

## INDUSTRY SUPPORT FOR HAITI

“In recognition of the impacts felt by survivors of this disaster and its aftermath, the New York State Tribute Foundation, the philanthropic arm of the New York State Funeral Directors Association (NYSFDA) has established a Haitian Relief Fund to assist victims of this overwhelming disaster.”

See “Unable to Bury their Loved Ones, Haitian Earthquake Survivors Suffer Overwhelming Sorrow” on Page A40

“100 BWFS founder Elleanor Starks spoke with Pax Villa USA Owner Fred St. Amand, Sr. and his daughter, funeral director Sandra Denise St. Amand about their family business and the earthquake in Haiti.”

See “Haiti: An Interview with Haitian-American Funeral Directors Fred and Sandra St. Amand” on Page A35

“Herkimer County Coroner Daniel Enea said his journey’s depth didn’t become real until seeing home. ‘A lot of people say you appreciate things more,’ he said, ‘but when you go to a place like this; you really, really appreciate what you have.’”

See “Daniel Enea returns from Service in Haiti” on Page A20

“United Priority Distributors has stepped up to help Haitian relief by donating, and delivering, essential caskets, rubber gloves and face masks to the victims of the earthquake.”

See “United Priority Distributors delivers 100 Caskets to Haiti” on Page B7

## Hiers-Baxley Funeral Services celebrates 125 Years



Hiers-Baxley Funeral Home



Estate Garden



The Hiers-Baxley Logo in Stained Glass

OCALA, FL— Staying true to the principle of serving families with compassion and excellence, but being willing to adapt to the changing needs of families, **Hiers-Baxley Funeral Services** has grown to control 35% of the funeral home market in its principle service area. This year, the family-owned funeral

home and cemetery company celebrates its 125th anniversary.

With five funeral homes, **Perpetual Care Cemetery**, and private crematory, the company served more than 1,600 families last year in North Central Florida with a focus on service excellence

and product differentiation. With today’s consumer-driven demands and value-proposition focus, this often means using technology and innovation to improve service - an approach company President, **Justin Baxley**, describes as “bringing modern **CONTINUED ON PAGE A2**

## Ocean View Cremation & Burial Service offers Families Low Cost Funeral Options



Ocean View Cremation & Burial Services

ASTORIA, OR— After 34 years of serving families of this small coastal town in northern Oregon from various industry firms, licensed funeral director and embalmer **Brian Dutton** decided it was time step out on his own and start a new tradition in funeral service. In 2008, he renovated a 1250-square-foot storefront at 1213 Franklin Street and opened **Ocean View Cremation & Burial Services**.

Unlike typical funeral homes, Ocean View’s marketing strategy is simply being openly competitive pricewise. Dutton even goes **CONTINUED ON PAGE A12**

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of the Trade Services section are paid ads. Throughout the rest of the directory, any paid listings appear in boldface type.

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Over 15,000 main branch funeral home and trade service companies receive a copy of the Funeral Home & Cemetery Directory and Buyer’s Guide annually **FREE** of charge.

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# HAVE YOU SEEN THESE CHILDREN?

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

## Endangered Runaway

**ELISEO MONTALVO**



**Date of Birth:** 2/12/1991  
**Date Missing:** 2/7/2007  
**Missing From:** Wasco, California  
**Age at Disappearance:** 15 Yrs  
**Age Now:** 19 Yrs  
**Sex:** Male  
**Race:** White/Hisp  
**Height:** 5'6"  
**Weight:** 115 lbs  
**Hair:** Black  
**Eyes:** Brown

**Circumstances:** Eliseo was last seen on February 7, 2007. He may still be in the local area.

## Endangered Runaway

**ISHEMY SANTIAGO**



**Date of Birth:** 3/23/1993  
**Date Missing:** 2/18/2008  
**Missing From:** Lowell, Massachusetts  
**Age at Disappearance:** 14 Yrs  
**Age Now:** 17 Yrs  
**Sex:** Female  
**Race:** White/Hisp  
**Height:** 5'1"  
**Weight:** 105 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** Ishemy may be in the company of an adult male. They may have traveled to Lawrence, Massachusetts. Ishemy has a birthmark on her right shoulder.

## Endangered Runaway

**ROY N. MEJIA**

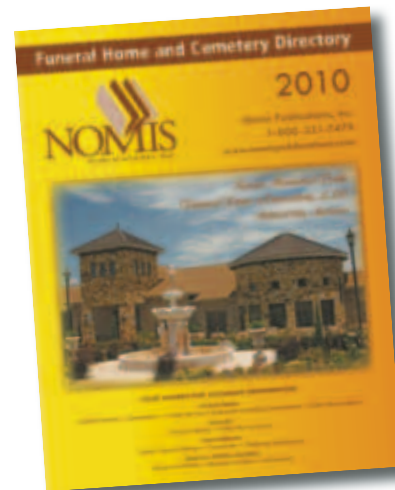


**Date of Birth:** 9/3/1990  
**Date Missing:** 12/18/2006  
**Missing From:** Houston, Texas  
**Age at Disappearance:** 16 Yrs  
**Age Now:** 19 Yrs  
**Sex:** Male  
**Race:** White/Hisp  
**Height:** 5'9"  
**Weight:** 245 lbs  
**Hair:** Black  
**Eyes:** Brown

**Circumstances:** Roy may still be in the local area. He has tattoos on his left arm and left hand.

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

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



### TO SUBMIT -

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

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### NOTICE

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

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## Correction

The article "Straddling to Purchase Roseboro Funeral Home" which appeared in the March 2010 issue on Page A24, included an incorrect dateline. Straddling Funeral Home is located in Denver, Pennsylvania.

## Letter to the Editor

After reading Joe Sehee's response to my article (Shades of Green) I must say I don't remember his conversation with me quite the way he does. I remember him threatening to sue me for liable and slander; exactly why I am not sure, but never-the-less.

I also very clearly remember offering to meet him for a public debate which at the time he thought would be a wonderful idea and he seems to have now forgotten. My offer still stands; all I need is a time and a place

