Each



Nancy Lohman presenting at the Holiday Hope Service

guest received a complimentary heart-shaped keepsake photograph holder, which can be hung on a tree or menorah during the holidays and also serve as a key chain throughout the year.

The Lohman Family (**Lowell, Nancy, Victor and Ty**) are the largest private family-owned operators of funeral homes and cemeteries in Florida. They own 14 locations in Volusia and Flagler counties in the central east area of Florida. Nancy serves as a Vice President of ICCFA and Ty serves as the Secretary/Treasurer of FCCFA.



Let's Chat

By Kristan Dean

One thing the people in our industry do better than any other is bringing people together. Why? Because we find ways to bring our families and communities together during one of their most difficult times. This makes me wonder why I continue to see article after article asking is Social Media right for funeral homes, cemeteries, and aftercare providers. Of course it is.

The real question is: how can we use such intimate relationships to market our businesses? We can't. Social Media is not a sales tool. It is the virtual place where we can bring families and communities together. Social Media lets us serve our families and communities by doing what we do best: being the facilitators that answer questions, provide guidance, and create, in this case, the virtual venues that allow the families and communities we serve to come together and connect.

So why are so many of us unwilling to use it? Are we afraid of something new? Social Media isn't new. The idea started to arrive in 1541 when Mexico first printed a news report about an earthquake in Guatemala. The media just wasn't quite social yet, seeing that a piece of paper doesn't allow for a lot of give and take. It continued with the telegram in 1828 and the phone call in 1915. Both social mediums were virtually bringing people together without a common location. Yet neither, at that time, allowed multiples of people to come together to share their thoughts, feelings, and ideas.

Enter radio; specifically talk radio, the first truly social media able to bring countless people together in "real time" to share their views in the virtual venue of the airways. Sure it sounds old school when you think of Facebook, Twitter, YouTube, and all of the other social media outlets the internet has to offer, but is it past its prime? Not by a long shot, especially when you incorporate radio with all its new technology-driven friends.

Wondering where to start? Consider a station that does local programming near you. In Decatur, Illinois that station is WSOY 1340 am. How do I know that, seeing

that I am all the way over in Massachusetts? Answer: The Dale's Pharmacy weekly radio show that started as the community health show and now does so much more.

Thanks to hosts *Lauren Colee* along with her parents *Dale* and *Rita*, monthly guests from the community college, and other guests, like my father and I, who were recently invited to chat about Merry Christmas From Heaven, Dale's Pharmacy takes to the airwaves every Tuesday to enrich the health of their listeners' minds, bodies, and spirits. And they don't stop there.

Thanks to the magic of talk radio, Lauren and her family connect with over 1,000 listeners on the air with some calling in and hundreds more listening through the radio's website, which includes the show as a podcast. And the conversations don't stop there. Listeners and non listeners alike reach out even more often through Dale Pharmacy's Facebook page, and – get this – people even continue the conversation in person at Dale's Pharmacy.

Yep, radio may be the best of old school Social Media to help bring all the new school tools to life. Wondering where to start? Take a listen to your local radio shows and see where your abilities may be of service and remember to please think outside the box.

Think about all you do to help your community, the causes you champion, the lives you touch, and the hearts you help heal doing what you do best...bringing people together. Social media – old school and new – needs you!

Please consider talking with the hosts of your local radio shows about being a guest. Better yet, talk with the station about how you can help enrich listeners' lives, start new conversations, and build new connections with your own show. I look forward to your thoughts. Please give me a ring at 781-331-5308 or if you prefer email me at kristan@mooneytunco.com or post a comment on the Merry Christmas From Heaven Facebook Page.

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.

VISIT US AT BOOTH
1028

IN THE
IDEA
FACTORY

ICCFA
Annual
Convention
& Exposition
March 19-22, 2012
iccfaconvention.com

The Director's Assistant The Crematory Manager The Leads Manager The Cemetery Manager The Aftercare Manager The Continental Accountant

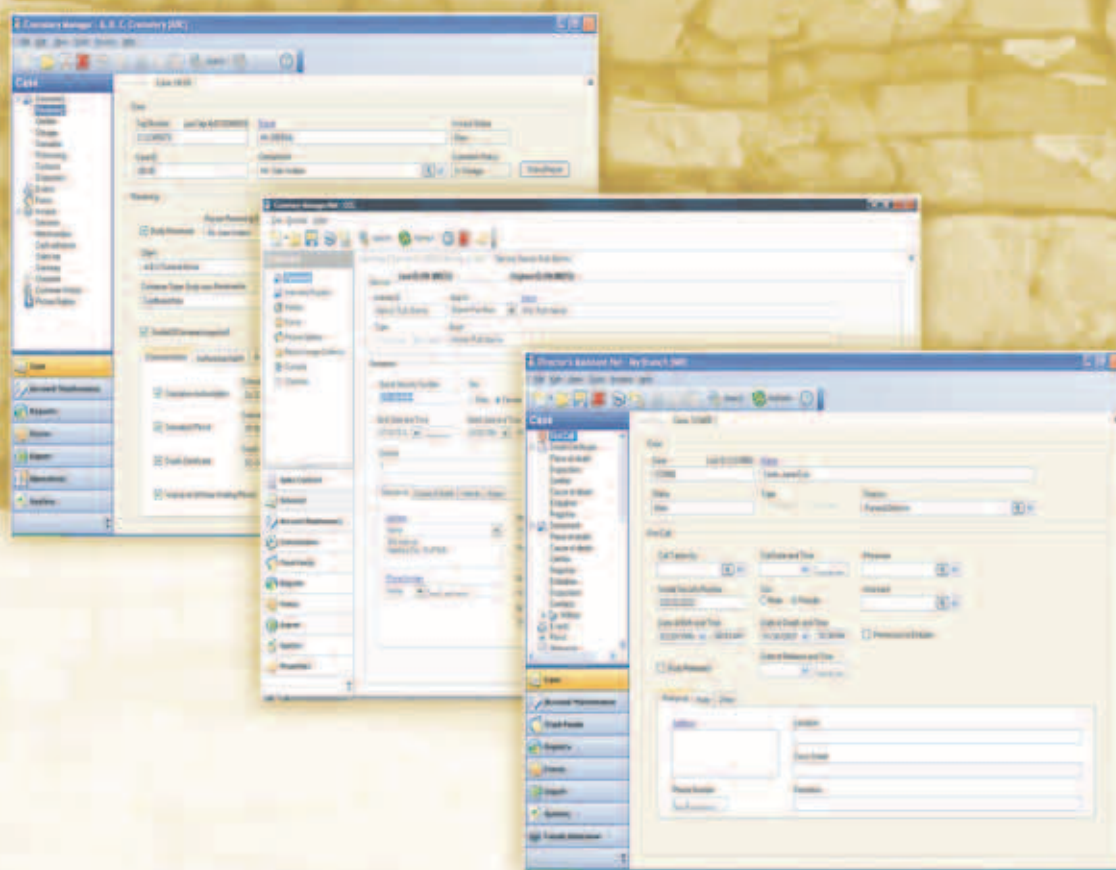
TDA - ON - THE - GO

View service information on your Smartphone



Unwavering, Rock Solid Commitment To The Death Care Industry

Call your Sales Representative today
(800) 240-1016
sales@continentalcomputers.com



Products:

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

**Also Available in Pet Care

Contact Us

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



**THE ULTIMATE 1000™ LIFT
ALL-IN-ONE LIFT SYSTEM**

NEW LOAD SCALE! Fully Retractable Straps

- NO TOOLS REQUIRED!
- Lifts caskets and remains.
- NO TIME WASTED FOR PARTS CHANGE-OUT.
- 1000 lb. lifting capacity.
- No Dangling Parts.
- ONE-PERSON operation!

**MORTUARY LIFT™
COMPANY**

1-800-628-8809

WWW.MORTUARYLIFT.COM

VISIT US AT BOOTH 407

ICCA Annual Convention & Exposition March 19-21 2012

Lifting

Casketing

FREEDOM PIVOT™

Funeral Home and Cemetery Directory

2012

NOMIS

Funeral Home and Cemetery Directory

To Order Yours...
Call
1-800-321-7479
or visit
www.nomispublications.com

Ponders Funeral Homes take delivery of new Dodge Van



DALTON, GA— Stoney Ponders (left) of Ponders Funeral Home is shown with John Muster of Muster Coaches of Calhoun, KY after accepting the firm's new Dodge Van/Coach/First Call Unit.

Stoney founded Ponders Funeral Homes in 1992. Since that time it has grown to be Dalton's largest funeral home serving the entire community. In 1997, Stoney, along with Tim Rowe and Diane Howard, established the Colonial Hills Memorial Park Cemetery Inc., also in Dalton.

In 2000 he opened the Calhoun Chapel of Ponders Funeral Homes to better serve the families of Calhoun, GA. Now Stoney also has a location in Fairmount, which is also in Gordon County, the Fairmount Chapel of Ponders Funeral Homes, to serve the families of that area.

To further their commitment to funeral service in the North Georgia area, Stoney purchased the Whitfield Memorial Gardens in Dalton and the Murray Memorial Gardens located in Murray County. Mr. Ponders owns and operates the only perpetual care cemeteries in Whitfield and Murray Counties.

Ponders Funeral Homes are the only facility in Whitfield and Gordon Counties to own and operate their own Crematory, located at the Melrose Chapel, used only for the families that they serve.

**Don't Buy Expensive Software Just To...
Or Upgrade**

Personalize memorial folders, prayer cards, & programs!

PrintPRO™
From A.C.S.

Analyze accounts receivable & bill at-need calls!

AIRPRO™
From A.C.S.

Organize your cases & print government forms & obituaries!

LedgePRO™
From A.C.S.

Analyze preneed financial arrangements!

PINPRO™
From A.C.S.

New! Ask About Flexible Payment Options

Free Demo

Association Computer Services, Inc.
Four key advantages:
• Superior productivity
• Superior performance
• Superior support
• Superior security

The Best Funeral Home Software Since 1985

FOR AN EXTRA DISCOUNT USE PROMOTION CODE: NOMIS 312

1.888.ACS.9411

www.FuneralHomeSoftware.info



Greening the Funeral Industry

By Jonas A. Zahn

Greenwashing in Funeral Service

We can each help families steer clear of deceptive marketing in the death care industry

"Greenwashing" is the marketing practice of making unsubstantiated or misleading claims about the environmental benefits of a product. Because consumers increasingly seek green products – and are willing to pay more for them – it's not surprising that instances of greenwashing are on the rise. We in the death care industry can help educate and protect families from such claims by asking a few important questions.

Consumers want to be good to the environment. Consumers in today's global market are willing to pay a 5 percent premium for green products. According to a Forbes public opinion poll last November, 83 percent of Americans expect companies to improve the environment as part of their business model. Sixty-five percent of consumers said they would switch brands upon learning a company they patronize causes harm to the environment. All this represents a great trend, trusting the claims these companies make are true. But unfortunately for consumers, this isn't always the case. Misleading claims about environmental benefits have begun attracting the attention the Federal Trade Commission (FTC) and have become the subject of class action lawsuits.

The FTC is cracking down on greenwashing. Specifically, in June, 2009 the FTC ended almost a decade of silence on the topic when it charged three retailers for making deceptive and unsubstantiated biodegradability claims on paper products. Kmart and Tender Corp immediately agreed to stop making such claims. The third retailer, Dyna-E, came to a settlement agreement after three months

in administrative litigation. In August 2009, the FTC announced another four enforcement actions against manufacturers for making unsubstantiated general claims to manufacture products in an "environmentally friendly process." Through these actions, the FTC has made it clear that unsubstantiated claims will not be tolerated.

Green marketing claims must be specific and transparent. In the death care industry we're familiar with the 1982 FTC publication the Funeral Rule (Funeral Industry Practices:16 CFR Part 453) and with its Funerals, A Consumer Guide, published in 2000. But did you know the FTC first published Green Guides in 1992 to ensure environmental claims made by businesses were true and substantiated? We can expect an official update to the Green Guides sometime in 2012. The main theme of the proposed updates is that unqualified general claims for environmental benefit are not allowed. Claims must be specific and transparent. For example, claims about renewable materials must be specific as to how that material is sourced and why it is renewable. Other proposed updates clarify the use of vocabulary such as carbon offset, recyclable, compostable, degradable, ozone safe/friendly, and free-of/non-toxic when making claims. Generally, each of these claims must be specific and qualified with evidence.

How might the proposed Green Guides affect the death care industry? With growing interest in Green Funerals and Natural Burials in America, marketers in death care are making claims for the environmental benefit of products and services including caskets, embalming products, concrete vaults, funeral coaches, stationary, flowers, and keepsakes. Crematoriums and cremation urn retailers have also made claims that their businesses or products benefit the environment. The best thing we can do as funeral service providers to protect our families from such deceptive or misleading claims is to ask questions. If a manufacturer claims to make a product in a way that benefits the environment, we should ask how. The marketer is responsible for transparently substantiating such claims. If we are confused, no doubt our families will be too, or worse, misled or deceived. As more families ask for green alternatives in death care, it is in our genuine interest to better serve the families who trust us by being informed ourselves.

Beware of biodegradable and degradable claims on caskets! The FTC has specific language regarding the use of claims that products are degradable or biodegradable. In order to use this claim, the product must "completely decompose in no more than one year after customary disposal." While most natural burial shrouds and green caskets are made from materials that will decompose easily, it is unlikely that these products will "completely decompose in no more than one year after customary disposal." The trouble is that some states require burial of at least 18 inches, and in most climates this depth is below the presence of microbial bacteria that accelerate decomposition. If customary disposal is interpreted as burial in a conventional cemetery that requires a burial vault, decomposition is slowed even more. While it seems natural to tout green caskets as degradable, under the FTC's definition this is hard to achieve and such a claim should be considered carefully. As funeral service providers, we should ask questions of retailers who make this claim.

If you have questions pertaining to anything to do with green burial that might be good topics for this regular column, please send your suggestions to jonas.zahn@northwoodscasket.com. If you have a story about a green funeral or something you're doing in your business to conserve resources or help the environment, please write me as I continue to compile a list of ways to "green the funeral industry" to share with you.

Jonas A. Zahn is the president and founder of Northwoods Casket Co., a manufacturer of environmentally friendly caskets made in Wisconsin. He has been involved in casket-making since building a casket for his Grandfather in 2004 and now distributes sustainable caskets to funeral homes throughout the United States. Recently invited by the Green Burial Council, Jonas serves as an advisor to the committee on defining the standards for green burial containers. Jonas has a Bachelor of Science degree in Civil Engineering from the University of Wisconsin at Madison. Jonas can be reached by email at jonas.zahn@NorthwoodsCasket.com. Visit Northwoods Casket online at www.NorthwoodsCasket.com.

"My Doctor told me I was headed for a Better Place" Planning Your Business's Successorship

Continued from Page A15

management style that would work for both of us. She was running the day-to-day operations. She had the experience and know how. She had the history of why and how. I brought new and different ideas to the company. She was operations; I was sales, marketing, and human resources. We complimented each other. When I think back it could have been a nightmare, but, I have always been of the mindset to compliment not duplicate efforts, and we were able to think about next steps.

When thinking about your next steps as a company, there are a few key important moves to consider. If I could offer any advice to you in planning your successorship, it would be the following:

- **What Do You Want to Accomplish?** Think about your goals with the business. If you're in a situation where you can plan ahead, sit down and discuss this with all parties involved.
- **Ask An Attorney:** What may be the most advantageous transaction structure for you in the successorship may not be the same for the other party.
- **Set a Timeline:** When will the successorship go into full effect? Is there a training period that needs to be involved? Consider these points to make the transition a lot less stressful and easier for all parties involved.
- **Get Everyone on the Same Page:** Be transparent with your other existing employees. Not only is this a big change on the top level, but for the company as a whole. The more transparent you are about changes, the better. Your goal is to have employees concentrating on their day-to-day duties, not worrying about the fate of the company or if they will still have a job.

A successorship is no easy undertaking. When I look back, I have to ask myself how I survived the transition – both personally and professionally. I started working in the business part-time handling human resources, scheduling, collections and marketing functions and eventually went full-time. My prior experience ranged from sales and marketing, to Vice President of Business Development and part-owner of a Staffing Firm. I received an MBA from Cleveland State. But nothing changed the fact that I found myself in the successorship position because I was "the boss's wife."

I was very fortunate that Bob had built a good solid company and had a staff with longevity. Policies and procedures were in place, staff was in place. Being in business since 1981, we had repeat customers and had built strong relationships with our representatives.

Thinking back there were many times I would think to myself "WWBD?" (What Would Bob Do?). It worked at first, but as I grew in the business and in the successorship, I knew I had to make changes to move the company forward. We had some time to plan. If I could give anyone else advice on a successorship, it would be to plan early, while there is time.

Overall, I think we have done really well, even if Bob's shoes were filled with high heels!

National Mortuary Ship-

ping offers removal services, domestic shipping, international shipping, embalming, livery, direct cremation, disinterment, and graveside services. For more information visit www.natlmortuaryshipping.com.

Lupton Chapel purchases two new Superior Limousines



ST. LOUIS, MO— Lupton Chapel of St. Louis takes delivery of two new 2011 Superior Cadillac Six Door Limousines. Steve Sherman, along with Del Sherman, receive the keys from Joe Molina of Royal Coachworks, Inc. St. Louis.

CREMATION CONTAINERS

Now Available

Proportionally Sized Cremation Containers for Miscarried, Stillborn and Newborn Babies

Available in 10", 20", 30" • Flannel Lined White Cardboard • Also Appropriate for Viewing
As low as \$18⁰⁰

321 S. 15th St. • Escanaba, MI 49829 • (906) 786-2609
www.baymemorialbabycaskets.com

Zerbel's *Bay Memorials*


The Boston Prayer Card Company

SERVING THE FUNERAL PROFESSION FOR OVER 17 YEARS

BEST DEAL AROUND
100 customized acknowledgments (envelopes included) for \$35.00, when placed with a 100 card package order!



WWW.BOSTONPRAYERCARD.COM
Call: 1-800-PRAY-FOR (800-772-9367)

Prayer Cards • Portrait Cards • Acknowledgments • Bookmarks

CCS

CHICAGO CREMATION SUPPLIES

From Presentation To Cremation



Rental Caskets
Oak, Cherry or Poplar

Rental Inserts
for all major casket brands

Full Couch Pro View
for budget presentations

Easy Jack
makes your presentation a snap

Budget Caskets
metal, wood or fiberboard

Cremation Boxes
4 types to choose from

Air Trays
casketed or non-casketed



Order Today!
Give us a call at:
708.297.7400
Or order On-Line at
www.chicagocremationsupplies.com

Take Advantage of Your Casket & Supplier Discounts!

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

Reduce Your Receivables!

•
NO Chargebacks!

•
We Deal With Insurance Companies

- No Hassles!



BETA CAPITAL CORP.

CALL TOLL-FREE: (800) 430-7935

Fax: (757) 488-7315

Visit: www.betacapitalcorp.com

John Hudson - Marketing Director

Todd County Funeral Home Rebuilds After Fire

Continued from Front Page



The Fire at Todd County Funeral Home

thirty-plus years serving the families of Elkton, the Martins sold their business, **Martin Funeral Home**, to Hessey, who changed the facility's name to Todd County Funeral Home.

After the fire, Hessey and his dedicated staff continued to serve the families of Elkton for the next year in their home churches and from their second facility, the **Cook-Webb Funeral Home** of Guthrie, which has served the families of that community for over 100 years.

Undeterred by the city planners' stern position against rebuilding the facility on the same property, Hessey purchased two acres of property on the west side of town and moved forward with plans for a new facility.



Hallway in the rebuilt Todd County Funeral Home



The Lounge in the rebuilt Todd County Funeral Home

A year from the day of the fire, Gilliland Construction completed the near 10,000 square foot project. "We wanted the new facility to remain home-like and not commercial," stated Hessey. "Although I miss the grandeur of the 'old house', the elegance and splendor of the new facility is breathtaking. We will continue to serve every family to the best of our ability, by offering affordable prices, a spacious facility, and compassionate care from a locally owned firm."

The well-lit and elegantly-appointed facility is all on one level making it easily accessible to visitors. Soft music and Grecian columns greet guests in the carport and on the front and back porches. The facility's design includes 12 foot wide hallways, three chapel entrances, parking on all four sides of the facility, a double carport for family cars, and a grand entrance on the front and back of the facility; in addition to the spacious and beautiful Rose Chapel, which comfortably seats 225. Adjoining viewing rooms provide additional seating and a private family room, attached to the chapel, provides a place for the family to sit separate from the congregation.

The new facility, located at 720 West Main Street, also contains: a children's playroom stocked with toys, books, chalkboards and a flat-screen TV; private conference and selection rooms to comfort grieving families while making arrangements; and a bright lounge with tables for dining and a spacious refrigerator.

Shane Hessey worked as a Forensic Death Investigator for the State of Tennessee and Davidson County for many years before he dedicated himself to serving the people of Todd County through Funeral Service. Shane currently works full time at the funeral homes and also pastors a small country church.

A testament to Hessey's dedication is the fact that, although both were retired, the previous owners of his two locations, Novice Martin and **Billy Cook Webb**, continue to support and work with him as funeral directors. Mr. Martin and wife Izeta are proud of the changes and the growth of the funeral home, and work when they are needed. Mr. Webb has a lifetime of funeral experience; the Cook-Webb Funeral Home was established in 1910 by his grandparents. After several years of retirement he and his wife **Betty Webb** have returned to serve the families that choose Cook-Webb Funeral Home.

Of no less importance is the dedicated service of Funeral Director **Jason Hancock**. Jason is a native of Pembroke and worked for a number of years at the **Maddux Funeral Home** in Pembroke, and the **Maddux Fuqua Hinton Funeral Home** at Hopkinsville. When corporate layoffs eliminated his position, after many years of service, Jason became an integral member of the Todd County and Cook-Webb Funeral Homes.

For more information and pictures of this elegant new facility, visit their website at www.toddcountyfuneralhome.com.

**THE
FAN
MAN**

THE FAN MAN, INC.
John Mannion
bankersadvertising.com/thefanman

**THE
FAN
MAN**

1-800-671-8280 Cell: 803-417-2940
Thefanman@comporium.net

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



The Basics of 21st Century Embalming Preservation Technology (Part 29)

By John A. Chew

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

When we disrupt the natural degradation phenomenon, we slow down the natural chemical metabolic processes. This disruption also slows down the natural physical changes and is the basis of alternative technology as part of the funeralization offering (visitation). Controlled enzyme inhibitors in an isotonic solution will remain within the vascular system and will not cause volume changes in the tissue which leads to distortion.

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

Enzymes are very fragile due to their specific interaction during life. These same enzymes are responsible for the autolytic destruction of the cells at death. By artificially cooling the body, the practitioner is simulating natural algor mortis (the cooling of the body to its surroundings).

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

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

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

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

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, Medic, UPR, ESCO/OMEGA, and the Academy of Restoration and Embalming.

Association NEWS

OGR names New Executive Director



Mark Allen

AUSTIN, TX — The International Order of the Golden Rule (OGR) is pleased to announce Mark Allen, CAE, as the new executive director of the organization, effective March 19, 2012. Allen is a certified association executive (CAE) with 22 years of experience in funeral service related associations and four years in executive management.

Allen is presently executive director of the Casket & Funeral Supply Association of America. "To say I'm excited about returning to OGR is an understatement. During the past five years I've acquired a vast amount of information about funeral service from very smart people who carefully study the profession. I can't wait to apply the lessons I've learned for the benefit of independent funeral homes. OGR's Board of Directors has done a first-rate

job of developing a strategic plan to keep members at the top of their game. By stepping away from OGR, I've broadened my perspective of funeral service and am returning armed with new tools to implement that plan. The timing is perfect." Allen previously was with OGR for 18 years, serving as direc-

tor of education and interim executive director.

OGR President Jeffrey Wages said, "Our leadership and board of directors could not be more pleased with the search committee's decision to make Mark our new Executive Director. Mark has historical knowledge of our association and will use that to positively impact our association and member value. He is the perfect candidate to carry out the vision of the board and guide the implementation of our strategic

plan. We are very excited that Mark will be joining us again soon."

Founded in 1928, OGR is affiliated with more than 700 independent funeral homes that share common goals of exemplary service, uncompromising care and compassion to families in their time of need. For more information, go to www.ogr.org.

Allegheny County FDA installs 2012 Officers

WILMERSDING, PA — The Allegheny County Funeral Directors Association (ACFDA) recently installed officers for 2012. The newly installed officers are: President Rose Carfagna Au, Ralph Schugar, Inc. Funeral Chapel, Shadyside; Vice-President Anthony J. Bekavac, Paul Bekavac Funeral Home, Elizabeth; Secretary Stephanie Doriguzzi, Patrick T. Lanigan Funeral Home, Turtle Creek; and Treasurer Kevin R. Dieterle, Readshaw Funeral Home, Inc., Carrick.

Also installed, to begin three year terms on the Board of Trustees, were: Kevin R. Dieterly, Readshaw Funeral Home, Inc., Carrick; James E. Maksin, John F. Slater Funeral Home, Inc., Brentwood; and Laura M. Tatko-Diamond, Cieslak-Tatko Funeral Home, Brentwood.

Continuing on the Board of Trustees are: Johnpaul Bertucci, Giunta-Bertucci Funeral Home, Arnold; Stephen D. Gilbert, Cieslak-Tatko Funeral Home, Brentwood; Karen West-Butler, West Funeral Home, Pittsburgh; and Immediate Past President Paul J. Urban, Savolskis-Wasik-Glenn Funeral Home, Munhall.

Also honored at that meeting were Mr. Urban as outgoing president and Mark Donato, English Funeral & Cremation Services, Inc., Oakmont; Jeffrey L. Maist, John F. Slater Funeral Home, Inc., Brentwood; and William B. Schleifer, Maloy-Schleifer Funeral Home, Duquesne, 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.



GIVE A LITTLE, GET A LOT!

The Memory Pillow displays and preserves memorabilia in a dignified manner. Twelve inches of display and a small amount of promotion can have a large impact on *your* bottom line.

Find out more at www.TheMemoryPillow.com
386-860-1306



As seen on Lifetime Television Network's *The Balancing Act*

AWARD WINNING MOONLIGHT MEMOIRS

An exquisitely illustrated, uplifting story reminding us all that love remains with us, no matter what happens to our loved ones.

"Although we are missed, we're not really gone. We're right here still, and life moves on."

A Perfect Addition to Your Children's Room
\$14.95 Hardbound Amazon, Barnes & Noble
Quantity Discounts Available at website Good Times Press, LLC

A SUPERB RESOURCE FOR YOUR PRE-PLANNING & AFTERCARE PROGRAMS For Information visit www.moonlightmemoirs.com

Educating families on committal services



The Value of a Committal Service is the first in a series of videos from Wilbert designed to help educate families before they visit the funeral home

Every funeral professional is in the education business. Families highly value learning about their options and find comfort in services that help them commemorate the lives of their loved ones with respect... and begin the process of healing and reconciliation.

The Value of a Committal Service – a new video from Wilbert designed for funeral home websites and viewing in arrangement rooms – does just that. It lends an expert hand in communicating the emotional and spiritual benefits loved ones experience when they choose to hold a committal service.

To obtain your video, contact your local Wilbert licensee or call 1-800-323-7188.



Watch sample video

www.wilbert.hmsbox.com/committalvideo

Wilbert

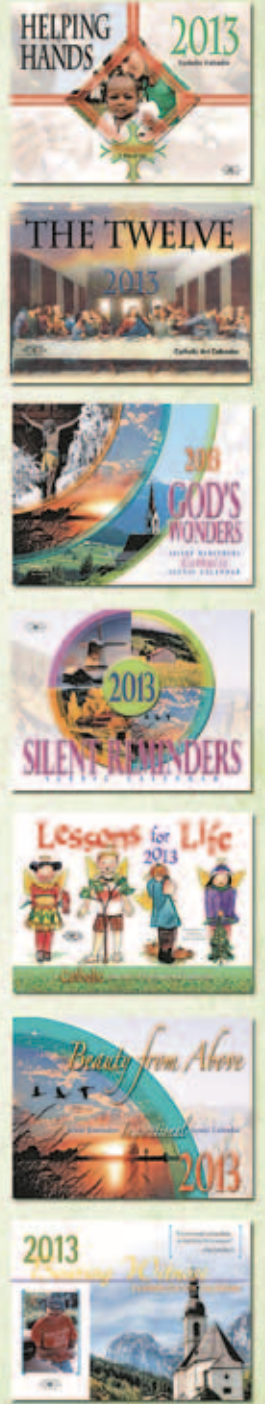
Commemorating Life with Respect™



Put Your Name in Front of Your Customers Every Day with Calendars

Reserve Your 2013 Advertising Calendars Today!

- 5 Different Styles
- 4 Languages ~ English, Spanish, Italian & Polish
- Large Liturgical Appointment Date Pads
- Imprint Continuously Displayed
- Made in the USA 



Courtesy of
FITZGERALD AND THOMAS FUNERAL HOME
 455 Washington St. • Milwaukee, WI 53225
 (508) 282-7676

(Imprint area shown above is smaller than actual size of 10" x 2".)

Blue Mound Graphics, Inc. 1-800-334-6052
 www.bluemoundcalendars.com • 326 N. 76th Street, Milwaukee, WI 53213-3534

New Orleans Embalmers and Associates presents Awards

NEW ORLEANS, LA— The New Orleans Embalmers and Associates recently presented awards to their members. The Master of Ceremonies was NOEA Secretary Treasurer **Michael Peterson**, and guest speaker was US Congressman **Cedric Richmond**.



Louis Charbonnet, III was presented with the The Golden Eagle Award. The organization's highest award is presented to a member for outstanding and exemplary achievements in the funeral industry, civic and community contributions. Mr. Charbonnet is managing director and CEO of **Charbonnet-Labat-Glapion Funerals**. Pictured from left to right are NOEA Secretary Treasurer **Michael Peterson**, **Louis Charbonnet, III**, NOEA President **Irvin Fulton**, **Mrs. Simone Charbonnet**, and Congressman **Cedric Richmond**.



Past President **Ceatrice Johnson**



Armand L. Charbonnet was presented a Lifetime Award for service to the funeral industry. He is the Secretary-Treasurer and CAO of **Charbonnet-Labat-Glapion Funerals**.



Joe Lee Pea, the first black inspector for the Louisiana State Board of Embalmers and Funeral Directors, was presented the Lamp of Knowledge Award for outstanding service and distinction as the state's inspector. Pictured from left to right are **Michael Peterson**, **Joe Lee Pea**, and Congressman **Cedric Richmond**.



Henry Charlot, pictured with his daughter, received a Lifetime Achievement Award.



Rev. Warren Cooper, pictured with **Nancy Cooper**, received a Lifetime Achievement Award.



A Lifetime Achievement Award was presented to **Norman R. Smith**.



The Civic Award of Excellence was presented to **Paul T. West** for dedicated service to the community at large.

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



Association NEWS CONTINUED

NFDA's Asia Funeral Expo & Conference Marks Fifth Anniversary

BROOKFIELD, WI— The fifth annual **National Funeral Directors Association (NFDA) Asia Funeral Expo & Conference (AFE)** will take place May 17-19 at the Hong Kong Exhibition Centre in Hong Kong. This year, the *Australian Funeral Directors Association* and *Necropolis Exhibition Russia* will host events in conjunction with AFE, providing even more opportunities for funeral service professionals from around the world to build meaningful relationships, share ideas, and solve common challenges, which ultimately leads to improved service to the dying, the dead and the bereaved.

In 2011, AFE drew more than 3,000 attendees from 43 countries and regions around the world. Approximately 19 percent of attendees were from the Americas, Europe or Africa; 15 percent were from mainland China; and 66 percent were from throughout the rest of Asia and Australia.

AFE is continuing its tradition of offering workshops during which attendees will learn practical ideas for serving families. Workshop topics will include business operations, repatriation, cremation, cemetery operations and management, green funerals, and funeral cultures and customs from around the world.

NFDA President **Randall Earl** will participate in a panel discussion, "Learn From Mistakes," during which some of the world's leading funeral directors will share the lessons they have learned throughout their careers as they sought to overcome challenges in their businesses.

The Australian Funeral Directors Association (AFDA) will be holding its first convention abroad in conjunction with AFE. As a result, Australia will be the focus topic country throughout the conference and expo giving attendees a unique opportunity to learn about Australian funeral traditions, practices and culture through workshops and exhibits.

The AFE Expo Hall is a global showcase of the newest and most exciting products and services from around the world. The Expo Hall will include two new features in 2012:

- Necropolis Exhibition Russia, a leading Russian trade show, will be part of the exhibits and will be an international highlight for all who attend.
- The AFE Awards and Innovation Zone will offer attendees an opportunity to learn more about new and innovative products, technologies and services in funeral service.

More information about the NFDA Asia Funeral Expo & Conference can be found by visiting www.nfda.org/afe. Funeral professionals interested in attending can also contact NFDA Vice President of International Relations Deborah Andres at 800-228-6332 (+1-262-814-1554) or dandres@nfda.org.

A variety of hotels near the Hong Kong Exhibition Centre are available to attendees – many are within walking distance. To learn more about hotel accommodations, visit www.nfda.org/afe and click on the "Hotel/Travel" link.

NFDA is the world's leading and largest funeral ser-

vice association, serving 18,500 individual members who represent nearly 10,000 funeral homes in the United States and 43 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, WI, and has an office in Washington, DC. For more information, visit www.nfda.org.

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

100%
WOVEN
SILK

www.tiesforyou.com

AS LOW
AS
\$15.00

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

**MEN'S SUITS
FOR PERSONNEL**

100% Wools, Polyrayons, Gabardine Fabrics

\$85.00 each
3 Suit Minimum

TUXEDOS	BLAZERS
\$90.00 each	\$40.00 each

**SOLID BRASS
CRUCIFIX**

Standard Size 10"

\$5.75 each 40 pieces per case

Quantity Discounts Available

SMARTCHOICE DISTRIBUTION, INC.

CELLULAR (917) 862-0548 • TOLL FREE 888-900-2018

ADVERTISING WORKS
FUNERAL HOME &
CEMETERY NEWS

Funeral Exclusive Answering Service



VISIT US AT BOOTH

840

IN THE
IDEA
FACTORY

ICCFA
Annual
Convention
& Exposition
March 19-22, 2012
iccfaconvention.com

ASD is the Needle in the Haystack

1-800-868-9950

www.myASD.com

Thousands of Answering Services
Only ASD has Solutions for You!

30 Day
FREE Trial

ASD REWARDS PROGRAM

Save 50% or more on your Answering Service cost.