Richard A. Santore  
 Practicum Strategies  
 800-731-4714

## Hiers-Baxley Funeral Services celebrates 125 Years

*Continued from Front Page*



Arrangement Room



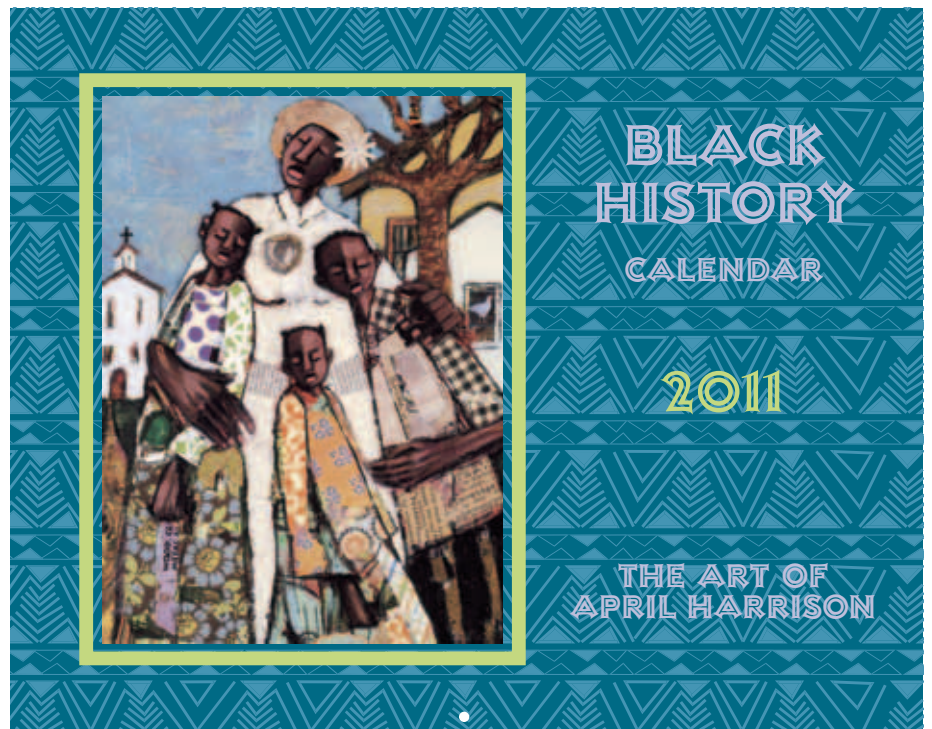
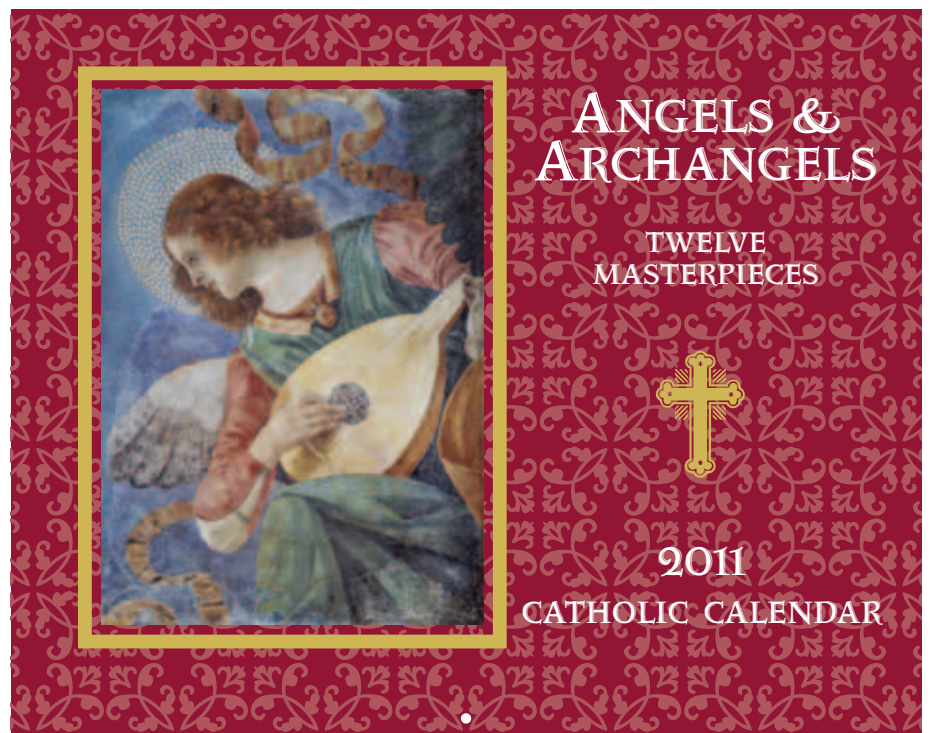
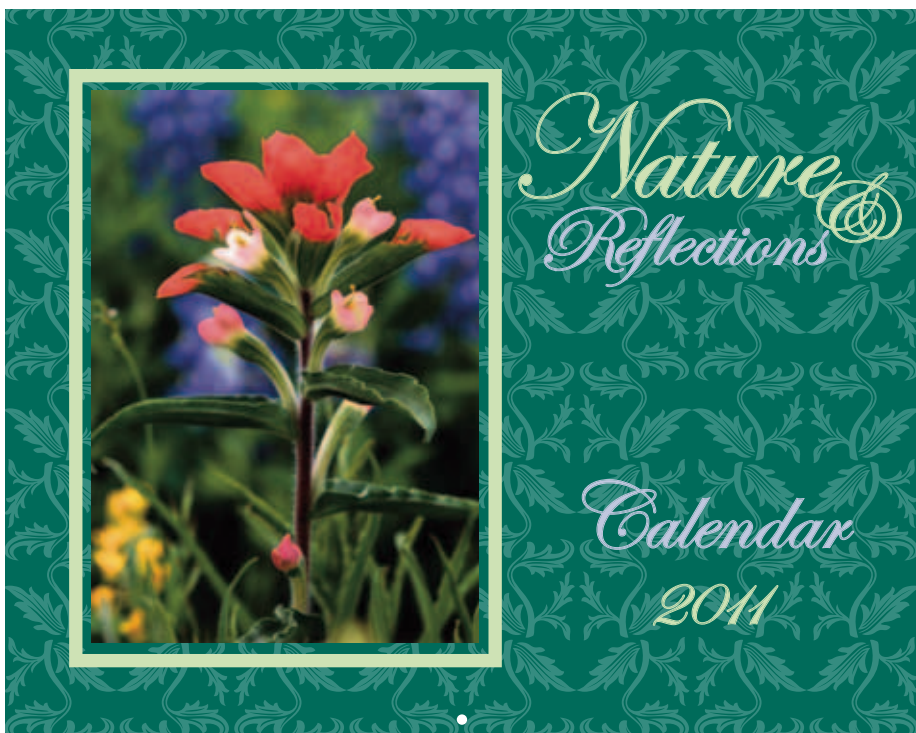
Reception Room

traditions to an ancient profession." "Our concept is not technology for the sake of technology, nor innovation for the sake of innovation. It is a desire to bring a better quality, deeply-personalized, high value, high-impact experience to the families we serve," says Baxley.

Some examples of the Hiers-Baxley approach include living-room style arrangement suites, reception facilities, modern audio/visual capability, and an enhanced web-presence, aided by industry trend-setter, *Funeral One* ([www.hiers-baxley.com](http://www.hiers-baxley.com)). In addition, technology behind-the-scenes allows

CONTINUED ON PAGE A25

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## "Moonlight Memoirs – Remembering That Family and Friends Are Forever" by Maggie Mei Lewis

EDGEWATER, MD— Sixteen-year-old **Maggie Mei Lewis** has released her first book, *Moonlight Memoirs - Remembering That Family and Friends Are Forever*, in which she masterfully illustrates just how powerful and eternal love truly is.

In this evocative story written when Maggie was thirteen years old, she tells the story of two curious mice who venture into a moonlit winter's night where they meet a wise old mouse who teaches them a profound and comforting lesson about the eternal nature of love. Notes the wise elder, "Although we are missed, we're not really gone. We're right here still and life moves on. Like light from the stars, we're here and we're there. We watch those we love with such tender care." Sensitively rendered illustrations by **Melody Lea Lamb** accompany the text and bring Maggie's words and images to life.