Association NEWS CONTINUED

McCullough completes internationally acclaimed Public Affairs Institute

ALBANY, NY— Randy L. McCullough, CAE, Deputy Executive Director of the New York State Funeral Directors Association (NYSFDA), recently was presented his certificate for completing the *Public Affairs Institute* sponsored by the Public Affairs Council. The Council, based in Washington, DC, is the leading international association for public affairs professionals.



Randy L. McCullough

The Institute is a three-year course of study designed to expose senior-level public affairs professionals to issues and trends that shape the business and public policy environments. Completion of the Institute strengthens participants' abilities as a strategic analyst, as a counselor to senior management, and as a liaison with governmental policy makers, business and community leaders.

During the program's session held recently in California, McCullough completed faculty-assigned coursework which allowed for more in-depth discussion with 2012 faculty notables: former Colorado State Governor, Hon. Bill Owens, who spoke about "Challenges at the State Government Level"; Hon. Jane Harman, President and CEO of the Woodrow Wilson Institute and former member of Congress, who lectured on "U.S. National Security Policy"; Charlie Cook, Editor and Publisher of *The Cook Political Report*, who presented and discussed his "2012 Election Forecast"; and Phil Sharp, President, Resources for the Future

and former member of Congress, who presented on "The Future of Energy Policy."

McCullough, from Amsterdam, NY, has been NYSFDA's deputy executive director for over 8 years, having previously served as the Association's director of government affairs. From 1988-1998, he was senior staff member/committee director for former New York State Assemblyman Paul D. Tonko, who now represents the region as a Member of Congress in the U.S. House of Representatives (NY-21).

McCullough graduated from Hartwick College (Oneonta, NY) with a B.A. in Political Science, earning Departmental Distinction honors. He also undertook graduate studies in international affairs at The George Washington University, Washington, DC.

McCullough has served as a member of the Board of Directors of the Public Affairs Council since 2009 and also serves as Treasurer of the Albany-based Empire State Society of Association Executives (ESSAE). He has also been a member of the board of directors for several organizations, including the American Red Cross (Northeastern New York Chapter) and the Hartwick College Alumni Association, where he served on its Executive Committee, and was President of the Albany-area Alumni Chapter for several years. McCullough is also a member of the Session of the United Presbyterian Church of Amsterdam, and chairs its Stewardship and Finance Committee.

Founded in 1889, the New York State Funeral Directors Association, Inc., represents over 900 member firms and 3500 licensed funeral directors in New York State, and is the oldest state association of funeral directors in the United States. The Association is headquartered in Albany.

Alliance of Illinois Cemeterians elects Officers, Directors, Executive Director



(L to R) Back row: Ted Tingedahl, Bryan Norton, Gregory Vogele, Charlene Vogele, and Gordon Cundiff. Front row: Sam Larson, Arlene Day, LuAnn Johnson, Deborah Schoonover, and David Penzell.

SPRINGFIELD, IL— The Alliance of Illinois Cemeterians recently held its 11th annual convention in Rock Island and elected the following officers and directors: President **Deborah Schoonover**, **Oak Knoll Memorial Park**, Sterling; Vice President **David Penzell**, **Waldheim Cemetery Company**, Forest Park; Secretary **Charlene Vogele**, **Rock Island**; Treasurer **Sam Larson**, **Belvidere Cemetery**, Belvidere; **Gordon Cundiff**, **Dimensional Services**, East Peoria; **Arlene Day**, **Valley Memorial Park**, Spring Valley; **LuAnn Johnson**, **Springfield**; **Bryan R. Norton**, **Chapel Hill Memorial Gardens**, Freeport; **Gregory Vogele**, **Chippianock Cemetery**, Rock Island; and **Jared Vogele**, **Hodgson Funeral Home**, Rock Island. **Ted Tingedahl**, of **Matthews International**, Bronze

Division, Pittsburgh, PA, was named Supplier Liaison. In addition, Gregory M. Vogele was named as Executive Director of the AIC and LuAnn Johnson was named as Director for Public Cemeteries of the AIC.

The purpose of the AIC is to foster a spirit of mutual assistance and cooperation among individuals interested in the highest standard of cemetery care; to assist members in developing and enhancing their capabilities; and, to compile and distribute information regarding standards, practices, techniques, competency and ethics as applied to cemetery care and operation.

The AIC holds quarterly workshops throughout the state and offers continuing education units to industry professionals. For information, contact the AIC at aic_secretary@mediacombb.net.

DERMA-PRO
MORTUARY
COSMETICS

"Quite Possibly
America's Finest
Line of Professional
Cosmetics"

- COVER CREAMS
- LIQUID TINTS
- BRUSHES
- LIP COLOR
- POWDER
- WAX

CALL FOR OUR CATALOG 1-800-531-9744
Fax 903-641-0383 E-Mail: dermapro@wtrt.net
www.derma-pro.com

Still using expensive steel cremation tags?

SHAME ON YOU!

Do you *really* need to place ID tags inside the cremation chamber?

Probably not!

Consecutively numbered brass tags



13¢ or less each

Low-cost Cremation I.D. Tags

L. PRICER COMPANY

Phone: 707-473-0319 Fax: 707-473-0270

P.O. Box 2034 • Healdsburg, CA 95448

Email: k.pricer@comcast.net

Web Page: <http://home.comcast.net/~lpricer>

CrematoryParts.CO

Visit our online store at www.CrematoryParts.CO or call us at 727-437-8615

Use Coupon Code **NOMIS** at checkout and get **10% off any purchase**

Offer Valid for a Limited Time

Stacking Pew/Chairs



CHANCELLOR REINTRODUCES THE CASKET CHAIR!

The casket chair allows family members to remain close to a loved one at the initial viewing or during a long visitation.

For a free catalog call 800.626.5659 or visit us on the web at www.funeralchairs.com

WHY COMPROMISE!

You can have the flexibility of chairs and still have the appearance of pews. Choose from eight unique models, three different sizes, hundreds of colors and even metal or wood frames.



Chancellor Mfg, Inc.

P.O. Box 1457, 420 West Garnett Street, Gainesville, TX 76240



THE IDEA FACTORY

2012 Annual Convention & Exposition

March 19-22, 2012
Mandalay Bay Resort & Casino
Las Vegas, NV



- More than 450 exhibit booths
- 50+ educational sessions on topics that most affect your business
- Earn up to 17 hours of continuing education credit
- Networking luncheons, receptions and dinners
- Free food & drinks in the Expo hall
- 3rd Annual Pet Loss Professionals Alliance Conference
- Jewish Funeral Directors of America meetings
- International Memorialization Supply Association meetings
- 2011 Keeping It Personal Awards presentation

ONSITE REGISTRATIONS ACCEPTED!



For more information, visit:
iccfaconvention.com

KEYNOTE PRESENTATIONS

Robert Cialdini, **Influence: Breaking Down the Barriers to 'Yes'**

Robert Cialdini, author of *Influence: Science & Practice*, will identify six universal principles of persuasion that move people toward "yes." You'll learn how to break through emotional barriers to reach both the minds and hearts of your customers, your prospects, your staff and your community. Cialdini is author of *The New York Times* best-seller "*Influence: the Psychology of Persuasion*." His clients include such organizations as Google, Microsoft, Cisco Systems and Coca Cola.



Libby Gill, **You (and Your Staff)... Un-Stuck**

Eventually, every individual or organization gets stuck. This "stuckness" manifests as a lack of agility or an unwillingness to innovate or take risks. If your company ignores this stuckness, it runs the risk of mediocrity becoming the new normal. Gill will show you how to clarify a bold vision for success, simplify the most direct route to get there and execute a plan against measurable milestones. Gill was the PR/branding strategist behind the launch of *The Dr. Phil Show*. She has shared her success strategies on the *Today Show*, CNN, NPR, and in *Business Week*, *Time Magazine*, *The New York Times* and *The Wall Street Journal*.



Stephen Shapiro, **Speed Ideating**

An innovative organization is built on new ideas—good new ideas. So how do you make sure you and your staff come up with good ideas, and how do you recognize a good idea when you see one? Shapiro will guide you through "Speed Ideating," a hands-on, rapid-fire creativity session where you'll gain insights into problem statement development, techniques for generating breakthrough ideas and tools for enhancing team creativity. Shapiro's work has been featured in *Newsweek*, *Entrepreneur Magazine*, *O Magazine*, *Fortune*, *Investor's Business Day, Inc. Magazine*, *The Wall Street Journal* and *The New York Times*. His clients include Staples, GE, NASA, Johnson & Johnson, the U.S. Air Force, Fidelity Investments, Nestlé and Bristol-Myers Squibb.



Jim McCann, **Bringing Your Business to Full Bloom**

1-800-FLOWERS.COM's Jim McCann has developed his local, family-run business into a national brand and a leading Internet retailer by embracing innovation and new technologies, often long before his competitors. Like cemetery and funeral service, the floral industry is built on meeting customers' emotional needs and the key to success lies in building relationships and providing excellent customer service. McCann will share experiences he and his leadership team have encountered as they have successfully propelled the company through four waves of change: retail, 800 number, Internet and social/local/mobile.



BREAKOUT SESSIONS

Marketing Your Cemetery Online (and on Smartphones)

Nick Timpe, director of sales & marketing, webCemeteries.com, Tipton, PA

Baby Boomers are shifting to the digital world as their primary source of information. Companies who meet them there will find great opportunities. What's different about marketing to Boomers online? Nick Timpe will dissect the distinctive qualities that define Boomer Internet use and show how you can best meet their needs and promote your cemetery online. In addition, he'll explore the unique advantages you have as a cemetery for marketing to Boomers through their smartphones.



It's Time to Redefine Our 'Basic Services'

Karl E. Jennings, owner and CEO, Borek Jennings Funeral Homes, Hamburg, Howell, Manchester and Brooklyn, MI

What exactly is the service we provide, and how do we communicate the value of that service to families? According to Jennings, funeral service has come to be treated as a retail transaction, which has not served the profession well. It is time, he says, to place the focus back on helping families deal with their grief. In this session, he'll examine the acute loss period—the three to 10 days following the death—and the seven phases families must complete during that crucial time to be able to begin the necessary trajectory toward healing. Next, he'll discuss the role of the funeral and the funeral director in making that happen.



Handling 'Problem' Pet Cremations

Jon Remkus, manager, Hinsdale Animal Cemetery & Crematory, Willowbrook, IL

"All animals are created equal. But some animals are more equal than others." George Orwell had it right, at least when it comes to cremation. There is no one-size-fits-all formula for pet cremation procedures. In this session, Jon Remkus will discuss some of the more unusual and difficult cases and how to best handle them.



Alkaline Hydrolysis: A Case Study

John T. McQueen, CFSP, president and CEO, Anderson-McQueen Funeral Homes, Cemetery and Crematory, St. Petersburg, FL

In October, Anderson McQueen Funeral & Cremation Centers became one of the first funeral firms in the United States to begin offering alkaline hydrolysis as a disposition option. In this session, John McQueen will share lessons learned during the first six months of operation, including: regulations and zoning issues, training, operational considerations, marketing and public relations, customer and community reactions and costs vs. ROI.



7 Steps for Developing a Strategic Marketing Plan

John Callaghan, founder, FuneralSuccess.com; president, Customer Driven Marketing Inc.

T. Boone Pickens once said, "A fool with a plan can beat a genius with no plan." Effective marketing starts with a solid marketing plan. In this session, John Callaghan will take you through the strategic planning process so you can begin to eliminate the guesswork from marketing and advertising efforts: studying your customer, identifying target markets, crafting and honing your messages, selecting media (both online and offline), and social media strategies. Discover how to leap ahead of your competitors and cultivate a loyal customer base.



Cemetery Events: Replacing 'Sales' with 'Value'

Stephen Olson, executive director, Royal Oak Burial Park & Crematorium, Victoria, British Columbia, Canada

Getting visitors to your property isn't easy, but Royal Oak Burial Park has discovered it can be done. For the past two years, Royal Oak has held a Summer So(u)lstice event designed to connect the community to the cemetery in a non-traditional way. Rather than a sales pitch, the message is: This cemetery is an integral part of your community and is far more than a repository for the dead. In this session, you will learn how the event was developed and executed, including a look at such factors as space usage, community partnerships, promotion, sales approach (or lack thereof), and more.



Learn about all sessions at www.iccfaconvention.com



ICCFA to celebrate 125th Anniversary at 2012 Convention & Exposition

STERLING, VA— The International Cemetery, Cremation and Funeral Association (ICCFA) will mark 125 years of service during its 2012 Convention & Exposition, March 19-22 at Mandalay Bay in Las Vegas, Nevada.

The first annual convention of the Association of American Cemetery Superintendents convened on October 19, 1887, at Spring Grove Cem-

etery in Cincinnati, Ohio, with representatives from 21 cemeteries. The organization has since undergone one merger (with the National Association of Cemeteries in 1981) and four name changes to reflect its current position as an international organization representing every aspect of the cemetery, cremation and funeral service profession.

Among the educational questions discussed during the inaugural convention were: "Are cobblestone gutters essential to cemetery roads, and if so, what is the best method of keeping them clean?" and "What is the best method of producing a good sward [an old English term for 'grassy area']?"

At the 2012 Convention & Exposition, topics include

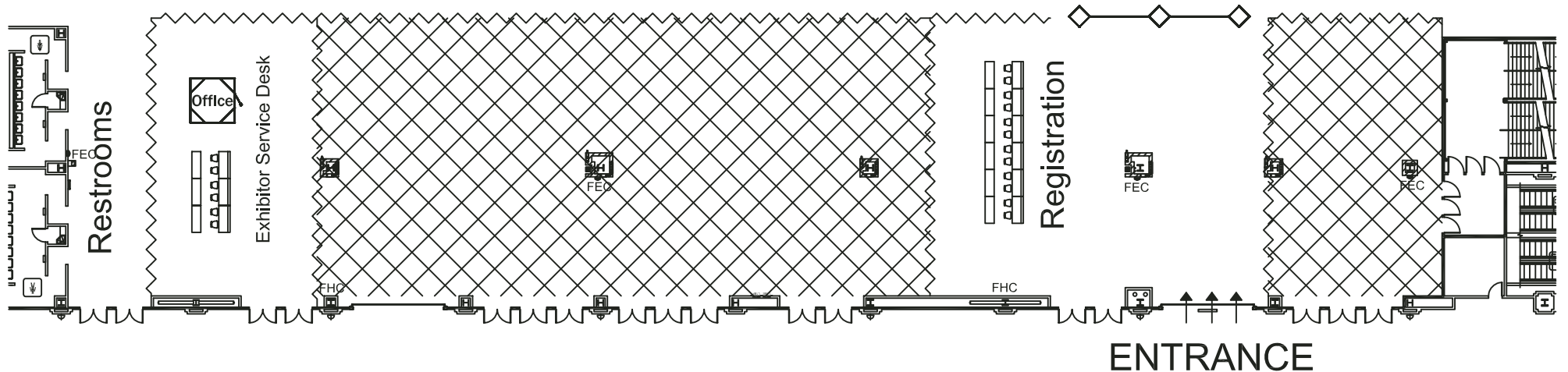
how to market via the Internet and smartphones, how to digitize the arrangement presentation and how one funeral home has incorporated alkaline hydrolysis into its disposition offerings.

"We look forward to celebrating the storied history of the ICCFA and to continuing to demonstrate why we are the association that will take this profession into the

next 125 years," said ICCFA President **Kenneth E. Varner**, CCFE. "In many ways, this association is the same as it ever was, dedicated to providing answers to members' practical questions on how to better serve their communities. It is the questions that have changed, and the ICCFA continues to be the best source for education, innova-

CONTINUED ON PAGE A33

Mandalay Bay Resort & Casino • Las Vegas, Nevada





LIST OF EXHIBITORS

Be sure to visit Highlighted Funeral Home & Cemetery News Advertisers

Exhibit Hours:

MONDAY
6pm-8pm

TUESDAY
11am-2pm
and 5pm-7pm

WEDNESDAY
11am-2pm

1-800-LOANMART.....	761
2WayRadioPlus.com/Motorola.....	507
ABM Funding, Inc.....	430
Academy of Professional Funeral Service Practice.....	319
Ad All Occasions.....	204
Advanced Plotting Devices.....	1052
Aeon Manufacturing Compnay Inc.....	735
Affordable Markers.....	106
Alexander Studio.....	722
Algordanza, USA.....	910
All City Communications.....	323
AlphaMega Inc.....	947
Alternative Solutions USA.....	307
Altturnamats Inc.....	453
American Bronze Craft, Inc.....	458
American Cemetery Supplies, Inc.....	641
American Crematory Equipment.....	822
American Funeral Financial, LLC.....	549
Antal Products, Inc.....	505
Arrangers Academy/Healing Farewell Center.....	1042
Artistic Urns, Inc.....	411
ASD Answering Service for Directors.....	840
Astral Industries.....	617
Aurora Casket.....	341
Axiom Business Systems.....	610
B&B Manufacturing Inc.....	116
B&L Cremation Systems Inc.....	921
Bass-Mollett Publishers.....	241
Batesville.....	6628
Be Remembered.....	104
Begin Bronze Urns.....	313
Behrens Design & Development Inc.....	647
Beyond Indigo Funerals.....	454
Biondan North America Inc.....	217
Bio-Response Solutions, Inc.....	820
Body Scoop by B-Mobile.....	860
Brooke International.....	920
Carrier Mausoleums Construction USA Inc.....	741
Cemetery Funeral Supply.....	905
Cemneo (Heston Systems).....	317
Chateau Urns.....	848
Cherokee Casket Company.....	334
Chicago Cremation Supplies.....	434
Christy Vault Company, Inc.....	418
Church & Chapel Metal Arts Inc.....	828
CJ Boots Casket Co.....	1047
Cloud 9 Real Time.....	918
Cloverlawn Butterflies.....	1006
Cold Spring Memorial Group.....	1015
ConnectingDirectors.com.....	124
Conrad Pickel Studio Inc.....	729
Continental Computer Corporation.....	1028
Cooperative Funeral Funding Inc.....	301
Cremation Safeguard.....	856
Crematory Manufacturing & Service, Inc. / CMS.....	328
Crescent Sales.....	103
CTP Solutions.....	409
Custom Air Trays.....	431
Custom Crafted Wood, Inc.....	435
Cutting Edge Industries.....	737
Dawn Urns.....	111
Deaton-Kennedy Company.....	723
Decisions For Life LLC.....	742
Department of Veterans Affairs.....	354
Destiny Casket.....	1030
Doric Products, Inc.....	928
E.C. Wesner Associates, Inc.....	520
Eagle Coach Company.....	1041
Eagle Granite Company.....	306
Eagle's Wings Air.....	525
Eckco Products.....	854
Eckels (H.S. Eckels & Company).....	516
EDA Land Planning.....	621
eFuneral.....	553
Eickhof Columbaria Inc.....	809
Ensure-A-Seal.....	612
Eternal Branding Plus.....	101
Everlasting Granite Company.....	608

Facultative Technologies.....	117
Family Bronze.....	957
Federal Coach Company.....	1029
Federated Funeral Directors of America, a Fiducial Co.....	930
Ferno Washington Inc.....	400
Final Embrace, LLC.....	352
Fine N' Rhine.....	408
Fingerprint Jewelry.....	652
Flowers for Cemeteries Inc.....	929
Forethought Financial Group.....	717
Forston & Associates, LLC.....	1024
Franklin Wrap, LLC.....	623
Frigid Fluid Co.....	506
Funeral Business Advisor.....	455
Funeral Directors Life Insurance Company.....	403
Funeral Home Gifts.....	534
Funeral Service Foundation.....	256
Funeral Service Inc.....	146
Funeral Source One.....	753
FuneralNet.....	906
funeralOne.....	123
Fyda Freightliner Cincinnati, Inc.....	342
Genesis Casket.....	653
Glass Remembrance.....	502
Global Mortuary Affairs.....	305
Gracious Remembrance LLC.....	309
Greiner Memorials.....	203
Halo International Corp.....	1036
Healing Keepsakes.....	428
Heirloom Bible Publishers.....	616
Hepburn-Superior-US Chemical.....	459
Heritage Flower Co.....	618
Hilltop Plus Inc.....	521
HMIS, Inc.....	733
Holland Supply Inc.....	1012
Holy Land Stone Co.....	209
Holy Land Urns LTD.....	233
Homesteaders Life Co.....	349
Hong Kong Puweng Group (Valued Show Management LLC).....	1001
Honor Life.....	841
Howard Miller Co./Hekman.....	934
HYGECO USA.....	117
Implant Recycling LLC.....	510
IMSA.....	252
Independence Trust Company.....	523
Ingram Construction Company, Inc.....	909
Inman Shipping Worldwide/Omega Assured Return Plan... 941	
Innovative Labs.....	405
Insight Books, Inc.....	333
Intera USA.....	654
J. Stuart Todd Inc.....	817
Jack Goodnoe - Cemetery Planning & Design.....	846
Jefferson Financial.....	210
JetBlue Airways.....	108
John Berger Hardwood Containers.....	858
Johnson Consulting Group.....	528
Kahlen Studio.....	109
Kap-Lind Enterprises, Inc.....	511
Kates-Boylston Publications.....	355
Keith Merrick Company, Inc.....	1022
Kelco Supply Company.....	1008
Kerber, Eck & Braeckel LLP.....	321
Kinkaraco - Shrouds.....	834
KMI Columbaria.....	231
Kryprotek.....	416
Let your love grow.....	1034
Life Marker.....	1046
Light of Hope "Ubermemorials Inc".....	1007
Live Oak Bank.....	818
LP Bronze International, Inc.....	1053
Mabrey Products.....	325
Madelyn Co.....	102
Makey Wood Urns (HiYi Woodwork Factory).....	253
Making Everlasting Memories.....	141
Matthews International.....	603
McCleskey Mausoleums.....	805
McClure and Associates.....	142
Meadow Hill Corp.....	410
Mekus Tanager Inc.....	1018
Memorial Boards/Halo International.....	1036
Memorial Business Systems, Inc.....	740
Memorial Glass Artwork/Tropical Glass Design.....	353
Memorial Paw Pet Condolence Products (Memorial Paw).....	509
Memoriams.com.....	1005
Memory Glass.....	821
Memory Links.....	302
Merendino Cemetery Care.....	311
Messenger.....	517
Miller Architects & Builders.....	1003
Milne Construction Co.....	811
MKJ Marketing.....	604
Moirai LLC (Monument Guard).....	931
Moments and Time.....	144

Morgan Stanley Smith Barney.....	304
Mork Mausoleum Construction, Inc.....	922
Mortech MFG.....	532
Mortuary Lift Company.....	407
Mourning Cross (HCMS Products Ltd.).....	959
Mourning Discoveries Grief Support Services.....	645
Nanan Shengjin Stone (Valued Show Management LLC).....	500
National Funeral Directors Association (NFDA).....	205
National Guardian Life Insurance Company (NGL).....	1002
National Mortuary Shipping.....	907
Natural Legacy by Hainsworth.....	933
NCE Corporation.....	432
New Memorials Direct.....	452
Nomis Publications.....	911
Oregon Memorials.....	1016
OrthoMetals B.V.....	207
Paradise Pictures.....	522
Passages International Inc.....	746
Picture Frame Urns, LLC.....	110
Pinnacle Nationwide, a division of Elexco, Inc.....	1020
Pittsburgh Institute of Mortuary Science (PIMS).....	908
PLPA.....	258
Polyguard & Co.....	724
Prairie Creations.....	429
Precious Memories.....	504
PRECOA (Lincoln Heritage Funeral Planning).....	1035
Premier Funeral Manufacturing LLC.....	120
Premier Memorial.....	720
Progressive Environmental Services.....	433
PSM.....	140
R&S Design Gallery.....	932
Raj India Trading.....	105
Regions Bank.....	356
Remembrance Art Glass Memorials.....	211
Rimage Corporation.....	406
Riviera Tailors LTD.....	721
RK Productions.....	953
Roberts & Downey Chapel Equipment.....	245
Rock of Ages.....	747
Rogue Art Glass.....	340
Rosewood Classic Coach.....	853
S&S and Superior Coaches (Accubuilt).....	712
Sauder Funeral Products.....	135
Security National Life Insurance Co.....	852
Shiva Shade.....	824
SI Construction.....	421
Signet Funeral Supply.....	417
SinoSource International Inc.....	335
So Impressive.....	643
Southern Cemetery, Cremation & Funeral Association.....	254
Southland Medical Corporation.....	402
SpartaCraft Inc.....	300
SRS Computing.....	902
Star Granite & Bronze.....	917
Starmark Funeral Products.....	129
Summit Associates.....	1032
Sunset Memorial & Stone LTD.....	819
SVE Portable Roadway Systems, Inc.....	943
T&J Manufacturing Corp.....	924
The Brickman Group.....	229
The Champion Company.....	743
The Davis Whitehall Co.....	552
The Dodge Company.....	329
The Forever Hug Collection, Inc.....	456
The Garden Gallery.....	113
The Tribute Companies Inc.....	912
Thermodigital.....	404
Tianjin Uni Grace Trade Co., Inc.....	200
Timberland Urns.....	1044
Tributes.com.....	512
Trigard.....	541
Triple H Company.....	816
Trust 100.....	554
Tukios, Inc.....	147
U.S. Cremation Equipment.....	1040
US Airways.....	122
US Metalcraft, Inc.....	622
ValleyCrest Landscape Companies.....	208
Vantage Products Corp.....	600
Wacker Newson.....	1059
WebCemeteries.com.....	731
Wilbert Funeral Services.....	420
Windhaven.....	830
Withum & Brown PC.....	945
Worsham College of Mortuary Science.....	235
Xiamen Chonglian Import & Export (Valued Show Management LLC).....	836
Xiamen Ruikata Trading (Valued Show Management LLC).....	501
Xiamen Yongsong Stone (Valued Show Management LLC).....	833
Yamaha Corporation of America/Classic Piano.....	247
Zhang Jiagang Medical (Valued Show Management LLC).....	832
Zhen Jian Xingrong Pack (Valued Show Management LLC).....	916
Zontec International, Inc.....	807

Exhibitor Information as of February 15, 2012



Remaining Relevant: Give Families a Reason to Choose You



Matt Grieco



Karl Jennings



Doug Gober



Stephen Olson



Larry Merington



Rob Heppell

Families today have lots of choices, including the option of bypassing funeral service completely. So why should they choose you? What do you offer that no other funeral home or cemetery in your market can?

At the 2012 ICCFA Convention & Exposition, March 19-22 in Las Vegas, NV, some of the most successful funeral service professionals in North America will share the latest data, research and best practices for providing meaningful, relevant funeral services and communicating that to the community you serve.

Funeral Directing: Stepping Out of the Shadows

On Broadway, directors don't step out on stage. They do months of prep work, but when it comes time for opening night, they stay behind the scenes while the actors, set designers and lighting technicians bring the production to life. Many see funeral directing in a similar vein, but **Matt Grieco** disagrees. He feels funeral service professionals can better serve families if they play a more visible role as master of ceremonies. Join him as he shares his training and experiences in:

- public speaking skills that move and inspire
- making an authentic connection with your "audience"
- coming out of your shell (even if you are an introvert)
- overcoming the fear of failure
- putting yourself "out there" both inside the funeral home and out in the community
- determining who among your staff members might best be suited for these types of visible roles

Grieco is chief operating officer of **Grieco Family Funeral Homes** in Southeastern Pennsylvania and Delaware. A first-generation funeral director, he expanded his company within the past decade from a single funeral home doing about 50 events per year to nine locations handling 1,000 events.

It's Time to Redefine Our 'Basic Services'

In working with approximately 50 funeral homes across the United States, **Karl Jennings** has found that the number one frustration among everyone from the receptionist to the arranger to the funeral director is the lack of a coherent narrative that explains the value proposition of the funeral. What exactly is the service we provide, and how do we communicate the value of that service to families?

According to Jennings, funeral service has come to be treated as a retail transaction, which has not served the profession well. It is time, he says, to place the focus back on helping families deal with their grief. In this session, he will examine the acute loss period—the three to 10 days following the death—and the seven phases families must complete during that crucial time to be able to begin the necessary trajectory toward healing. Next, he'll discuss the role of the funeral and the funeral director in making that happen.

Jennings is owner and chief executive officer of **Borek Jennings Funeral Homes**, with four locations in Hamburg, Howell, Manchester and Brooklyn, MI. He is CEO of the **Healing Farewell Center of America** and is author of "When We Must Say Farewell," helping families prepare for and deal with the death of a loved one.

Content is King

One of the biggest opportunities in our business is what happens between "Dearly beloved..." and "Please exit through the doors to your left." Historically, that has been something we've outsourced to people we don't choose, don't control and in many cases don't even know.

How can we take control of this crucial opportunity and make a real difference, both for families and for our businesses? In this all-new presentation based on six months of intensive research, **Doug Gober** will evaluate the three sources of ceremony content—the family, the funeral director and the clergy—and delve into how we can make substantive improvements to each to create more memorable events. From the memorial folder to the video tribute to the graveside service—how can we take each aspect of the funeral and burial service to the next level?

Finally, how do we crack the "clergy code" to make what typically constitutes the bulk of the service more personal and meaningful? Doug will share nearly 20 minutes of video interviews with clergy in which they discuss their role in providing service content, their candid opinions on cemetery and funeral service professionals (and you may be surprised at what they have to say!) and finally, their suggestions on how funeral

CONTINUED ON PAGE A35



Triple H Company

Cemetery, Crematory and Mausoleum Supply Since 1950

PYRAMID CREMAINS BURIAL VAULTS

Oversized 9" x 13" x 14 1/2" Over 1300 Cu. In.
Original 9" x 9" x 14 1/2" Over 900 Cu. In.
Tongue and groove connection.



Peace White
Antique Gold
Green velour lined.

Golden Line
Solid Jeweler's
Bronze Mausoleum
Vases & Holders



2" to 10" High over 450 Varieties

Royal Duchess
Plastic Mausoleum
Vases & Holders



Ring or Button Design
Over 150 Varieties
Bronze, Verde Green or Gold Color

TRION
Floral Lawn Vases



Dozens of Options

P.O. Box 5790 Ventura, CA 93005-0790
Tel 800-252-3444 or FAX: 805-650-6444
www.triplehcompany.com

VISIT US AT BOOTH
807

ICCFA Annual Convention & Exposition
March 19-22, 2012
Mandalay Bay Resort & Casino
Las Vegas, NV

got odors?

- In Chapel – Incense Odors
- In Coolers or Storage Rooms
- In Prep Rooms (nightly)
- For Crematory Odors

Also Kills Insects



1.800.474.0105



www.FuneralHomeOdors.com

VISIT US AT BOOTH
854

ICCFA Annual Convention & Exposition
March 19-22, 2012
Mandalay Bay Resort & Casino
Las Vegas, NV

Introducing the EckCo Pet Urn...

for returning remains starting at only **\$199**



- Ideal for animals remains
- Made in USA of engineered resin
- 3 sizes: 26-85 cubic inches
- 3 colors: White Marble, Black Marble, Pearl
- Snap-on, stay-on lid with Paw Print imprint or plain

Help your clients honor their pet's life



Place your order online:
EckCoProducts.com
Or Call: 574.968.0679

Pet Loss Professionals Alliance to meet in conjunction with ICCFA

STERLING, VA— The Pet Loss Professionals Alliance will hold its Third Annual Conference as a part of the ICCFA 2012 Convention & Exposition. All who attend the PLPA Conference will have access to all of the ICCFA educational sessions and the Expo, which will showcase 450+ supplier booths.

The PLPA program offers training in the quickly growing area of pet loss care. Sessions will include:

- *Achieving Common Ground:* Roundtable Discussion with Veterinarians
- *Pet Owners vs. Pet Parents:* The Liability Implications: **Poul Lemasters, Lemasters Consulting**, Cincinnati, OH
- *Handling 'Problem' Pet Cremations:* **Jon Remkus, Hinsdale Animal Cemetery & Crematory**, Willowbrook, IL
- *Repositioning Your Pet Loss Business for Success:* **Bob Jenkins, Verde Products Inc.**, Wildwood, MO
- *Pet Cemeteries 101—Providing a Final Resting Place:* **Bill Remkus, Hinsdale Animal Cemetery & Crematory**, Willowbrook, IL
- *Best Practices Panel:* **Claire Gillenson, Luxepets LLC; Jodi Clock, Clock Timeless Pets**, Muskegon, MI; **Joe Dwyer, Peaceful Memories Pet Loss Center**, Nutley, NJ; **Robert Knasuf, Hillcrest-Flynn Pet Funeral Home and Crematory**, Hermitage, PA; **Tracie Bluse Ward, Celebrations of Life**, St. Paul, MN; and **Kate Moore, CFSP, Beyond the Rainbow Pet Hospice & Memorial Center**, Benbrook, TX
- *Sales—It's Not a Dirty Word:* **Coleen Ellis, Two Hearts Pet Loss Center**, Greenwood, IN
- *The Secret to De-Stress (or, How to Help Yourself so You Can Continue to Help Others):* **Corrie Sirota-Frankel**, MSW, PSW, Hebrew Foundation School, Dollard Des Ormeaux, Quebec

Complete descriptions of the PLPA sessions and all of the ICCFA Convention educational sessions can be found at www.iccfaconvention.com.

ICCFA 2012 Convention & Exposition

Continued from Page A30

tion and inspiration for every area of our profession—cemetery, funeral service and cremation.”

The 2012 ICCFA Convention & Exposition will include more than 50 educational sessions and more than 450 supplier booths, as well as numerous receptions and networking events. Complete details and registration materials can be found at www.iccfaconvention.com.

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

KINKARACO owner to speak about Burial Shrouds at ICCFA

SAN FRANCISCO, CA— **Esmerelda Kent**, owner of **KINKARACO**, will be presenting at the ICCFA in a panel conducted by the *Green Burial Council* on “The historic background of the burial shroud and the benefits for their current use in 21st Century funeral service.” KINKARACO was the first company to create constructed secular shrouds for green burial and cremation, and first debuted on “Six Feet Under” in 2005.

You can visit with KINKARACO at booth #834 during the ICCFA Convention in Las Vegas.



Esmerelda Kent



Time may be only a moment so keep a memory

Necklace Urn Pendants
for an Everlasting Keepsake.
Urns hold a portion of the cremains.
Sterling Silver and Gold pieces in stock.



CREMATION KEEPSAKES

ORDERS OR CATALOG:
www.cremationkeepsakes.com
cremationkeepsakes@comcast.net
877-303-3144

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



Roberts & Downey
Chapel Equipment, Inc.

Argenta, IL 62501 • 800-331-9093 • robertsanddowney.com

Urn Carrier



Large Baby Bier/Cremation Altar as the base of the Urn Carrier, offers multi-purpose functionality.

The enclosed Urn Carrier provides a way to present the cremains in a more formal manner for the funeral service.