"This beautifully written story offers comfort, hope, and everlasting love to individuals of all ages who are reaching for a shining light in the darkness of grief," said **Marilyn Olson**, MA, LMFT, Family Therapist, Deep Canyon Counseling, Palm Desert, CA.

Comments the author, "My own experiences of losing birth family, friends, pets, and my beloved grandmother helped me to write this story, and to convey to readers that the love of family and friends truly exists forever."

Maggie Mei Lewis was adopted from China before her first birthday. She lives on an island near the Chesapeake Bay with her family and many animal friends. A sophomore in high school studying with The Learning Community International, Maggie enjoys reading, drawing, visiting with friends, and playing the piano and violin. This is her first book.

*Moonlight Memoirs - Remembering That Family and Friends Are Forever* is distributed by **Quality Books, Inc.** and **Partners Book Distributing**. The book is available at [www.amazon.com](http://www.amazon.com), [www.bn.com](http://www.bn.com), and [www.moonlight-memoirs.com](http://www.moonlight-memoirs.com) as well as at libraries and bookstores.

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## The Gift of Aftercare

By Sherry L. Williams

I keep hearing that the economy is getting better, but I just have not seen that happening, at least in my community. I am also finding this to be true when I talk with some of my clients on the phone. Money is still tight and people are holding onto their cash as they wait to see what is going to happen with the market.

Unfortunately when things get tight, the first things that are cut from the budget are the extras, (those things that set you apart from your competition), and the advertising budget. While those are things that most of you feel you can work without, they are some of the worst things to cut because in times where money is tight, people look around for the best value with the most service. It is also a time when you need for your firm to be more visible than ever. You need to keep a positive image and presence in your community.

So, how do you do that when you are working to maintain your cash flow? Perhaps some creative marketing and networking with other agencies or business in your community may be just the ticket. Think about and try some of these ideas to keep your presence in the community visible and help those you serve at the same time.

As you move into April, it is a month filled with anticipation (anticipation of warmer weather and beautiful flowers). It is a time of new growth and rebirth. It is a month filled with many religious celebrations of life, death and resurrection. April is filled with events to recognize young and old. It is a month filled with days that mark remembering to care for others.

April is a month that has been designated as Alcohol, Stress, and Drug awareness month and a month of Reconciliation and Remembrance. The Month of April provides many wonderful opportunities for you to provide good community service programs and advertising.

- Sponsor a cemetery clean up day and have service organizations from schools including grade schools, middle schools, high schools and even college sororities or fraternities come together to clean up tree branches, clean around markers

and even plant some flowers if the cemetery agrees to let you do so.

To help you get workers there, sponsor a box lunch and give each school or group there a couple of hundred dollars. The dollars spent here will beat any print advertising you can do and you can even get media coverage for the event.

- This is Golden Rule month. Recognize the Youth in your community by sponsoring an essay contest about why it is good to live by the "Golden Rule". Announce the contest in the local papers, contact the schools, make a poster for the local library and your local churches and announce the event, (be sure to have rules on your posters and announcements). You may even want to have several age categories for the entrants.

Establish a panel of judges. This might include someone from your staff, a librarian, a minister, someone from your local TV, a newspaper columnist, someone well known in your community.

Determine criteria for judging. Is grammar or spelling an issue or are you going to look at art and originality only. You might have different rules for different age groups. Set the deadline and where entries are to be sent.

You can set the display up in your funeral home and have the judging event done there, or you might put the display in a local mall. Be sure to contact the media (your newspapers, radio and TV stations).

Determine what kind of prize you will give – maybe cash or a savings bond. It could be tickets to a special event or a gift certificate to a special store in your area.

Announce the winner in the newspaper. Do a press release and photo of you and the winner. See if the TV and radio stations will announce the winner or do a spot on their news programs. You might also consider presenting the prize at the winners' school in an assembly. Be creative.

- This is also the month of the Young Child. This is the perfect opportunity for you to go into the school systems and do talks about death and dying. Now while that might sound like a bad topic, young children are exposed to death just as are adults and we often take their grief for granted. An easy way for you to broach the issue is to do a program about the Death of a Pet. Just about every child will be confronted with the death of a pet, either a family pet, the pet of a friend and in some cases the death of a classroom pet.

There are wonderful coloring story books that will help you with your presentation. You could have children draw pictures.

And be prepared to answer questions. Remember when talking to children, be sure you answer only the question they are answering and if you are not sure what they want to know, ask them to clarify before you answer. Be honest and speak in simple terms. Children are very astute and they will continue asking questions if the answer that you give is not satisfying their curiosity.

Donate some books to your school or church libraries about death and grief for children. You can do a press release that tells when the books will be available. In the press release, you can even do a brief summary about the books.

You might also do a tour of your funeral home. This happens to coincide with Career Week and Volunteer week which also come in April. This is a good way to teach the value of what a funeral home does and encourage students to consider a career in funeral service.

There is much more you can do that does not take a lot of money. Get your staff involved. Have a brainstorming session and come up with ideas for things you can do around the community to make your firm more visible and make a statement about your investment in the community as well as your investment in people.

There are many ways to be visible, promote your services and preserve your budget. But don't just sit and do nothing because money is tight. It's tight for everyone and you want to create an image about your firm and the work you do that will cause people to think of you when they need to call a funeral home.

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

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

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

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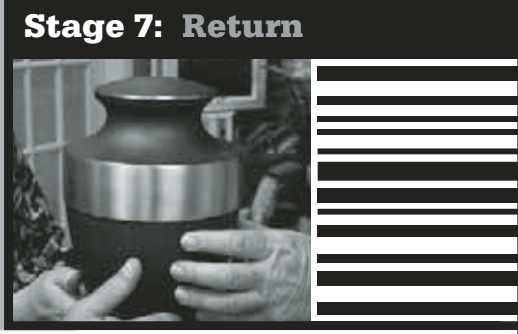
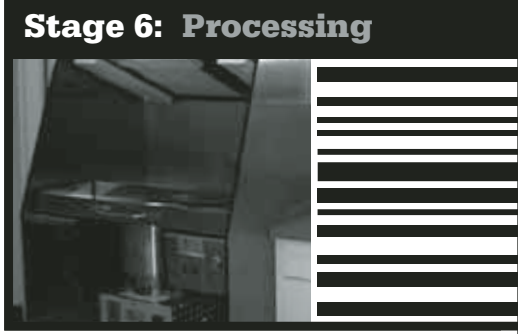
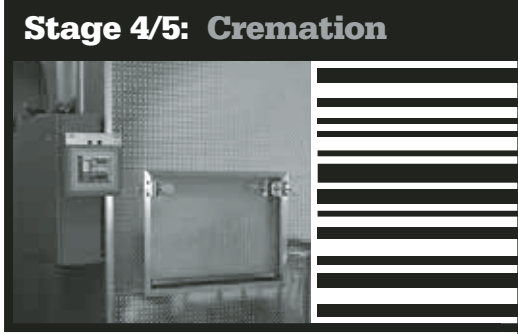
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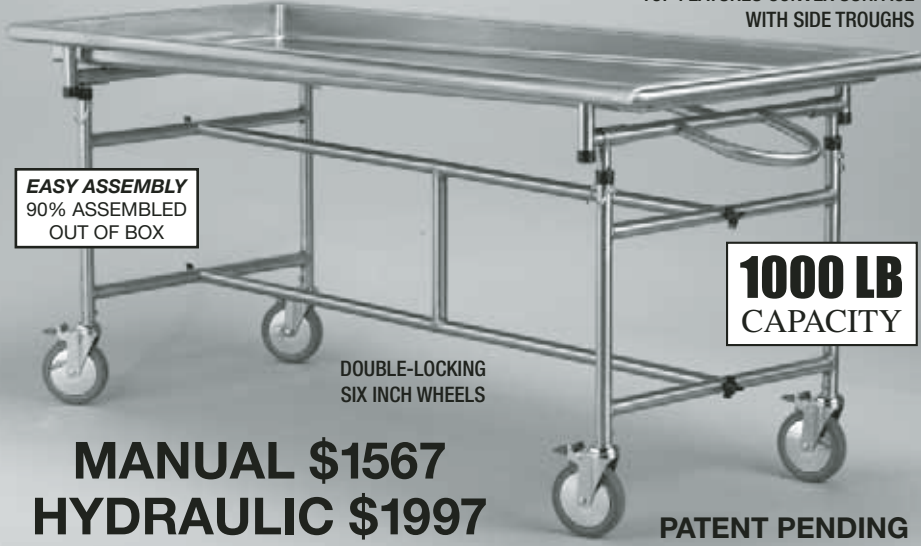
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## Barbara Jane McNeil-Thompson Receives Cambridge Publishing's Highest Honor

LOS ANGELES, CA— **Barbara Jane McNeil-Thompson**, RN, and licensed funeral director for the **Angelus Funeral Home**, has been recognized by **Cambridge Who's Who** for demonstrating dedication, leadership and excellence in funeral services.

As a nursing veteran of nearly 20 years, Barbara Jane McNeil-Thompson was not unfamiliar with death when she chose to pursue a career in funeral services. In fact, the sensitivity and sense of compassion that she developed as a registered nurse has translated well in her professional transition. Whether as a healthcare provider or a funeral director for the Angelus Funeral Home, her mission remains the same: to enable individuals to maintain functionality and productivity through difficult life stages. She conducts funeral services and renders bereavement support, often giving her clients the strength they need to continue on in the process. Providing such a service gives Ms. McNeil-Thompson a sense of validation and she considers her ability to show compassion at such an important time to be the greatest personal reward of her career.

Ms. McNeil-Thompson's spirit of service is not bound to funeral services or nursing, however – she also served as a mental health counselor at the Los Angeles County Women's Jail and made fi-

nancial donations to California Police Youth Charities. For her invaluable contributions to humanity, she received the Commendation of Dedication in 2005 and Certificate of Recognition for Service to the 10th Council District of the City of Los Angeles in 2004. This year, she was named Cambridge Publishing's Professional of the Year in Funeral Services, a title which is reserved only for a select group of professionals demonstrating excellence and integrity in their chosen fields of practice.

With intentions to pursue a master's degree within the next few years, Ms. McNeil-Thompson holds a bachelor of arts in sociology from the California State University at Los Angeles. She has completed additional coursework in administrative services and medical services and holds certification as an accredited technician in medical records science. Additionally, she was certified by the U.S. Army Nurse Corps in Biological and Chemical Warfare and Terrorism-Medical Issues and Response.

Cambridge Who's Who is an exclusive membership organization that recognizes and empowers executives, professionals and entrepreneurs throughout the world. From healthcare to law, engineering to finance, manufacturing to education, every major industry is represented by its 400,000 active members.



## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### Social Networking and Pre-Need

Recently, I was asked my opinion regarding Social Networking sites. Millions of Americans are regularly using sites such as Facebook, LinkedIn, Twitter and MySpace to get and stay connected. Pre-need sales professionals are always searching for new and better ways to meet and link up with people. Social networking sites can definitely help them accomplish this goal.

All social networking sites come with certain advantages and disadvantages. A big advantage of most sites is the cost. It's cheaper to use online social networking for both personal and business use because most of it is usually free. Relationship building and enhancement can occur with your friends who are friends with others you don't yet know, but would like to get to know. One person introduces you to

another and another and shortly you are chatting with hundreds of new friends. Disadvantages include the lack of anonymity. You are putting valuable personal information about yourself out there for all to see. Farming of user's data to advertisers is another concern. Information about a person's network of relationships is being compiled into social graphs. This social and personal information, along with keyword targets, is being used to create and target ad messages directly to you. There is also the potential for failure of security in both personal and business contexts. Effective social networking sites are time consuming. It takes time out of your schedule to keep your site updated with your current thoughts, actions, deeds, opinions, likes and dislikes.

If you're going to use a social networking site to promote yourself be smart about it. Interact on a daily basis. I know many people who only check and/or update their site once a month. If you can't or won't commit time each day to check your site and leave updates about yourself then you will not get the most out of social networking. Don't be misled into thinking that all you have to do is create a profile for yourself and people will come flocking to you. It doesn't work that way. You have to be involved and engaged on a regular basis. The more you give, the more you can get. Only provide information about yourself you really want people to know. Be careful what you provide because "your friends" consist of all kinds of people from all kinds of backgrounds, persuasions and opinions. Stay away from any controversial subjects or matters. Make sure that you represent yourself genuinely. Do not exaggerate or fabricate facts.

Use social networking to establish sincere relationships with people and not make sales. The people you inter-

act with need to get to know "the real you." It will be very obvious if you are simply using the site to promote business. This turns people off and will only harm your reputation.

Do I personally use social networking sites? No. One day that may change. If it does, I will be encouraging you to follow my exploits on Twitter or become my friend on Facebook. Until that day arrives, I will continue to send e-mail messages, write hand written letters and notes, send greeting cards or just dial my cell phone and make an old fashioned phone call. After all, there is nothing like hearing the sound of another person's voice.

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

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

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

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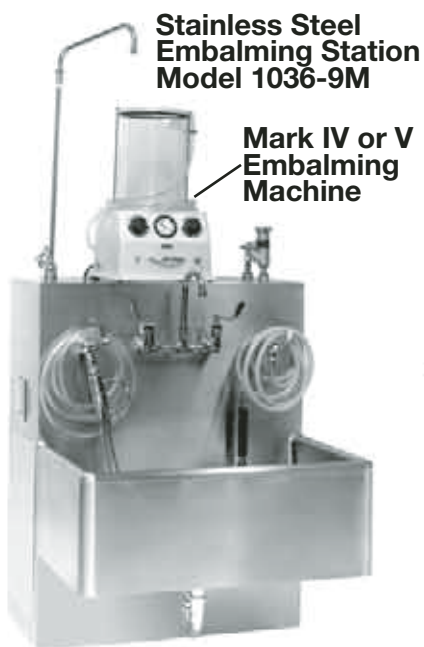
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## Aaron-Ruben-Nelson Mortuary opens New Funeral Home and Cremation Service

INDIANAPOLIS, IN— Max Nelson and Jennifer Nelson Williams are pleased to announce that construction of their beautiful and spacious new funeral home is complete. **Aaron-Ruben-Nelson Mortuary** and **A.R.N. Cremation Services** moved into a 14,000 square foot colonial building at 11411 North Michigan Road in Zionsville, IN. Walgreens will take over the previous location on West 86th Street.