Queen Anne Collection



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

Your authorized Howard Miller, Hekman and Woodmark dealer.

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

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

CUSTOM AIR TRAYS

1-800-992-1925 | CustomAirTrays.com



G. BURNS CORPORATION

Removable Silhouette Landau Bars and Removable Name Plates

No side panels

Build a van floor



NO BLIND SPOT

SAVE MONEY!

Bars are durable laser cut 18-gauge stainless steel.

Call Don McClintock 1-800-465-7718

Visit our NEW website www.gburnscorp.com

THE IDEA FACTORY
 March 19-22, 2012
 Mandalay Bay Resort & Casino
 Las Vegas, NV

ICCFA 2012 Convention presents Cremation Coaching Center Live!



Poul Lemasters



John McQueen



Julie Burn

STERLING, VA— The International Cemetery, Cremation and Funeral Association's *Cremation Coaching Center* (www.cremation-coach.com) will go live at the ICCFA 2012 Convention & Exposition, March 19-22 at Mandalay Bay in Las Vegas.

Register today to attend these sessions on the fastest growing option in funeral service today:

The Case of the Botched Cremation

The wrong body has been cremated and everyone is a suspect: the cemetery, the funeral home and of course, the crematory.

Don't miss this mock trial, moderated by attorney and funeral director **Poul Lemasters**, in which people from outside the profession will sit as jurors to

hear the case. Did the defendants have the proper procedures in place? If so, did they follow those procedures? What went wrong, and how could this have been avoided?

You'll hear the evidence on both sides, and then you'll find out what our panelists think – including the trial participants and the jurors. Will the jury convict one or more of the companies involved? How much will they award the family for damages?

Alkaline Hydrolysis: A Case Study

In October 2011, **Anderson McQueen Funeral & Cremation Centers** became one of the first funeral firms in the United States to begin offering alkaline hydrolysis as a disposition option. In this session, **John McQueen** will share lessons learned during the first six months of operation, including: regulations and zoning issues; training; operational considerations; marketing and public relations; customer and community reactions; and costs vs. ROI.

McQueen is president and chief executive officer of Anderson-McQueen Funeral Homes, Cemetery and Crematory in St. Petersburg, FL. He is a member of the board of trustees of the Academy of Professional Funeral Service Practice; past president of the *Florida Cemetery, Cremation and Funeral Association*; and a past policy board member of *National Funeral Directors Association*.

Cremation Best Practices

In October 2011, the ICCFA published a "Cremation Best Practices" white paper, offering practices and procedures shared by some of the most successful cemeteries and funeral homes in the profession.

This special two-hour session moderated by ICCFA

Director of Cremation Services **Julie A. Burn**, CCrE, CSE, will expand on some of those practices and introduce new ones from across North America. Among the participants:

- **Ernie Heffner**, CFuE, president, **Heffner Funeral Home & Crematory**, York, PA: Why should you have a positive identification viewing prior to cremation and what can make this a meaningful, appreciated experience for the family being served? Heffner will share a retro concept that has been embraced and used by consumers in more ways than anticipated.

- **Lajos Szabo**, chief strategy officer, **Schoedinger Funeral and Cremation Service**, Columbus, OH: Every family deserves an opportunity to properly honor their loved one. Szabo will share the healing practices his firm provides for families who select even the most basic of cremation services.

- **Kent Roduck**, owner/manager, **Island Funeral Services Ltd.**, Campbell River, British Columbia: You want your arrangers to consistently present all of the options available to families selecting cremation, but how do you make sure they do? Roduck will share staff training approaches that work.

- **Ron Salvatore**, trainer, **Matthews Cremation**, Apopka, FL, and ICCFA Cremation Coaching Center coach: Salvatore will share best practices that need to be implemented for all crematory operations.

Additional details on the Cremation Coaching Center Live! sessions and all of the Convention educational sessions can be found at www.iccfaconvention.com.

Premium Hardwood

Pet Cremation Urns

- Figurine Urns
- Photo Urns
- Horse Urns
- Doghouse Urns
- Celtic Cross Urns
- Lifesize Figurine Urns
- Marble Vase Urns
- Velvet Bags
- Burial Markers



www.foreverpets.com

Family owned and operated since 1996

Forever Pets

1-888-450-7727

FREE Wholesale Catalog

Last Rodeo Casket Co. offers the ultimate in handcrafted Western and Southwest solid wood caskets. Made from solid American Alder wood, hand-forged custom hardware, and hand-tooled leather and fringe. Last Rodeo Caskets are individually built and handcrafted. Although we do offer a running line of caskets, each one is unique.

LAST RODEO CASKET CO.
 By **El Paso SADDLEBLANKET**
 EL PASO, TEXAS

Compare Our Prices and Save

Lady of the West

Wholesale: \$1695.00



Southwest Design Cremation Urns

Please call for sizes and pricing.

Cattle King

Wholesale: \$1695.00

Bound for Glory

Wholesale: \$1895.00

Free Wholesale Catalog!
 1-800-351-7847

www.LastRodeoCaskets.com

www.ElPasoSaddleblanket.com + www.CasaZiaSaddlery.com + www.epsBAUCTION.com
www.MontanaBootsUSA.com + www.SaddleblanketHomeCollection.com + www.SaddleblanketRanch.com

NOMIS
 PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

FIRST CLASS SUBSCRIPTION

Call 1-800-321-7479

Remaining Relevant: Give Families a Reason to Choose You

Continued from Page A32

service professionals can help clergy improve in this arena.

Gober is an industry liaison and senior loan officer for **Live Oak Bank**, based in Wilmington, NC. He has worked in the profession for 33 years, including serving as director of development and marketing for **Carriage Services Inc.**, executive director of **Matthews International's** casket division and executive vice president of **The York Group**.

Cemetery Events: Replacing 'Sales' with 'Value'

In today's market, with consumers facing so many distractions, connecting the cemetery and funeral experience to the larger community has become a major challenge. Traditional marketing achieves dwindling results as people are bombarded with "buy, buy, buy" messages 24/7.

Getting visitors to your property isn't easy, but **Royal Oak Burial Park & Crematorium** in Victoria, British Columbia, has discovered it can be done. For the past two years, Royal Oak has held a Summer So(u)lstice event designed to connect the community to the cemetery in a non-traditional way. Rather than a sales pitch, the message is: This cemetery is an integral part of your community and is far more than a repository for the dead.

In this session, you will learn how the Summer So(u)lstice was developed and executed, including a look at such factors as space usage, community partnerships, promotion, sales approach (or lack thereof) and more. You'll learn about the results of the program and the additional events it has spawned.

Stephen Olson is executive director of Royal Oak Burial Park & Crematorium. The Summer So(u)lstice program received a 2010 ICCFA KIP Award in the events category.

Marketing to the (New) Boomer

Boomers: You've heard it all, right? Wrong. Turns out, much of what we thought we knew about the Baby Boomer generation has shifted in the past few years. The recent economic downturn has had an effect on the psyche of this consumer segment, and the "rules" for marketing to them have changed.

Join **Larry Merington** as he shares extensive new research on why and how today's Baby Boomer makes purchasing decisions and what this means for your cemetery or funeral home's marketing efforts.

Merington is vice president of strategic market development for **Stewart Enterprises Inc.** Before joining the company in 2007, he was chief operating officer at Ace Bayou Corporation.

Five Ways to Win Online Shoppers

We've heard a lot about how to win phone shoppers who call to inquire about prices for funerals and cremation, but for many of these consumers, the telephone is no longer the first step in their re-

search process. Today, the web is where education and relationships start.

In this session, **Rob Heppell** will reveal the five key elements to win price shoppers online:

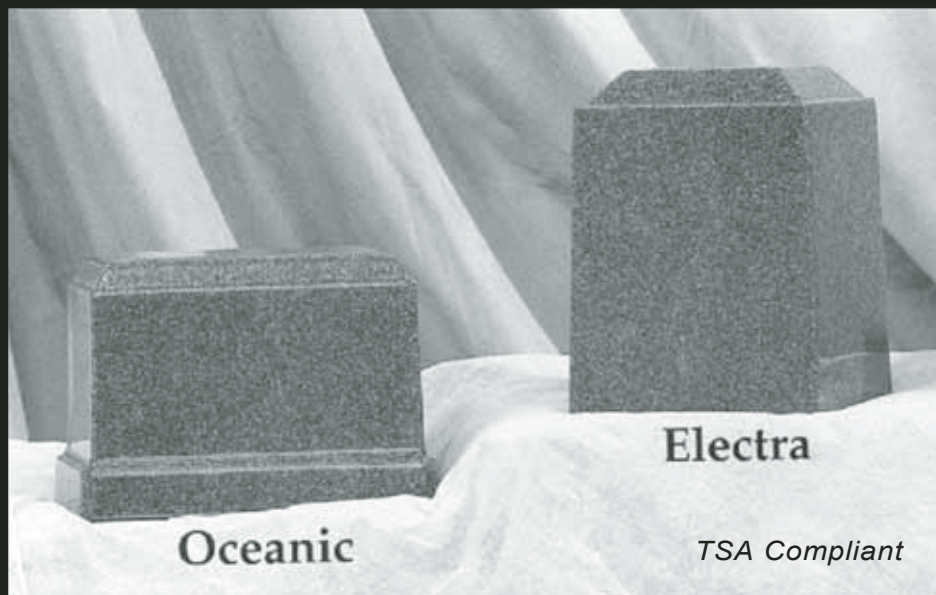
- the words people are using to shop for cemeteries and funeral homes
- how to properly display your prices on your website
- how online video gets your firm found faster and builds the relationship more quickly
- email: the most overlooked and powerful way to win price shoppers
- how to cherry-pick online shoppers with Google AdWords

Heppell will share case studies and will provide all who attend this session with a 10-page booklet offering sample templates and worksheets.

Heppell is founder of **FuneralFuturist.com**, Victoria, British Columbia. A fourth-generation funeral director, he is a consultant specializing in technology issues.

Complete descriptions of all of the 50+ educational sessions at the 2012 Convention & Exposition can be found at www.iccfaconvention.com.

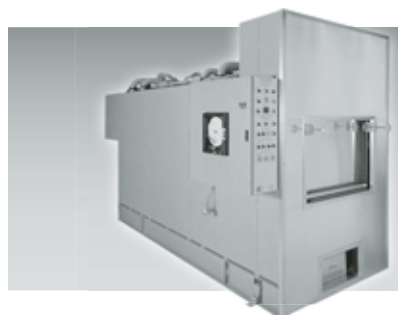
TAYLOR URNS Commitment To Service!



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

BUY NOW AND GET

ACT NOW! And Receive **Cash Back** On **HUMAN CREMATION EQUIPMENT**



POWER PAK I

- SMOKE-BUSTER™ 138 technology
- Up to 4 cremations in a day
- Fastest and most fuel-efficient in its class

\$2,500*
CASH BACK!



POWER PAK II PLUS

- SMOKE-BUSTER™ 166 technology
- Up to 6 cremations in a day
- 2 hours or less cremation time
- Ranked #1 "Best Seller" in North America for the past 15 years.

\$5,000*
CASH BACK!



SUPER POWER PAK III

- SMOKE-BUSTER™ 175 technology
- Up to 10 cremations in a day
- 90 minutes or less cremation time

\$7,500*
CASH BACK!



ENER TEK IV

- SMOKE-BUSTER™ 207 technology
- Up to 15 cremations in a day
- 75-minutes or less cremation time

\$10,000*
CASH BACK!

OFFER ENDS MARCH 31, 2012
FINANCING AVAILABLE



2045 Sprint Boulevard, Apopka, FL 32703
 Toll Free: 1-800-327-2831 • FAX: (407) 886-5990 • www.MatthewsCremation.com

*Cash incentive can be applied towards finance buy down, equipment discount or accessory purchases. Must take delivery by September 2012. Offer valid from March 1, 2012 until March 31, 2012. No other discounts or incentives will apply.

To take advantage of these great offers speak to one of our equipment consultants or visit us online.

Call: 1-800-327-2831
Visit: www.MatthewsCremation.com

▶ FOR HUMAN EQUIPMENT ORDERS VISIT: MATTHEWSCREMATATION.COM/HUMAN-CASHBACK

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

Funeral Directors Research, Inc.

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

www.amrainstruments.com
www.preproumdirect.com



WEB DIRECT GIFT & PRICING

Cars4Kidneys Donate your Car, Truck, RV, Boat, Plane or Collectibles to help people needing organ transplants on **MatchingDonors.com**.



All you need to do is call:
1-800-385-0422

Our 501c3 nonprofit benefits by receiving the proceeds of the donation, and you receive the great tax deduction!!

Association NEWS CONTINUED

OGR announces 2012 Annual Conference & Supplier Showcase

Independent funeral home owners, directors to gather in Washington, DC, April 19-22, 2012

AUSTIN, TX— The **International Order of the Golden Rule (OGR)**, dedicated to making independent funeral homes exceptional, will gather its members and other independent funeral home owners and death-care professionals in the nation's capital, April 19-22, 2012.

"We are excited to bring the conference back to Washington, DC, a city steeped in tradition and history, for the first time in almost 20 years," said **Jeffrey Wages**, OGR president and owner of **Wages & Sons Funeral Homes & Crematories** in Lawrenceville, GA. "In planning the conference, we made sure to include **Arlington**"

CONTINUED ON PAGE A37

Golden Frost®

McCord

MEMBER



CFSA
CASKET & FUNERAL SUPPLY ASSOCIATION OF AMERICA

Child Caskets & Vaults

"The Original Casket & Vault Combo"

Sizes 12"/ 18"/ 21"/ 24"/ 30"/ 36"/ 42" & 48"



Faithful Friend®

PET CASKETS

12"/ 22"/ 28"/ 34"/ 40"/ 52" & 18" Octagon



1-800-782-8249

1-800-567-7387

Independent & Family Owned Since 1945

www.mccordcasketsandvaults.com

www.faithfulfriendpetcaskets.com




We Ship World Wide




SIFH announces launch of "Why We Gather" for those who Grieve

DEERFIELD, IL— **Selected Independent Funeral Homes**, the world's largest and oldest association of independently owned funeral homes, has launched a resource for people who are grieving to connect and hear from experts. *Why We Gather* connects people in a number of ways, including Facebook, Twitter and YouTube. Each offers unique opportunities for those who grieve to experience a sense of gathering and to share and learn from one another any time of the day or night.

"Grief is a universal emotion that we all have experienced," said **Thomas Belford**, President of **John A. Gentleman Mortuaries** of Omaha, NE, and President of **Selected Independent Funeral Homes**. "By offering those in mourning an easy-to-use, highly accessible place to share experiences, along with expert insight on grief, we hope this community provides comfort during what, to many, is a significant life event."

Why We Gather's launch follows the holiday season, which is often a trigger for grief. By providing a number of ways to connect, Selected hopes to reach as many people as possible.

The program's features include:

- YouTube Channel (www.youtube.com/WhyWeGather) – This Channel houses short videos from grief experts (including **Dr. William G. Hoy**, director of Grief Connect: The Center for Bereavement Education) speaking on the topic of grief, the role a funeral plays in the mourning process and more. Users can watch videos on demand, create a free YouTube account and subscribe to

the channel to receive real-time updates when a new video is posted, comment on videos and interact with other users.

- Facebook Page (www.facebook.com/WhyWeGather) – Facebook users can "Like" this page to receive updates in their News Feed, comment or post on the page's Wall to share their story and get feedback from others.
- Twitter Page (www.twitter.com/WhyWeGather) – Twitter account holders can follow @WhyWeGather for news and updates, with links to videos and articles on the topic of grief.

Selected members serve families worldwide with compassion and the utmost care following the loss of a loved one. As such, Selected believes social media is the next step to reach more people with these grief resources, as the public increasingly uses such outlets to connect with one another.

"We are excited to launch this program and see it grow," said Belford. "We hope to see the community flourish, and have a lot of content to come in the form of new videos being uploaded in the future," he added. "Our goal has always been to be there for individuals in their time of need, and we hope that 'Why We Gather' allows us to do that in a virtual way while providing a place for people to share and know they are not alone, which sometimes is the best form of healing."

For more information on Selected's programs, becoming a member of **Selected Independent Funeral Homes** or to locate a member, visit Selected's website at www.selectedfuneralhomes.org or call 1-800-323-4219.



Insurance Assignments have your cash flow tied up?

C&J FINANCIAL, LLC can HELP!
C&J's FAST FUNDING program is your answer to eliminating the hassle and cash flow delay in processing insurance death claims.

- Fast Funding Benefits**
- Reduce administrative costs
 - Eliminate accounts receivable
 - Funding within 24 hours of verification
 - Death Certificate not required prior to funding
 - Beneficiary cash advances available
 - Very competitive factoring rates
- Deal with only one company for all your assignment cases

Visit us online at www.AssignmentFunding.com or call us at **800.785.0003** to receive your free Fast Funding packet today!



C&J FINANCIAL, LLC
The Leader in Insurance Assignment Funding

800.785.0003
www.AssignmentFunding.com
fastfunding@securitynational.com

Association NEWS CONTINUED

OGR announces 2012 Annual Conference & Supplier Showcase

Continued from Page A36

National Cemetery in the schedule, and filled out the program with a top-notch motivational speaker as well as presenters who can share the practical information funeral directors need to best serve families on a daily basis. We hope you all will join us as we make connections for our businesses and our OGR family new and old.”