"The opportunity is here. Walgreens wanted our site very badly, and the size of our current facility is a little inad-

equate. So, we decided to move ahead, and we found this glorious, wonderful site, situated just north of Indianapolis," Max Nelson, CEO, said.

The new location, situated on three wooded acres, houses the largest funeral home chapel in Indiana, with seating for over 200 guests. Parking increased, more than doubling the number of spots of the former location. Also, a crematory is now on site.

Mr. Nelson joined Aaron-Ruben Funeral Home, then located on North Meridian Street, Indianapolis, in

1955. He became a funeral director in 1958, and in 1963, bought the funeral home from Irving Ruben, co-founder. In 1966, Nelson relocated Aaron-Ruben-Nelson Mortuary to West 86th Street. He and his daughter, Jennifer Nelson Williams, own and operate the mortuary.

"We are very pleased to be able to continue to serve our beloved Jewish community and the residents of Central Indiana through Aaron-Ruben-Nelson Mortuary and A.R.N. Cremation Services," Jennifer Nelson Williams, President, said.

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

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

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## Mark J Hummel Trade Services for Funeral Directors Opens

READING, PA— Mark J. Hummel, of Reading, is pleased to announce the opening of his trade service business statewide to funeral professionals. Involved in funeral service since 1992, Mark graduated in 1997 from Northampton Community. **Mark J Hummel Trade Services** not only offers local and long distance transfers, but full support services such as embalming, directing funerals, evening visitations, arrangements and cremation services. Mark also has a full line of bronze and granite memorials available to funeral homes. "This unique monument business allows the funeral homes to sell memorials at their own retail price while buying wholesale from me." He personally installs the memorials with his own equipment within six weeks of purchase. "The great thing about this is you can stay competitive when offering memorials to your families."

You can visit [www.markjhummeltradeservices.com](http://www.markjhummeltradeservices.com) for information regarding his business. Mark is pleased to serve all of Pennsylvania and surrounding states for funeral homes with deaths within Pennsylvania. "I encourage anyone to call if they have any questions on how I can help them."



**Mark J. Hummel**



## Changing Lives Through Laughter

By Nancy Weil

As I write this article, my grandmother lays dying three states away. For some families this would be a time of great distress; ours has been taking wagers on what day she will die. You see, my grandmother is 109 years old. For the past five years, dementia has claimed her mind and she has lived in a world of her own, luckily it has been a happy place for her, but she was taken from us years before her physical body died. So now we wait for the rest of her to leave this earth. These past two weeks have been a time of remembering the good times, recalling the stories of our shared past with her and laughing over her antics. My grandmother was a character. She knew how to really live. This leaves our family with a wealth of stories to tell and moments to celebrate. After 109 years, dying is appropriate. We celebrate her life, her legacy and the lessons she taught us by how she lived.

I face her death wearing two hats – one as her granddaughter and the other as a funeral professional. I ask my father the questions of how we will memorialize her at her service. He thought a short graveside service of five minutes. As a funeral celebrant, I was dismayed at the idea of such a brief, meaningless service. "We have stories to tell and poems to read and Jack Daniels to toast her with," I explained. The family thought that there would be no

one left to come, except for our small group. Her friends had long since died. They did not understand that the funeral is not for her; it is for those left behind who loved her. I have performed celebrant services for two people, four people and hundreds of people in attendance. The number is unimportant, the service is. The dilemma facing our industry has come to my door. Families do not understand their options and the value of the service we provide. I was able to educate my family and they are spending the moments waiting for the inevitable by gathering the stories and buying the bourbon.

What are the families you serve doing to prepare for their loved one's death? Don't ever underestimate the value of what you provide as a part of the grieving process. "Funerals are for the living," we state. Then we offer an insert-name-here service with clergy they have never met. When I officiate at a celebrant service I am always taken aside at the end by people who attended wondering how I knew the deceased. When I inform them that we had never met, they are amazed. They marvel at how I could capture their friend or family member so completely and create a service that was so personalized. It is easy: I ask, I listen, I write, I speak. It takes a lot of time to create a celebrant service, I average about ten hours from start to finish on every one I do. This is time well spent when you see the response from the loved ones as they have the space and place to recall and memorialize the "guest of honor."

It also makes good business sense to have this among your offerings. The family becomes "my" family as a bond is formed during the process. They will not go anywhere else for future needs as I have become a part of their grief support team. The services are also a wonderful word of mouth advertising vehicle when the people who were there begin to tell their circle of friends about the unusual service they attended. Personalization is our industry's buzz word, yet how many are actually providing this? Shouldn't every funeral be personal? Doesn't every human being deserve this? I believe that every life is special, even those who were rather difficult to get along with in life. Yes, I have written services memo-

rializing those who became estranged from or created ill will in the family. I think these are the most powerful services of all, as we bring some forgiveness and healing to the family.

I will forever be grateful to Doug Manning and Glenda Stansbury for providing me with the structure to turn my writing and speaking abilities into a way to assist those who are struggling with loss. I silently thanked them when I was able to persuade my family to hold a full service to mark the moment when my grandmother is placed, at last, next to my grandfather in the Weil family plot. We will celebrate a life that saw so many changes in those 100+ years and continued to find joy in each day with a cocktail in her hand and a smile in her heart. And just so you know, I chose Wednesday.

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

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

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

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**Ranfranz and Vine Funeral Home purchases new Hearse****ROCHESTER, MN— Paul Czaplewski and Michael Gostonczik of the Ranfranz and Vine Funeral Home in Rochester, take delivery of their 2010 Federal Heritage Hearse, sold by Todd Anderson of Johnson Williams Funeral Car.****Legal Speak**

By Atty. Harvey I. Lapin

**Should You Follow a Decedent's Wishes or the Survivors?**

The recent case of *Hiller v. Washington Cemetery*, 2010 WL 520475. N.J. Super. A.D. illustrates the importance of following a decedent's last wishes even when a relative objects or even takes contrary action. The factual situation was not unusual for disputes of this kind.

The decedent and his younger brother had been raised in an Orthodox Jewish home, but as the decedent grew older he became less observant. The decedent had been married twice and divorced. He had two minor children from the second marriage at the time of his death, but his brother was his closest living relative. While the decedent saw his brother at family events it was reported they often argued about religion.

The decedent met Bonnie Hiller, the plaintiff, in 2000 or 2001 and they became romantically involved. When the decedent was diagnosed with bladder cancer in March of 2007 he began discussing funeral arrangements with Hiller and decided that he wanted to be cremated even though that normally is not done by Orthodox Jewish people. At that time, he executed a letter stating he did not want a religious ceremony, wanted his cremated remains to be scat-

tered at a favored spot and for Hiller to give a party in his memory at her apartment.