Attendees will be energized right from the start by Friday’s keynote speaker *Col. Rick Searfoss*, a former astronaut and Top Gun fighter pilot who will inspire attendees to reach new heights of service-oriented leadership. As one of fewer than 100 people ever to have commanded a human space mission, Col. Searfoss speaks with authority born of in-depth personal experience. In his career, he has led many different teams, including commanding the most complex science research space mission ever – the STS-90 Neurolab flight on Columbia – and piloting a joint Russian-American mission to the Mir Space Station.

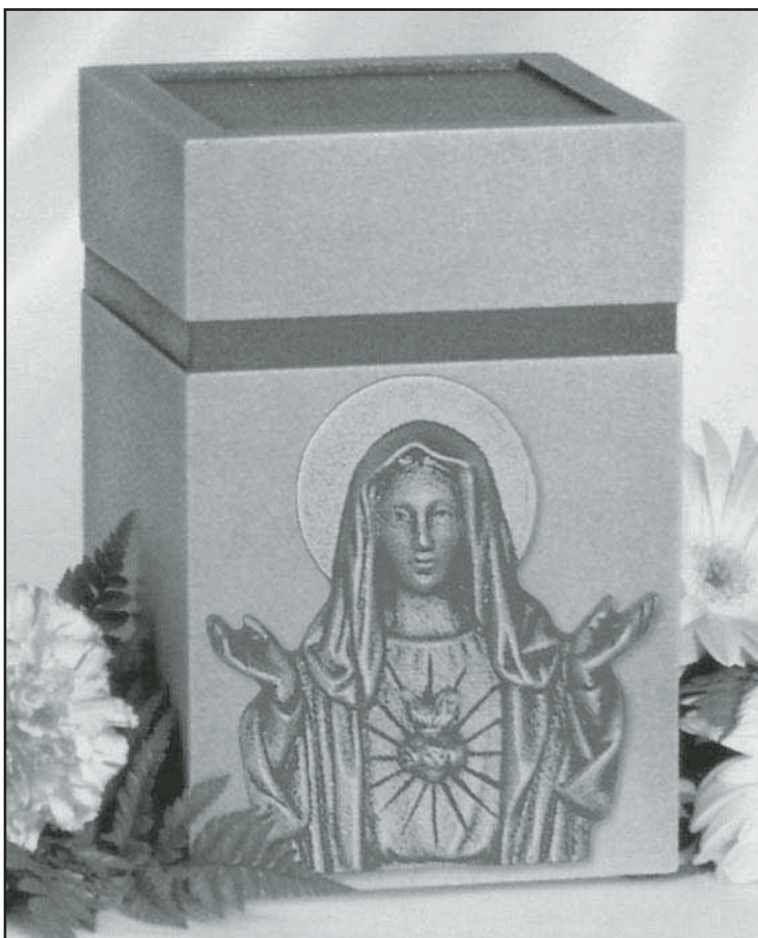
As co-founder and president of the Family Business Institute, *Wayne Rivers* focuses on the interpersonal, operational and financial issues that help family businesses achieve breakthrough success. In Saturday’s opening session, Rivers will share the secrets essential to having more success, harmony and happiness in family businesses. Other conference sessions will focus on the operations of Arlington National Cemetery, social media for funeral homes, and supporting survivors of suicide.

In keeping with OGR’s tradition, members will pause to pay tribute to OGR family members who passed away during the last year. OGR will also recognize firms celebrating milestone anniversaries, and present awards and scholarships during an awards luncheon. In addition to many opportunities to network and socialize with fellow funeral directors, industry suppliers will be on hand to share their latest products and services in the Supplier Showcase. The President’s Reception and Annual Banquet is always a highlight of the conference, featuring the installation of Board members and the presentation of the Golden Light Award, OGR’s most prestigious honor.

One of the most anticipated events of the conference is the Wreath-Laying Ceremony at the Tomb of the Unknowns at Arlington National Cemetery. OGR is honored to participate in this solemn event at our nation’s most hallowed burial grounds.

Full conference details can be found at www.ogr.org/annualconference.php. Contact Lisa Krabbenhoft at (800) 637-8030 or lkrabbenhoft@ogr.org, with questions or to register.

Founded in 1928, OGR is affiliated with 700 independent funeral homes that share common goals of exemplary service, uncompromising care and compassion to families in their time of need. Visit www.ogr.org for additional information.



Artistry that's affordable

The Meadow Lane Urn Series



NEWMAN BROTHERS INC.

5609 CENTER HILL AVE. CINCINNATI, OH 45216
TEL: (513) 242-0011 • FAX: (513) 242-0015 • TOLL FREE: 800-447-1072
e-mail: newman@supern.com • www.newmanbrothers.com

“Family owned and operated since 1882”

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

Customize Your Direct Mail Program Call 1-800-321-7479



UNCLE HARRY :

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

IT WAS.



Inman's exclusive Trans-Containaire™ shipping unit.

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

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



Inman
SHIPPING WORLDWIDE®

1605 Merwin Ave., Cleveland, OH 44113 • 1-800-321-0566
www.inmanshippingworldwide.com



Association NEWS CONTINUED

NGFSPA First Annual Seminar and Expo

FLORENCE, SC—The **New Generation of Funeral Service Practitioners Association** (NGFSPA) is proud to announce their first annual Professional Seminar and Expo to be held at the Sheraton Charlotte Airport Hotel, June 7th through the 10th. Speakers will include: **Mrs. Lacy Robinson Druen** CSFP, LFD, LE of the *Aurora Casket Company*; **Matt Smith** CSFP, LFD, LE of the *Frigid Fluid Company* and *Mor-bid.com*; **Atty. Christopher Chestnut** of the Chestnut Law Firm; **Dr. Nelson Hayes** CSFP, LFD, LE of *Pierce Chemical Group*; **Dr. Jeffery Chancellor** CSFP, LFD, LE of *Eckels Fluid Company*; and **John Beckwith, Jr.** CSFP, LFD, LE, CEO of **Golden Gate Funeral Home**.

The NGFSPA began as the Funeral Directors and Mortician Group, Inc on Myspace in 2008. In 2009, the social group was organized into an association by **Kenyatta King** to provide a network for upcoming funeral prac-

tioners and young funeral professionals, to promote the study of mortuary science, and to offer professional development through lectures, seminars and study courses.

For more information, visit the NGFSPA website at ngfspa.org, or call 803-392-1200.

United We Stand: Funeral Service Comes Together for NFDA's 2012 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**, the **International Order of the Golden Rule** (OGR), and **Selected Independent Funeral Homes** (SIFH) will come together with one voice in the nation's capital during the 2012 NFDA Advocacy Summit to advance important federal legislation that impacts funeral homes, small business and families served by funeral homes. The 2012 Advocacy Summit will take place March 7-9 at the Renaissance Mayflower Hotel in Washington, DC.

Attendees will meet with their elected representatives to discuss key issues impacting the funeral service profession:

- **Unclaimed Veterans Cremated Remains:** Many funeral homes across the country are holding the cremated remains of veterans that have not been claimed by relatives. The associations strongly believe that these remains should be properly identified and given the proper burial or interment along with the appropriate military honors.
- **Codify the SSI Exclusion for Irrevocable Funeral and Burial Trusts:** Under current regulations, the Supplemental Security Income (SSI) Program provides that funds set aside by low-income individuals in an irrevocable trust to pay for funeral and burial expenses are not treated as resources

Pet Loss Professional Alliance appoints New Chair of the Suppliers Committee

DENVER, CO—The **Pet Loss Professional Alliance** (PLPA) is pleased to announce, **Toni Noel of Memory Vessels** has been appointed to chair the Suppliers Committee. Toni's support in building awareness of PLPA and expanding our membership is much appreciated.

The PLPA is committed to being an educational resource to its members. The membership, including pet loss suppliers and pet death care facility operators, will be dedicated to the respectful and dignified treatment of those pets entrusted to us. Members will do this through

Toni Noel of Memory Vessels has been appointed to chair the Suppliers Committee

the creation of programs to profitably meet the changing needs of the pet death care industry and our process partners in the areas of cemeteries, crematories and pet loss facilities, as well as the creation of standards to willfully meet our customer's expectations.

"It is a pleasure to work with this professional, committed and sincere group. If you are not familiar with PLPA and the work we are doing to enhance the services and standards when dealing with the loss of a pet, I encourage you to reach out to us and learn more," said Toni Noel, owner of Memory Vessels.

Founded in 2009, the PLPA is dedicated to providing education and opportunities for professional growth for providers of pet-related death care services. It is a committee of the *International Cemetery, Cremation and Funeral Association* (IC-CFA). To become a PLPA member or supplier, or for more information, please visit www.iccfa.com/groups/pet-loss-professionals-alliance or contact toni@memoryvessels.com.

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

when determining an applicant's eligibility for SSI. If this provision is not codified, it could, at any time, be revoked without input from Congress. Pre-need funeral planning saves federal, state and local governments money because it avoids the need for government-funded indigent funerals.

- **Make Permanent the Current Federal Estate Tax:** Under current law, estate taxes are paid by the estate of a decedent on the value of assets owned at the time of death in accordance with a graduated scale. When Congress passed, and President Barack Obama signed into law, the "Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010" (H.R. 4853), the estate tax was extended for two years; the exclusion rate was set at \$5 million dollars (\$10 million for a couple) and the tax rate for amounts greater than that limit was lowered to 35 percent. Unless Congress acts, the estate tax will automatically revert to the 2001 exclusion rate of \$1 million dollars (\$2 million for couples) and a tax rate of 55 percent starting January 1, 2013.
- In addition to issues briefings and lobbying opportunities with members of the U.S. House of Representatives and Senate, NFDA has invited several guest speakers.
- **Rep. Steve Southerland** (R-Fla.): An NFDA member and CEO of **Southerland Family Funeral Home** in Panama City, FL. (invited)
 - **Rep. Alan Nunnelee** (R-MS): Before being elected to Congress Nunnelee worked in the field of preneed insurance. (invited)
 - **Rep. Ron Kind** (D-WI): A member of the powerful House Ways and Means Com-

mittee who has been supportive of pro-funeral service legislation. (invited)

- **Sen. Olympia Snowe** (R-ME): Snowe is a sponsor of NFDA's SSI bill, the ranking member of the Committee on Small Business and Entrepreneurship, and a member of the Finance Committee. (invited)
- **Kyle Scherrer:** Scherrer, a forensic operations manager with the FBI Office of Victim Assistance, will speak about responding to victims of acts of terrorism and mass-casualty incidents. (confirmed)

For more event information about the Advocacy Summit or to register, visit www.nfda.org/advocacysummit or call 800-228-6332. NFDA is the world's leading and largest funeral service association, serving 18,500 individual members who represent nearly 10,000 funeral homes in the United States and 43 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, WI, and has an office in Washington, DC. For more information, visit www.nfda.org.

Nadene

Cover-Up Cosmetics Ltd.

A name you know . . .
... Products you trust

800-531-9744 Fax 903-641-0383
Catalogs Available e-mail: cosmetics@nctv.com

CALL JARVIS IF...

- you want to lower your crematory repair costs.
- you are unhappy with your current brick work contractor.
- you want the best in sales and service.

NEW STACKS ✓ CONTROL PANELS ✓ SPARE PARTS ✓
REFRACTORY REPAIRS ✓

Jarvis Incinerator Co., Inc.
Quality service since 1876
Phone: 617-957-6092 • Fax: 978-458-5816
www.jarvisincinerator.vpweb.com
We service all crematory makes and models -
both human and animal.




KEEPSAKE PENDANTS

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

VISIT US AT BIRTH 102
ICCA Annual Conventions & Expositions
March 19-22, 2012
FACTORY

ENAMELED & FILIGREE PENDANTS



Enamelled Pewter
Red Heart



Sterling Silver
Butterfly



Sterling Silver
Heart with 14K
Gold Insert

Fillable, and non-fillable Keepsake Pendants are available in an assortment of precious metals and can be worn as a necklace, bracelet, or displayed in a dome.

QUALITY SERVICE AND REPUTATION SINCE 1993

800-788-0807 Fax 608-752-3683 www.madelynpendants.com e-mail madelync@charter.net

BOARDMAN

B

printing

FULL COLOR PRINTING

·

BUSINESS CARDS

·

PROMOTIONAL ITEMS

·

GRAPHIC DESIGN

8570 Foxwood Ct., PO Box 5159, Youngstown, Ohio 44514

1-800-321-7479 www.boardmanprinting.com



Worsham

College of Mortuary Science

COMMITMENT. COMPASSION. CAREER.

Educating a legacy of funeral directors for over 100 years



*Jay Smith, 2010 Graduate with father Bob Smith, 1981 Graduate
Smith Corcoran Funeral Homes in Chicago, Glenview, and Palatine, Illinois.*

" My Grandfather graduated from Worsham College in 1942. Three generations of the Smith family have benefitted from the hands-on training and practical experience that Worsham College has to offer."

-Jay Smith

Association NEWS CONTINUED

Selected Independent Funeral Homes honors Austin as First International Recipient of Prestigious NextGen Award

Leader of centuries old family run firm recognized with award geared toward young professionals

DEERFIELD, IL— Selected Independent Funeral Homes has named **Claire Austin** of Hertfordshire, England, the 2012 recipient of its prestigious NextGen Professional of the Year Award. Austin was honored at a ceremony

during the opening night reception of the group's annual seminar, taking place January 22-26 at the Hilton Los Cabos Beach & Golf Resort in Las Cabos, Baja California Sur, Mexico. 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

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.

"It's exciting that we are honoring our first international recipient by naming Claire as this year's NextGen Professional of the Year Award winner," said **Robert J. Paterkiewicz**, Executive Director of Selected Independent Funeral Homes. "For the past decade she has been at the helm of a member firm that has been successfully operating in the U.K. for more than 300 years. Under her leadership, Austin's operates 12 locations as well as a charitable fund to benefit the local community. That is no small feat, and we commend her for her achievements."



Claire Austin

specifically spotlight career achievements, community and organization involvement and awards/achievements of funeral professionals under the age of 50. Selected Independent Funeral Homes created its NextGen group to encourage professionals who are in the earlier stages of their career and to recognize their value and unique needs in a special way. The group meets annually at a four-day seminar filled with educational and networking opportunities.

Austin is the second recipient of the award, which was created last year, and was honored because of her leadership qualities, professionalism and high praise shown by supporting letters of recommendation in her application package. Austin is currently Managing Director of **Austin's Family Funeral Directors**, based in Hertfordshire, England, with multiple locations. Austin assumed the role of managing director in 2001 at the retirement of her father, John.

"I am delighted to receive this prestigious NextGen award from Selected," said Austin. "By inference, 'Next Generation' suggests that there must have been previous generations, and I am proud and honored to represent the 10th generation of the Austin Family to have served our community within the United Kingdom."

Austin is eager to share the credit for her success and that of Austin's Funeral Service. "My achievements and our firm's success is, by no small measure, a result of the hard work of my ancestors, from William Austin who created the business in 1700, through to my father, John Austin, who passed the reins to me. As is the case in all personal awards, they can rarely be achieved without the support of a great many people," she added. "I would like to take this opportunity to thank Selected for choosing me, but more importantly, thank all 43 members of our staff for the wonderful service they give to Austin's and bereaved families within our community."

In addition to the networking and educational opportunities available at its annual seminar, NextGen members also engage in an active electronic discussion group, which is available to NextGen members exclusively. More information on Selected Independent Funeral Homes and NextGen can be found on its website at www.selectedfuneralhomes.org.

EMBALMING FLOWMETER

Now you can monitor and carefully control the rate of flow of arterial injections.

- Determine proper pressure setting
- Indicate changes in vascular resistance
- Reduce chances of unnecessary swelling
- Indicate improperly inserted arterial tube
- Indicate mechanical failure of embalming machine
- Installs easily

Only \$184.⁹⁵

Call for more information
(315) 471-0934



Simmons Institute

OF FUNERAL SERVICE, INC.
Home of the Flowmeter:
1828 South Avenue, Syracuse, N.Y. 13207



Joseph A. Scarano

SCARANO SHIPPING

When you select Scarano Shipping you receive prompt, personal service without the risk.

- *First-rate, on site, embalming procedures that ensure remains arrive from Florida in quality condition.*
- *The promise that you will never lose your casket sale to a Florida funeral home.*
- *One guaranteed price, call for area quote, without the risk of hidden charges, add-ons or extra fees.*

24 hours a day, 7 days a week
Joe Scarano will answer your call personally!

1-800-423-5901

www.scaranoshipping.com

ANYWHERE
IN FLORIDA!

Family Owned & Operated

NO CASKET SALE



Memoires des choix des Jacques



(Memories of Jack's Recipes)

Original Recipes from Dottie and Jack Frediani

Shared by Kate Frediani-Gorman
Cremation Products Inc.
800-837-0701
www.cremationproductsinc.com

MONTE CRISTO SANDWICH

- 2/3 cup eggs or egg substitute
- 1/3 cup fat free milk
- 4 slices cooked turkey bacon
- 4 slices cooked ham
- 4 slices Swiss cheese
- 8 slices white bread
- Salt and pepper to taste
- 1 1/2 tsp powdered sugar

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

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

Good Eating!

"Eat your crust, that's where all your vitamins are!"

—Mom, 1955

QUEEN VICTORIA SOUP

Fannie Farmer Cookbook (early edition)

- 1 Tbs butter
- 1 Tbs finely chopped onion
- Cook slowly in a deep pan until the onion is yellow then add:*
- 1/3 cup chopped mushrooms
- 1 cup diced celery
- Cook 10 minutes and add:*
- 4 cups chicken broth
- 1 Tbs. Quick tapioca
- 1/2 cup diced cooked chicken
- 1/2 cup diced cooked ham
- Sage, nutmeg and onion salt to taste
- Cook 20 minutes and then add:*
- 2 hard boiled eggs, finely chopped
- 1 or 2 cups cream (or evaporated milk)

Heat and serve in large bowls and garnish with chopped parsley.