Subsequently, Hiller contacted a cremation service to make the arrangements for him and the cremation services advised that it would be necessary for the decedent to execute a form will that appointed Hiller as his executrix and provided for her to make the appropriate funeral arrangements. The decedent did so and at the time of his death others had made payment for the services because he did not have any sufficient assets.

The decedent was at a hospice center in the Bronx at the time of his death and Hiller was in Massachusetts. A rabbi visited the decedent while the decedent was in the Hospice and the decedent continually affirmed his wishes. His brother also was advised of the decedent's intent. Hiller was called by the Hospice when the decedent died at 2:00 A. M. in the morning and she advised them to alert the decedent's brother. It was her intent to contact the funeral home in the morning during normal business hours.

However, despite the clear intent of the decedent, the brother, quickly made arrangements for his remains to be picked up at 6:30 A. M. and decedent's remains were quickly buried that morning at the cemetery where decedent's parents were buried, without any family member present, including the brother.

Hiller filed a lawsuit against the brother, the funeral home and the cemetery requesting that the decedent's remains be disinterred and that the defendant's pay all the expenses, including legal fees and costs. The lower court ruled in her favor and assessed the brother for the disinterment expense, fees and costs, recognizing that the funeral home and cemetery had been joined because of their involvement. The brother appealed the case and the appellate court affirmed the lower court's decision on the basis that it was proper for the lower court to consider the decedent's clearly expressed intentions.

The author believes that the cemetery and funeral home were very fortunate to escape liability in this case. If a client had contacted the author indicating that someone wanted a body picked up and quickly buried without any family members present, including the one making

arrangement, alarm bells would be ringing. Under these circumstances, the client would be advised to hold up and make some inquiries before proceeding.

Of course if a funeral home or cemetery actually knows about a dispute it is prudent to wait until the parties have resolved the matter rather than proceeding. It also should be noted that there are court decisions in many states upholding similar claims when a decedent's intentions were clearly stated in writing and orally to others.

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

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

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

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

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

**Phil Carpenter retires from Grandview Cemetery**

**FORT COLLINS, CO— Phil Carpenter**, supervisor of cemeteries with the city of Fort Collins for 30 years, received a fond farewell from colleagues and friends at a party marking his retirement.

Carpenter is well known in the community for his knowledge of Fort Collins history, especially as it pertains to the cemeteries. Many of the city's founders are buried at **Grandview Cemetery**, which was founded in 1877 at the west end of Mountain Avenue.

The city owns and operates Grandview Cemetery and **Roselawn Cemetery** on East Mulberry Street.

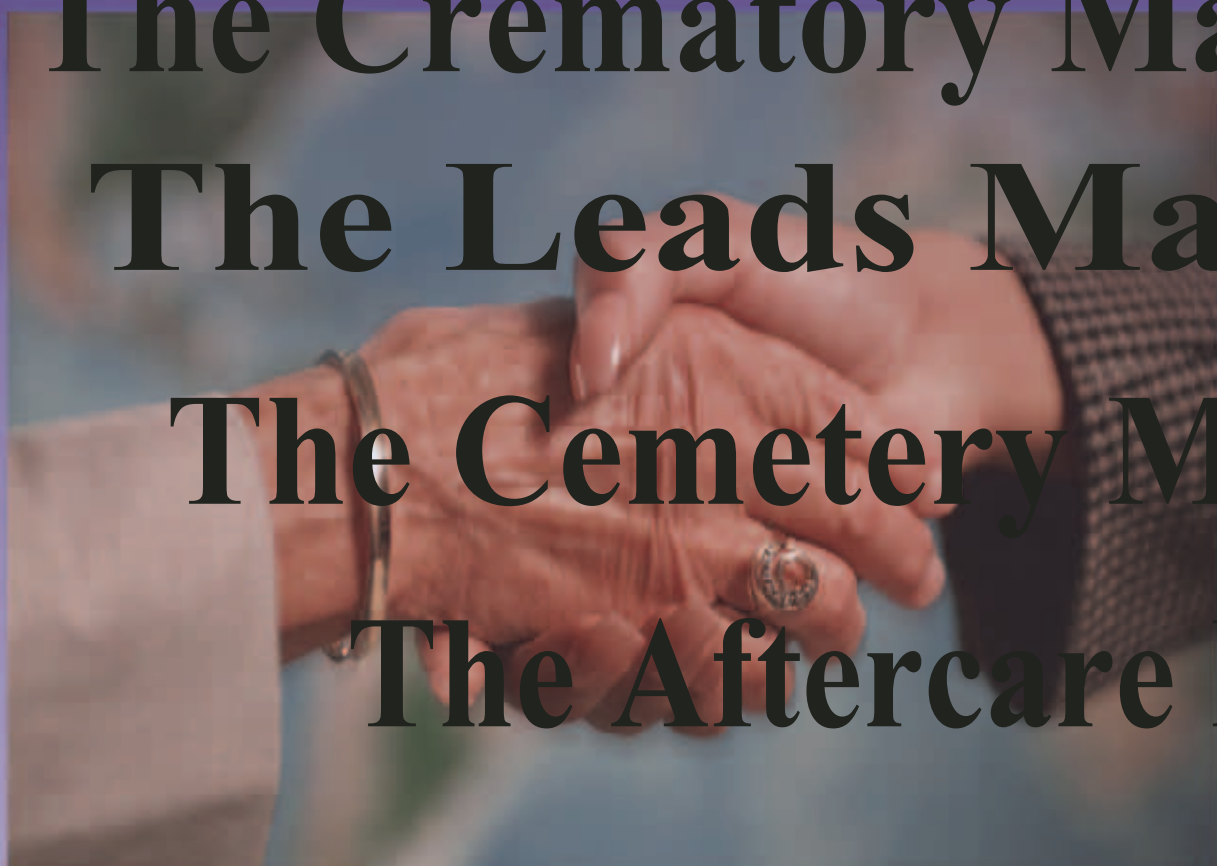
Carpenter said much of his knowledge came from listening to customers talk about their families and the city's past. He was fortunate the city allowed him the time to hear people out, Carpenter said.

Longtime friend **Tom Van Buskirk**, who recently retired as manager of Greeley's cemeteries, said Carpenter has been a major influence on how

cemeteries are operated throughout the state and nationally. He was a member of the *Colorado Association of Cemeteries* for 30 years. "We used to travel around and look at other cemeteries and see how they were run," Van Buskirk said. "We always said the best cemeteries were in Fort Collins and Greeley, and they were."