To simplify: use a can of mushroom soup in place of the mushrooms and cream and canned luncheon meat in place of ham.

Educational NEWS

Selected Independent Funeral Homes Educational Trust announces most recent Second-Career Scholarship Winners

DEERFIELD, IL— Selected Independent Funeral Homes Educational Trust has announced its two most recent recipients of the Second-Career Scholarship in the amount of \$1,500 each. The winners are **Brianna Kay Vujovich** of Woodbury, MN, and **Scott Bowler** of Mesa, AZ. The awards will help the recipients complete their education in mortuary science. The scholarship was created to meet the educational needs of the increasing number of second-career professionals entering independent funeral service seeking positions as funeral directors and future leaders.

Vujovich is attending the *University of Minnesota*, where she is expected to receive a Bachelor of Science degree in Mortuary Science in May of 2012. She chose the University because it is one of the few schools to offer a four-year degree in mortuary science and is also a Big Ten school. It will be her second Bachelor's Degree, with her first received in 2001 when she graduated Magna Cum Laude from St. Cloud State University.

"Funeral service is something I always wanted to do," said Vujovich. "Originally I chose to follow in my father's footsteps and pursue a career in sales, but I finally followed my heart and pursued what I love. I would eventually like to manage a funeral home and possibly work toward ownership. This scholarship will help me to realize this dream."

Vujovich is currently employed part-time at the **Cremation Society of Minnesota**, owned by **Mark** and **Kevin Waterston**.

Bowler is a former woodworker and general contractor originally from St. George, UT. After a twenty year career, he made the decision to close the family business in late 2010 when the construction industry floundered. It was while serving bereaved families as a church leader and, even more so while experiencing the death of his mother that Bowler realized his calling to the pro-

fession of funeral service.

"These experiences were enough to plant a seed in my psyche," said Bowler. "Through all of them I truly feel called to the work - if I never made a dime as a funeral director, I believe I could still live a happy and fulfilling life in the service of the bereaved."

Bowler is expected to complete the Mortuary Science Program at *Mesa Commu-*

nity College in May. Because he moved to the area for his studies, Bowler has been paying out-of-state tuition and has relied on grants and loans. He says that the scholarship will help greatly to fund the completion of his studies.

Bowler currently works part-time at **Bunker Family Funeral Home** in Mesa.

Since the award was first launched in late 2010, The

Trust recognizes two individuals who have made the funeral profession their career choice

Board of Trustees has increased the number of scholarships to be awarded to up to four \$1,500 scholarships each year; two in July and two in December. Additionally, all applications must include at least two letters of recommendation one from a faculty member of the mortuary science program and the other from an in-

dependent funeral home or current or previous employer. The official application for the July 2012 Second-Career Scholarship is available at <http://selectedtrust.org/scholarship.html>. The Second-Career Scholarship is one of several programs of the Selected Educational Trust which was founded by Selected Independent Funeral Homes, a worldwide professional association of independent, locally-owned funeral homes founded in 1917. In order to be eligible for the scholarship, applicants must not be related to an owner of a funeral firm currently in operation and must be currently enrolled in a full-time Mortuary Science program at an accredited school. By creating the program, the Trust hopes to attract and assist future practitioners interested in entering the profession.

Established in 1982, the Selected Independent Funeral Homes Educational Trust strives to enrich the professionalism of the independent funeral practitioner through lifelong learning and is dedicated to funding the development and administration of research initiatives, assistance grants, award programs and the presentation of educational programs dealing with business management, counseling, personnel management and other topics of importance and interest to the members of Selected and independently owned and operated funeral home professionals. More information on the Selected Educational Trust and its activities can be found at www.selectedtrust.org.

Frank C. Dawson honored as APFSP Legacy Fellow

WESTERVILLE, OH— **Frank C. Dawson** of East Liverpool, Ohio, has recently been honored as a Legacy Fellow in the **Academy of Professional Funeral Service Practice** Legacy Endowment Fund for his generosity and commitment to continuing education and lifelong learning.





Frank is a Certified Emeritus Lifetime member and a Certified Funeral Service Practitioner with the Academy of Professional Funeral Service Practice since 1992. He has long been an advocate for continuing education and was instrumental in the implementation of continuing education requirements for licensees in the state of Ohio. As the former president and current senior director of **The Dawson Funeral Home** of East Liverpool, he has conducted more than 15,000 funerals for the firm, while often traveling to distant cities to assist with services of dignitaries and friends. To further fulfill a need for families the funeral home serves, Frank and his family purchased the former Sturgis Funeral Home in East Liverpool and opened its doors as a restored Victorian bed and breakfast. Frank is a graduate of the *Pittsburgh Institute of Mortuary Science*, the *National Foundation of Funeral Service* and is a veteran of the U.S. Navy. He received his undergraduate degree from Baldwin-Wallace College where he served as a member of the Board of Trustees for a number of years. In 1999, he was presented an Honorary Doctorate of Humane Letters degree from the College and in 2007 was inducted into the school's Athletic Hall of Fame.



Frank C. Dawson

Frank was the founder and is president of the Lou Holtz/Upper Ohio Valley Hall of Fame, which was dedicated on July 5, 1998. The purpose of the organization is to honor individuals from all phases of life in the Upper Ohio Valley for contributions they have made to their communities; to offer a source of history for the towns from Western Beaver County, Pennsylvania, to Wheeling, West Virginia, and Bridgeport, Ohio, on both sides of the Ohio River, as well as provide scholarships, through the generosity of Coach Holtz, for students from each of the vocational schools in the area to continue their educations. He was inducted into the Hall in 1999.

Incorporated in 1976, the Academy of Professional Funeral Service Practice is one of the oldest organizations providing a program for professional certification in the United States. With almost 2,000 members worldwide, 1450 of whom have achieved the designation of Certified Funeral Service Practitioner, the Academy offers a voluntary certification program for funeral service practitioners to accomplish educational, professional, and community oriented goals in an organized fashion, recognizing funeral directors who raise and improve the standards of funeral service. In late 2010, the Academy Board of Trustees adopted a resolution to establish the Legacy Endowment Fund which will accept donations from all eligible sources for the purpose of promoting education in funeral service and mortuary science. The Board of Trustees of the Academy will grant scholarships and make bequests from the income, appreciation and any other earnings generated by the Legacy Endowment Fund for the purpose of funding mortuary science and funeral service education for mortuary science students and funeral service practitioners. For more information about the Legacy Endowment fund or the Certified Funeral Service Practitioner (CFSP) designation, please contact **Kimberly A. Gehlert**, Executive Director, at (614) 899-6200 or visit www.apfsp.org.


ORDER ONLINE AND SAVE 10%

WWW.NOMISPUBLICATIONS.COM

USE PROMOTIONAL CODE FHNF12

Hurry! Offer Expires 3/31/12

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



PO Box 5159 Youngstown OH 44514 800.321.7479 fax 800.321.9040 info@nomispublications.com www.nomispublications.com

what inspired you?



"As a child I never thought I'd be running the funeral home my grandparents founded in 1932. My dream was to be a firefighter. But one day in October 1976 my life plan changed, when my father and grandfather encouraged me to take on the huge responsibility of "Caring for the Community," our funeral home's motto. With much thought and consideration, I became a funeral director and have worked hard ever since to grow our small town funeral home into a proactive, leading firm in the area. And, to pursue my initial dream, I became a call firefighter as well.

My family has been extremely blessed by funeral service. I still cannot believe how much it has allowed us to do. Each day I'm so thankful for the career choice I made, so giving back to the profession I love is only natural, and it's the right thing to do. I support the Funeral Service Foundation to ensure a bright future for those that will follow us."

Edward P. "Ed" Mazur, CFSP
 Kapinos-Mazur Funeral Home
 100-call firm in Ludlow, MA
 \$75,000 Donor

Give back to a profession that's given so much.



(877) 402-5900

www.funeralservicefoundation.org

EDWARD P. "ED" MAZUR, CFSP

Educational NEWS CONTINUED

MacKenzie Vault showcased during Crematory Operations Conference

HARTFORD, CT— Death-care professionals from throughout the country who have signed up for the *Crematory Operations Certification Conference*, May 2, in Hartford, are looking forward to touring **MacKenzie Vault's** factory in East Longmeadow, MA.

The free tour and reception is open to anyone who registers for the conference, which is being organized by **Kates-Boylston Publications** in conjunction with the *Cremation Association of North America*. The conference offers continuing education credits for most attendees, and CANA will issue a certificate to those who take and pass a test at the end of the conference.

The MacKenzie Vault tour will feature free refreshments and offer attendees valuable time to network with their peers. "The MacKenzie family looks forward to welcoming all attendees to our urn workshop," said the company's president, **Scott MacKenzie**.

According to Scott MacKenzie, attendees will enjoy the first behind-the-scenes tour of its cultured marble urn facility. "Attendees will learn how we source all of our raw materials domestically and manufacture all prod-



Production Manager Ferdinand Gonzalez carefully shapes the bottom of a MacKenzie 'Classic' cultured marble urn.

ucts in small batches by hand here in Massachusetts."

The MacKenzie family is excited to show how it mixes old world craftsmanship with state-of-the-art technology, including laser engraving and earth-friendly composite resins made from corn and soy beans. "This tour will explore our family's long history in funeral service and provide important product knowledge about cultured marble urns," Scott MacKenzie said.

Attendees who want to go on the tour must be at the Marriott Downtown by 4:30 p.m. on May 1 to take advantage of free transportation to the factory. To learn more about the

Crematory Operations Certification Conference, and to register, visit www.kates-boylston.com/cremation or call 800-500-4585.

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

Attention Class Officers and Administrators: SEND US YOUR NEWS!

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



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

Funeral Directors Research, Inc.

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



www.amrainstruments.com
www.preproomdirect.com



WEB DIRECT GIFT & PRICING



Leadership and Life Enrichment

By Ralph L. Klicker, Ph.D.

What does it take to be an Effective Leader?

What qualities do employees look for in their leader? There is no one set of traits on which every staff member would agree. However, there has been extensive research in all aspects of leadership. The following is a partial list of positive leadership qualities.

- **INTEGRITY** - is the integration of outward actions and inner values. People trust a person of integrity because they do not let external pressure affect their core values.
- **FAIRNESS** - dealing with others justly and consistently and holding everyone accountable to the same standards.
- **CREATIVITY** - the ability to think outside the box. See things others cannot.
- **INSPIRATION** - employees want to be excited and enthusiastic about their work. An effective

- leader is able to inspire his or her employees
 - **ENTHUSIASM** - a leader cannot inspire his/her employees if he/she is not enthusiastic and excited about the direction he/she has charted for the company.
 - **DECISIVENESS** - a leader cannot be "wishy-washy" when making decisions. Leaders must believe in what they are implementing to such an extent that there is no room for indecisiveness.
 - **APPRECIATION** - employees want a leader who appreciates who they are and what they do. They also want to be recognized when praise is deserved.
 - **RESPECT** - respect can be shown in many ways such as active listening, constructive feedback, eliciting input, empowering action, rewarding and celebrating success.
 - **LEADERSHIP BY EXAMPLE** - a respected leader does not act in a manner inconsistent from how he/she expects his/her staff to act
- People with these types of qualities and behaviors tend to attract followers. Followers are naturally drawn to leaders who exhibit strength and can inspire belief in others. Some people are born more naturally to leadership than others. This does not mean that leadership cannot be learned. People who

want to be leaders can learn certain leadership skills. Leadership is a matter of personal connection and believing strongly in a cause or aim no matter what it is.

Bernard Bass, one of the country's top leadership researchers and theorists, said the most widely accepted way ordinary people become leaders is that they choose to become leaders and learn leadership skills.

Dr. Ralph L. Klicker has been involved in the funeral service since he was a high school student. He has been a funeral director, embalmer, training director, educator, and speaker. He has authored four of the text books used by funeral service students, as well as twelve home study and online continuing education courses. His latest books are *Leadership According To St. Peter*, *Don't Wait Until You Are Six Feet Under: It's too late to change your life when you hear dirt being thrown on your casket*, and *Grief coaching*. Ralph can be contacted by email at rklicker@thanosinstitute.com or at 800-238-5187.

Educational NEWS CONTINUED

CCMS announces Memoriam/Honorarium Brick Campaign

CINCINNATI, OH— Cincinnati College of Mortuary Science is pleased to announce its Memoriam/Honorarium Brick Campaign. A commemorative brick installed in the courtyard of the college makes a

timeless memorial for alumni, publications, funeral homes, and companies that support the college.

Your tribute can salute the past or capture the present, all the while igniting the future.

The brick purchase is 100% tax deductible and supports the Cincinnati College of Mortuary Science Facilities Fund.

For more information, visit www.ccms.edu or call 1-888-377-8433.

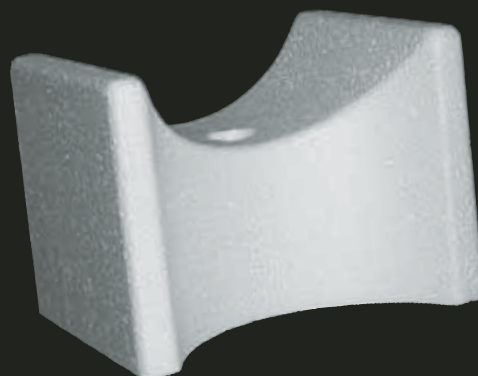
West Virginia Funeral Directors to hold All Hazards Management Symposium

HUNTINGTON, WV— The Eleventh Annual All Hazards Management Symposium will be held April 10-12, 2012 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 State Board of Morticians of Maryland 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.

T.C. Polystyrene HEADREST™



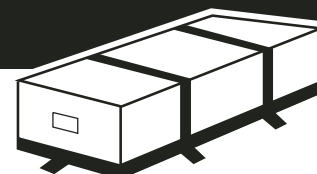
DURABLE
(It's polystyrene.)

VERSATILE
(4 heights for head, arm or leg - stabilizes, supports and positions remains for easier, faster embalming, dressing and shipping.)

DISPOSABLE
(So inexpensive you never need worry about loss from negligence or theft; ideal for AIDS, Hepatitis and Herpes cases.)

REUSABLE
(Minimum quantities of 36 or more; ask for special discount rates on large quantities.) F.O.B. shipping point.

T.C. HeadRests are offered by the makers of internationally used TransContainaire® Shipping Units.



TRANS  CONTAINAIRE®, INC.

727-391-7498
if no answer call 800-321-0566

3833 Darston Street, Palm Harbor, Florida 34685
order@transcontainaire.com

Church & Chapel Your Chair Source



WIDOWS CHAIR



CE 6600

The Widows Chair is made of Solid Maple Wood with Cherry Finish.
Overall Height: 45"
Seat Height: 30"

PADDED STACKING CHAPEL CHAIR



1365

Padded Steel Frame Stacking Chapel Chair has a 3.5" thick cushion graduation to 4" waterfall edge. Included Ganging clamps for attaching several chairs together. Available in various colors.

VINYL FOLDING CHAIR



E180

The Vinyl Folding Chair is made of tubular black R7 Steel frame, providing a lighter weight chair. Seat and back are manufactured of 100% virgin injected molded polypropylene. Available in various colors.

STAKMORE FOLDING CHAIR



970V

The Comfort Folding Chair legs and supports are constructed of solid wood with steel folding mechanism. Padded upholstered seat and back. Available in various colors and styles.

Contact your local Church & Chapel representative for best pricing

Church & Chapel Metal Arts, Inc.

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

Ph: 773-489-3700 Fax: 773-489-3434 info@church-chapel.com
Toll Free: 1-800-992-1234 Toll Free Fax: 1-800-626-3299 www.church-chapel.com





Funeral Director's ANSWERING SERVICE

www.directorsanswering.net

- Calls recorded for quality assurance
- Customized death call questions
- Caller ID
- Text messaging/email
- Patched calls
- Supervisor on duty 24/7
- Spanish-speaking operators

Try our services FREE for 30 days
Plans start at \$40/month

1-877-452-3857

Dustin Cremeans,
Owner & Manager



COACH NAMEPLATES

		SATIN ALUMINUM	POLISHED ALUMINUM
	1.5" Letters		
	16" Bar, 12 spaces	\$39.50	\$43.00
	26" Bar, 20 spaces	\$48.00	\$53.00
	36" Bar, 29 spaces	\$63.00	\$69.00
	2" Letters		
	16" Bar, 9 spaces	\$44.00	\$48.50
	26" Bar, 14 spaces	\$54.50	\$60.50
	36" Bar, 20 spaces	\$71.50	\$78.00
	3" Letters		
	16" Bar, 8 spaces	\$54.50	\$60.50
	26" Bar, 13 spaces	\$65.50	\$72.50
	36" Bar, 18 spaces	\$80.00	\$89.00
	4" Letters		
	16" Bar, 6 spaces	\$59.50	\$66.50
	26" Bar, 8 spaces	\$71.50	\$79.50
36" Bar, 12 spaces	\$89.00	\$98.00	

Choose a standard style or we duplicate your letter style/logo. Single or Double Line Nameplates.

Car License Plates
also available



NAMES UNLIMITED CORP.

P.O. Box 464 Caledonia, OH 43314

Phone: 419.845.2005

Email: info@NamesUnlimitedCorp.com

Web: www.NamesUnlimitedCorp.com

Educational NEWS CONTINUED

PIMS holds 144th Commencement Exercise

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) held its One Hundred Forty-Fourth Commencement exercise on Friday, January 20, 2012 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 **Robert G. Mayer Jr.** who delivered an inspirational address entitled "Change – 57 cents." Mr. Mayer is the primary author of the textbook *Embalming: History, Theory and Practice* and is a current adjunct-faculty member at PIMS. Additionally, Mr. Mayer is a well respected and renowned trade embalmer in Pittsburgh. Prior to his address, Mr. Mayer was presented the PIMS Lifetime Achievement Award by President Eugene Ogrodnik.

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 receiving the Diploma in Embalming and Funeral Directing are: **Theodore Borden**, Student Senator (Summa Cum Laude) of Cranberry, PA; **Travis Brown** of Royersford, PA; **Michael Bruno** of Dale City, CA; **Olivia Christy** of Lower Burrell, PA; **Andrew Chunko** of Northern Cambria, PA; **Courtney Cornell** of Ada, OH; **Adelyn Crone** of Dover, PA; **Megan Cruz** of Quaker City, OH; **Mary Dindal** of Prosperity, PA; **Joel Halmi** of Pittsburgh,

PA; **Megan Harbold** of Spring Grove, PA; **Krishnae-Honeyghan** of Westmoreland, Jamaica; **Jonathan Kepner** of Wheeling, WV; **Stephen King** of Lewistown, PA; **Mara Kokis** of Westbrook, CT; **Candace Lauer** of Concord, MI; **Shaun Luyk** of Allegan, MI; **David Madock** of Smithsburg, MD; **David Mahlstedt**, Student Senator, (Cum Laude) of Pittsburgh, PA; **Michael Marracino** of Mingo Junction, OH; **Robert Marshall** of Wampum, PA; **Gaye McLaughlin** (Cum Laude) of Greenville, PA; **Angela Perdue** of East Cleveland, OH; **Gabrielle Sholes** of Aspinwall, PA; **Andrew Smithson** of San Bruno, CA; **Mark Strobel** of Portersville, PA; **Kate Swenson** of Pittsburgh, PA; **Carissa Switzer** of Milford, PA; **Aaron Turchak** of Mineral Point, PA; **David Wedertz** of Kenton, OH; **Jordan Wince** of Fairfax, VA and **Myles Zdradzinski** of Wyomissing, PA.

Candidates receiving the Associate in Specialized Technology Degree, Funeral Service Arts and Sciences are: **Stephen Best** (Cum Laude) of Canal Fulton, OH; **Kate**

Chemman (Cum Laude) of Altoona, PA; **Robert Eddy** of Fairview, WV; **Robert Fields** of Martinsburg, WV; **Jason Giese** of Appleton, MN; **Patricia Given** of Derwood, MD; **Kevin Goth** of Clinton, MO; **Megan Graham**, President of the Student Senate, of New Castle, DE; **Brian Hartman** of Lorain, OH; **Brian Lauer** (Cum Laude) of Concord, MI; **Kathryn McCulla** (Cum Laude) of Morgantown, WV; **Mary Ann Rose** of Oakland, MD and **Maggie Sibula** of North Huntingdon, PA.

Graduates receiving the

PIMS 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 20, 2012.

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 #144: **Theodore Borden** of Cranberry, PA; **Olivia Christy** of Lower Burrell, PA; **David Mahlstedt** of Pittsburgh, PA and **Gaye McLaughlin** of Greenville, PA.

From class #145: **Satie Bhimsingh-Boodoo** of Trinidad, Tobago; **Courtney Meyer** of Kittanning, PA; **Alexander Rega** of Mt. Pleasant, PA; **Susan Robbins** of Pearisburg, VA; **Melissa Sincek** of Canonsburg, PA; **Randall Stom** of Clarion, PA and **Lindsay Temchack** of Houtzdale, PA.

Congratulations to PIMS honor students on their academic achievement.

Business Degree, Funeral Service Management are: **Bryan Bowman** of Millersburg, PA; **Rebecca Emmert** of Pittsburgh, PA; **Ashlee Hagan** of Oakmont, PA; **Breanna John** of Apollo, PA; **Spencer Jones** of Verona, PA; **Sarah Tassone-McAlee** of St. Marys, PA; **Ryan Schellhaas** of Pittsburgh, PA; **Brittany Senatore** of Monroeville, PA; **Randi Strunk** (Cum Laude) of Pittsburgh, PA; **Rachel Tassey** of Weirton, WV; **Ryan Wilt** of Glassport, PA; **Kristina Winings** of Northern Cambria, PA and **Lindsay Zeigler** of Connellsville, PA.

David Miller from *Thiel College* presented a Bachelor of Science degree to Theodore C. Borden. Theodore attended Thiel College for three years and his final year at PIMS as part of a baccalaureate degree program developed in cooperation with PIMS and Thiel College.

Special Awards were also presented at the commencement. The Memorial Award was presented to Megan Graham who was chosen by her classmates as the student who, through qualities of leadership, professional conduct and good citizenship, best typifies the ideals of the student body. The John Rebol Award was presented to Theodore Borden who had maintained the highest scholastic average for the school year 2011. The William J. Musmanno Memorial Award was presented to Michael Marracino in recognition of his outstanding ability, attitude, commitment and achievement in the clinical setting.

The Pierce Chemical/Royal Bond Award was presented to Theodore Borden, Nanette Johnson, Mary Ann Rose and Shaun Luyk in recognition of their 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 the awards.

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: Megan Graham, David Madock, Carissa Switzer, and Mary Ann Rose.

At the conclusion of the ceremony, student senate president Megan Graham gave her closing farewell remarks and classmate Andrew Chunko 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.



NFDA

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

2012 Professional
Women's Conference



Save the Date

April 27 – 29, 2012

Crowne Plaza Hotel at Bell Tower Shops
Fort Myers, Florida

www.nfda.org/professionalwomensconference

Educational NEWS CONTINUED

Robert G. Mayer presented with PIMS Lifetime Achievement Award

PITTSBURGH, PA— Gene Ogradnik, President & CEO of Pittsburgh Institute of Mortuary Science (PIMS) presented Robert (Bob) G. Mayer with its Lifetime Achievement Award at the 144th Commencement Exercises of Pittsburgh Institute of Mortuary Science. The ceremony was held at Calvary Episcopal Church in Pittsburgh on January 20, 2012.

Bob graduated from PIMS in 1963 where he was the recipient of the Memorial Award (selected by his peers) and the Faculty Award (highest scholastic honors).

He is a graduate of Youngstown State University, licensed in both Ohio and Pennsylvania, and associated with Pittsburgh Institute since his appointment to the faculty in 1967.

A self-employed embalmer and widely sought-after speaker, Bob has presented nearly 200 workshops and seminars for funeral directors and embalmers, and made an indelible mark on funeral service as the author of *Em-*



Gene Ogradnik (Right) presents Robert G. Mayer with the Lifetime Achievement Award.

balming: History, Theory and Practice. Recently released as the 5th Edition it is the gold standard of embalming textbooks used by accredited schools and programs of the American Board of Funeral Service Education.

In addition to memberships in many professional associations, he is one of very few Fellows of the *British Institute of Embalmers*, a world class society of professional embalmers and co-founded the *American Society of Embalmers* in 2004.

After receiving the lifetime achievement award, Mayer delivered the commencement address entitled *Change...57 Cents*, an eloquent presentation embracing passionate funeral service practice—past, present and future. PIMS offers its congratulations and best wishes for a well-deserved recognition.

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

JOHN RAGGETT
Vice President
P.O. Box 4087 • 9828 Arlee Avenue
Santa Fe Springs, CA 90670
Office: (562) 222-BURN
(800) 396-2254 • Fax: (562) 222-2880
Cell: (562) 755-1244
john@americancrematory.com
www.americancrematory.com

"SERVICE IS EVERYTHING"™

CASKETS OF WATERFORD

Producers, Importers and Distributors of quality hardwood caskets and other funeral supplies.

We strive to offer the best wholesale prices.

Warehouse stock or factory-direct Christian and Jewish caskets. Optional storage and fulfillment services for Funeral Homes.

DirectFuneralProducts.com

10% Discount with this Ad

(518) 708-8190

PO Box 363
Waterford, NY 12188



WWW.NOMISPUBLICATIONS.COM

AAMI granted authority in Wisconsin

NEW YORK, NY— American Academy McAllister Institute of Funeral Service (AAMI) was recently granted authority by the Wisconsin State Board of Higher Education to offer its online Associate Degree in Funeral Service to Wisconsin Residents. All educational institutions offering online programs to residents of other states must comply with the State Laws and have authorization from the States in which their students reside.

AAMI is in compliance with or authorized in 48 states to offer its online Funeral Service Program. AAMI's online program is the only online funeral service program accepting students from all over the United States and the District of Columbia. Students in Wisconsin now have a choice in their funeral service education. AAMI online students may complete the Associate Degree in Funeral Service entirely online, with the exception of the two week capstone for the practicals in embalming and restorative art on campus in New York City.

For more information contact AAMI toll free at 1-(866) 932-2264, or email info@funeraleducation.org.

A moment of reflection and a special tribute to a life remembered....

...simply the highest quality photo books available in the funeral industry!

PERSONAL PHOTO BOOKS

Make It! Personal
by Messenger

- Currently 20 themes available to coordinate with exclusive Messenger stationery products (including several from Thomas Kinkadee, Rick Kelley, and Danny Hahlbohm)
- Easy to create and order through Make It! Personal application
- Highest quality output available in the industry
- Delivered to your Funeral Home carefully packaged
- Lead time 5-7 days – perfect for following up with the family

- Optional hinged binding allows pages to lay flat

11" (w) x 8.5" (h)

- Includes 20 standard photo-grade pages
- Two Cover Styles Available: 4-color printed cover with personal photograph (shown above) or Black leatherette cover personalized with foil stamped name

Follow Us on [Twitter.com/messengerllc](https://twitter.com/messengerllc)

Find Us on [Facebook.com/messengerstationery](https://facebook.com/messengerstationery)

800-827-5151
www.messengerstationery.com

Promo Code: 8181
MESSENGER
A Peaceful Retreat © 2002 Thomas Kinkadee
The Garden of Promise © 1993 Thomas Kinkadee
© 2002 Rick Kelley



Death Notices



Send obituary information to Funeral Home & Cemetery News, PO Box 5159, Youngstown, OH 44514 • Fax (800) 321-9040 • E-mail info@nomispublications.com

JOSEPH F. LEONETTI of Marlton, NJ died January 18, 2012 at the age of 83. He owned and operated **Leonetti Funeral Home** on South Broad Street in Philadelphia. Originally located at 12th and Moore, his father, **Charles Leonetti**, founded the funeral home in 1942. Joseph joined the firm after graduating from *Eckels Mortuary School* in Philadelphia. After his father retired in 1980, he operated the firm with his brother-in-law, **Chuck Giovanetti**, until Giovanetti's death in 1998. He sold the business and retired in 2005.



DONALD L. FERFOLIA of Brecksville, OH died January 9, 2012 at the age of 82. He was president and CEO of **Ferfolia Funeral Homes**. After becoming a partner in the family business, in 1970, the family built a new parlor in Maple Heights and opened a second branch in Sagamore Hills in 1994. He was president of the *Cleveland Catholic Cemeteries Association*, and a graduate of the *Cleveland Embalming School*.

HOPE MARGARET MOULDEN HUNDLEY of Leavenworth, KS died January 16, 2012 at the age of 42. She was a sixth generation funeral director and embalmer at **Davis Funeral Chapel**, working alongside her parents, **Davis** and **Debbie Moulden**. She was a graduate of *Kansas City Kansas Community College of Mortuary Science*.



JAMES I. BONAR of Walton, KY died February 5, 2012 at the age of 84. He was a funeral director at **Hamilton-Stanley Funeral Home** in Verona.

JESSE J.C. STRADER of Spring City, TN died January 9, 2012 at the age of 87. He was a licensed Tennessee funeral director since the 50's, working for **Sawyers Funeral Service** and select funeral homes in the surrounding counties.



ARTHUR J. NICOL of St. Paul, formerly of Minnetonka, MN died December 20, 2011 at the age of 93. He served as custodian and trustee of *Groveland Cemetery Association* for 42 years, retiring six months before his death.

JOSEPH R. MALLOW of Dowagiac, MI died January 19, 2012 at the age of 89. He apprenticed at the **McLaughlin Funeral Home** before becoming a funeral director. He worked with Glen McLaughlin for 21 years and served as the Cass county coroner. He was a graduate of *Worsham College of Mortuary Science* in Chicago.

JOANNE B. HAWKINS of Morehead City, NC died January 20, 2012 at the age of 60. She joined her father in the operation of **James L. Hawkins Funeral Home** in South Philadelphia, working as a funeral director for 35 years. She obtained ownership after her father retired in 1990. She was a member of the *Pennsylvania Keystone Funeral Directors Association*, and president of the *Quaker City Funeral Directors Association*. She graduated from the *American Academy McAllister Institute of Funeral Service* in 1974.

A. RAY BLACK of Cincinnati, OH formerly of Huntington, WV died January 22, 2012 at the age of 93. He was a retired funeral director, and former owner of **Steele-Black Funeral Home** in Huntington. He was past president of the *West Virginia Funeral Directors Association* and was a graduate of the *Kentucky School of Mortuary Science*.



LAWRENCE P. RAFFERTY of Moline, IL died January 13, 2012 at the age of 72. He served the Quad cities community as a funeral director for over 40 years, working alongside his son, **Kevin Rafferty**, at **Rafferty Funeral Home**.

JAMES MILTON PLUNK JR., of Rockwell, TX died January 7, 2012 at the age of 91. He worked as a funeral director for **Brewer Funeral Home** in Dallas.



LOUIE B. DAVIS of Charlotte, NC died January 17, 2012 at the age of 85. He was a funeral director at **Long & Sons Mortuary Service** for 57 years. He was a member of the *North Carolina Funeral Directors and Morticians, Inc.*, and was a lifetime member of the *National Funeral Directors and Morticians, Inc.*

PART INFO GETTING PLUS **PART IDEA SHARING**

Equals total government connecting.



Get info. Find answers. Share ideas. Your connection begins at USA.gov – the official source for federal, state and local government information.

USA.gov
1 (800) FED-INFO



Honor Vase, Inc.

1-877-556-5454
HONORVASE.COM
HONORVASE@ATT.NET

FLAT VASES FOR MAUSOLEUMS
OR UPRIGHT HEAD STONES

AVAILABLE IN

BROWN • COPPER • PEWTER • WHITE

MADE IN THE USA

VERMONT CHAPEL EQUIPMENT

Elegant, Affordable, Custom-Crafted Devotional Furnishings

Since 1989

800.937.3071

vermontchapelequipment.com

Our Most Popular Kneeler ON SALE for the FIRST TIME EVER!

Hard Maple Construction
Highest Quality Velvet • Professional Upholstered
8lb and 16lb Density Foams
See Website for Wood & Velvet Colors
43"L x 30"H x 18.5"D
Custom Sizes Available

Limit 2

at this GREAT PRICE

Regular \$1499
Only \$999



Urn Bier with Center Display

Baltic Birch Construction
Velvet Display Area
On Wheels
45"L x 50"H x 20"D
Can Be Shipped
FedEx Assembly Required
or OTR Completely Set Up



Regular \$1299
Only \$899

**Vermont Chapel Equipment Wants New Customers....
So we are going to do it the old fashioned way by cutting our prices!**

The sale will continue until we get 35 New Customers! Satisfaction Guaranteed 100%, As Always

Terms: 60% deposit/Balance upon delivery – Shipping: FedEx Ground/FOB Rutland, VT – Visa and MasterCard accepted



PROGRESSIVE ENVIRONMENTAL SERVICES

Our Name Says It All!

ARE YOU RECEIVING PAYMENT FOR
THE PRECIOUS METALS CONTAINED IN YOUR
CREMATION WASTES BY-PRODUCTS?

If not, it's because Progressive Environmental Services can find and recover the hidden value that a metal recycler is NOT capable of identifying, recovering or processing. Find out what our 34 years of experience can do for you.

Simply call and request free containers for collection and pre-paid labels for ease of shipping.

PROGRESSIVE ENVIRONMENTAL SERVICES
Our Name Says It All!

Call: 800-323-9785 ext. 8811
www.progressive-environmental.com
1531 South Grove, Barrington, Illinois 60010



**Dental Implants
and Fillings**



**Orthopedic Implants
Remaining Post- Cremation**



Pacemakers



“Call us before they call you.”

Jake Johnson
President & CEO
Johnson Consulting Group

Did you ever wonder why buyers are going directly to you via phone calls, letters and emails? That's because the last thing they want to hear is "I appreciate the call, but I signed up with Johnson Consulting Group." Why? Because they know they will have to pay the right price and terms to secure your business and nothing will be left to chance. Over the last year or so several firms around the country have sold directly to a consolidator...and millions have been lost. This is not hearsay. It is fact! So if you want to make sure you get the best price for your funeral home or cemetery at the best terms...call Johnson Consulting...we make sure the last decision you make with your business is the right one.



**Johnson
 Consulting
 Group**

888.250.7747

8095 N. 85th Way, Scottsdale, AZ 85258

Visit our website today & sign up for our free newsletter.
www.johnsonconsulting.com

“A Total Solutions Company”

Mergers & Acquisitions • Valuations • Accounting • Management Services • Financing • Customer Surveys