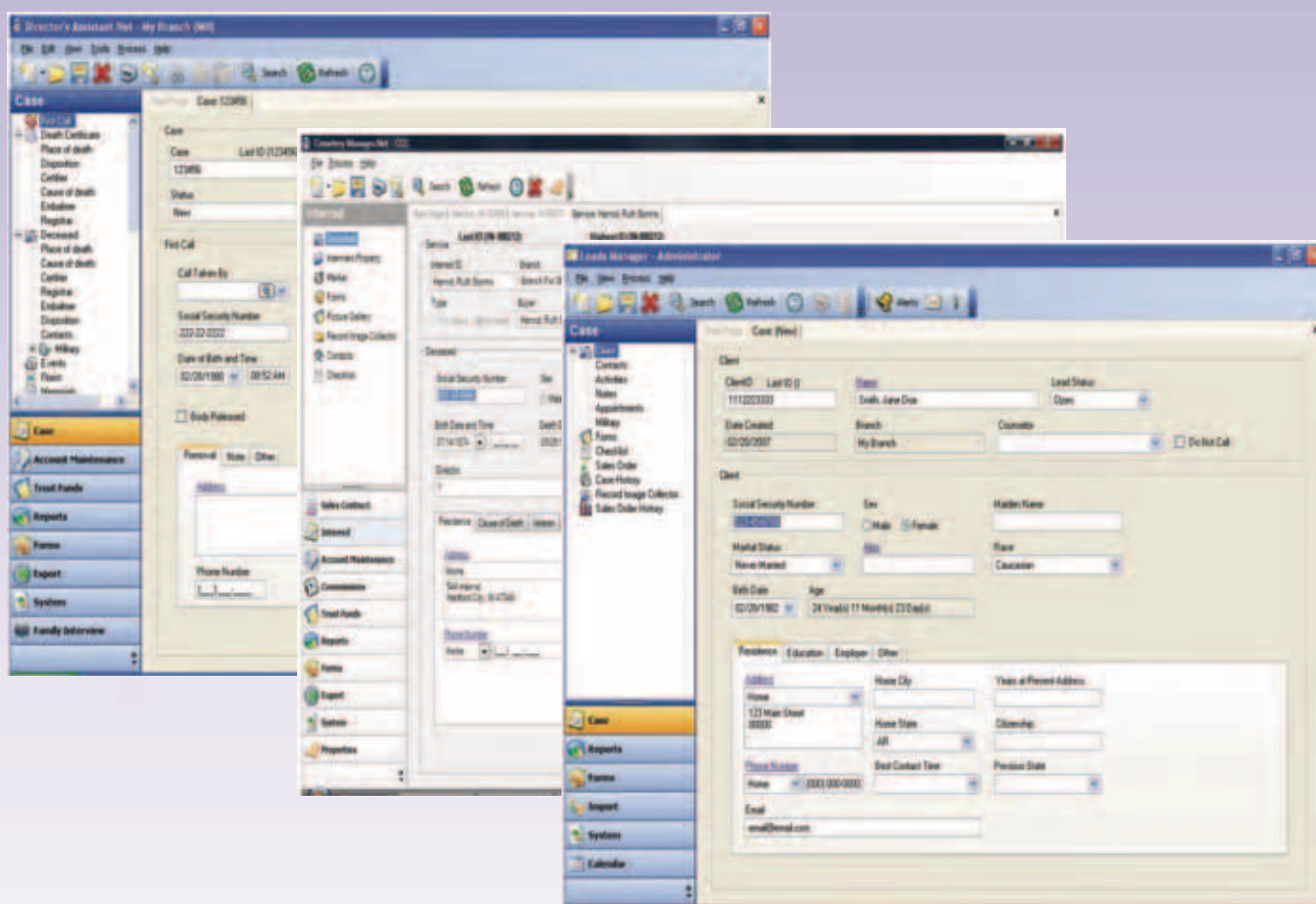
Carpenter said he plans to spend this retirement relaxing and working on his home. Eventually, he plans to move to Utah.

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## Dyson Limousine Service purchases new Superior Cadillac



ATLANTA, GA— Aron Dyson, proprietor of Dyson Limousine Service in Atlanta, takes delivery and receives the keys to his Superior Cadillac 47" Six Door Limousine from Joe Molina of Royal Coachworks, Inc., St. Louis, MO.

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## Ocean View Cremation & Burial Service offers Families Low Cost Funeral Options

*Continued from Front Page*

so far as to post his rates, along with those of his competitors, right on his windows. He says the concept has been a long time coming as people have expressed a lack of fulfillment with the status quo and are now seeking more meaningful, yet less expensive, ways to memorialize their loved ones. Consumers are becoming more savvy and want to be more in control of funeral expenses whether at-need or in preplanning.

Ocean View is able to offer lower prices because it has less overhead than the average funeral home. For instance, instead of having a full size casket selection room, Dutton shows products in catalogs and on the computer. And while the building has a visitation room, religious services are held elsewhere, usually at Peace Church across the street or the chapel at the cemetery.

Dutton explains that families are fine with that because in most cases, viewing is held in the evening, followed by a graveside service the next morning, then a memorial service and reception. In addition to the church, popular sites for memorial services include river view banquet rooms at local restaurants. Families also gather at various beaches to hold scattering ceremonies complete with memorial campfires and refreshments. Dutton says that he's proud to offer families he's served for decades these creative, economical alternatives in funeral services.

## Observations



By Steven Palmer

### Clearing the Air

"Innovation is the creation of the new or the re-arranging of the old in a new way."  
 —Michael Vance

Physicist Theodore Maiman held a press conference in New York in 1960 to announce the development of the laser. As Maiman recalled, "When it was over, one reporter came up to me and asked about using the laser in developing weapons. I told him I didn't think it very likely. He asked if I would deny that the laser could be used that way, and I said no. The next day there were headlines in every newspaper around the country, screaming: L.A. man discovers science-fiction death ray."

Many other worthwhile inventions have suffered a similar fate in their public rollout.

Disposition by alkaline hydrolysis is another.

In use for decades as an alternative to cremation at medical and veterinary schools, it surprises one why it has taken so long for it to be introduced to serve the needs of human remains.

In the ever growing green market, this process is getting a serious look.

As natural as the digestion of food in our bodies and so safe that the water/waste used in the process can easily enter the sewer system or be put into fields as fertilizer as an inert liquid.

One company, BioSafe Engineering has developed the Water Resolution™ system to harness the alkaline hydrolysis process. WR2 includes a horizontal tank that accepts the decedent in a natural products (starch) casket that will be completely dissolved during the process. The tank is sealed and water containing amino acids, peptides, sugars and soap (salts of fatty acids). Using an alkali of pH14, (your body digests food at about 7-8 pH), high heat of 300 degrees Fahrenheit up to 60 lbs of pressure, the process takes about three to four hours, regardless of the size of the person. When completed, a white bone powder (euphemistically called "bone shadow") remains.

What are the advantages of water resolution over cremation?

- 100% of the returned "ashes" are of that person
- The process is 3-5 times less expensive.
- Does not create air pollution, no greenhouse gases
- Uses only about ten percent of the energy that a traditional cremation does
- The process returns the decedent's remains back to a natural safe state quickly
- Can easily be installed into existing buildings that house crematorium
- Pacemakers do not have to be removed
- Prosthesis such as titanium parts and pins come out sterile and intact
- Neutralizes embalming fluid and cytotoxins
- Machinery requires minimal maintenance and has an expected life of 20-30 years

So why is this process having such a hard time being accepted?

When cremation was introduced it was a hard sell also. A country such as the United States used to burial had a hard time accepting "burning" their loved ones. Churches then (and still some now) told their faithful that cremation was a disrespectful way to treat the temple of the Holy Spirit, this gift from God.

Change the terminology to "boiling your loved one in lye and flushing the remains down the drain". This type of misleading language has always followed these forms of disposition.

Those who are comfortable in cremation practices are not relishing the idea of reinvesting in new, more expensive equipment (roughly twice the cost of a cremation retort). Looking ahead at the long term savings (less cost per procedure, easier to maintain and long lasting equipment (no re-bricking), no "environmental police" worries and fines, may produce some converts.

Intelligent and honest conversation should begin as we examine another evolution as we attempt to serve in these changing times.

"Just as energy is the basis of life itself, and ideas the source of innovation, so is innovation the vital spark of all human change, improvement and progress."

—Theodore Levitt

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

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## Todd Mahn receives Community Awards

ROCHESTER, MN— On September 19, 2009, **Todd Mahn** of **Mahn Funeral Homes** received the DeSoto Elks Outstanding Citizens Award. The award recognizes his work in the community.

In addition, the DeSoto #73 Board of Education acknowledged Todd with a Certificate of Appreciation for his time, energy and resources in bringing the Vietnam Veterans Memorial Wall to DeSoto and for his efforts in organizing the Reunion of Veterans and Emergency Personnel on October 16, 2009.

Mahn also recently received a "Token of Appreciation" award from the Missouri Army National Guard for helping to recognize local veterans and military personnel and assisting Boy Scout Pack 484 during the year in July, 2009.



Todd Mahn

## Murray-Henderson Undertaking Company accepts New Fleet



ALGIERS, LA— A new fleet was delivered to **Murray-Henderson Undertaking Company** of Algiers (New Orleans), LA by **Muster Coaches** of Calhoun, KY. The Louisiana firm just celebrated their 100 years in business in 2009 and is now operated by **Mrs. Constance Selico** and son **Alex Dunn**.



## OSHA Compliance

By Gary Finch

### *The Next Formaldehyde Level: Coming Soon to a Prep Room Near You*

For about ten years of my life, I left the funeral business and founded a sports handicapping company. I would run computer algorithms and release the probable winner of the Monday Night Football game and similar contests. I actually achieved a modicum of success during those years, but as one move often begets another, I ceased my pursuit of Jimmy the Greek in 1988.

You see, I'm no longer a betting man. I haven't placed a bet in over thirty years. This column is about formaldehyde. But...if I was a betting man, I would bet you everything I own that the formaldehyde 8 hour threshold limit, known as the Total Weighted Average or TWA, is going to be dropped around 60% in the next two years. Do I know this for certain? No I don't. I'm just a spectator at this game. Here is what I see.

President Barack Obama has appointed a liberal Yale chemistry professor to lead the Environmental Protection Agency's Office of Research and Development. This is where the work is prepared to justify new and lower Permissible Exposure Limits. The professor's name is Paul Anastas. He has

previous published books and position papers that stated the formaldehyde TWA level should be lowered to 0.3 PPM. In addition to this, some years ago, the American Conference of Government Industrial Hygienist (ACGIH) secured an agreement that any workplace where they worked had to fall under the 0.3 PPM threshold.

So taking these two accounts, it seems the fix is in. However, you might remember me writing about the mobile homes that were brought in after Katrina. After a complaint was received by a whistle-blower, the CDC conducted formaldehyde monitoring test. Those that were unoccupied and had been unoccupied for 30 days, and had all their windows closed tested over the limit. Those that were occupied tested under.

When residents of the mobile city got word that the CDC was testing for formaldehyde, complaints began to come in. Even though these people were exposed to amounts under the residential threshold and far under what the normal embalmer is exposed, formaldehyde exposure complaints were filed in record numbers. It was like most of the people living in those homes had headaches, nose bleeds, or some similar event since moving into the FEMA trailer. And to a man, it was the fault of George Bush and over-exposure to formaldehyde.

This began Congressional inquiries and I cautioned everyone in my annual training that there was no telling where this might end up. Everything was snowballing in the process until Louisiana Senator David Vitter blocked the Anastas nomination. Vitter did not want the EPA making the formaldehyde assessment. He felt they were too political. He wanted it made by the National Academy of Sciences (NAS), which is the gold standard of chemical sampling. The Obama

Administration was opposed as this would delay the implementation of the lower threshold for at least one year. On December 24, 2009, everyone came together. NAS had agreed to do the study, and they would try to conduct it in one year. Vitter signed off on it, the EPA signed off on it, the Obama Administration was okay with it.

So if I could find someone out there, anyone who thinks the old 0.75 PPM will last much long, just have them wire the money to Texas. The new grandbaby needs a new pair of shoes and the Democrats need a new lower threshold.

Most funeral homes are already under 0.3 PPM on their 8 hour average. If you are not, then I would suggest you get under it. The newest rave in preparation room venting is an industrial exhaust arm that is set to swivel like a dental station. It can be configured to cover two tables from head to toe, and with an acrylic vent head. This means the vent is positioned under your nose but above your hands. It blows everything else away.

We do not sell this vent, but we do have some photos. If you have not seen this vent and would like photos and more, call our email our office. Email is [gfinch@kisscompliance.net](mailto:gfinch@kisscompliance.net), office is (830) 587-6100, and cell phone is (210) 317-7228.

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

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

Earth to Earth. Ashes to Ashes. And Dollars to Dust.

By Dick Ireton

As cremation numbers increase, do our sales figures need to decrease? Now, there is the question of the millennium. Whether in my native New Zealand or traveling the globe, I have met hardworking funeral directors, many carrying on their family's heritage of providing funeral service. Nearly to a person, they find it challenging to grow – or even maintain – their bottom line as cremation numbers increase. They struggle as direct cremation threatens to erase the word "profit" from their plummeting merchandise sales.



Dick Ireton

While cremation is a current concern, its threat is nothing new. Thirty years ago at a grief seminar in Christchurch, New Zealand, I heard esteemed grief specialist and author Doug Manning make a bold statement, "Utilizing cremation does not put any limits whatsoever on what can be done at the funeral." What a novel idea: cremations don't have to be low-cost funerals. Those words changed my thinking about cremation. They caused me to realize that service was my most valuable commodity.

You may think that you already provide the best possible service and that there is only limited room for improvement. I suspect that while your customer service is likely impressive and attentive, it has not reached the boundaries of perfection. Looking for ways to make it perfect is the first step in making it so.

What is service?

Wikipedia defines customer service as, "...a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation." So despite the many external elements that we provide, unless we provide our client families with a series of activities that meet their satisfaction, no matter where cremation stats head, we have missed the point of being in business.

How can I improve the service I provide?

How to improve was a pivotal question, one for which I didn't then have the data and experience to shape an answer. So I did firsthand research. Over a 12-month period, I visited

36 funeral homes, from my native New Zealand to Australia, USA and Canada to Great Britain. I challenged myself to find at least one thing they did – or how they did it – to improve on service at my own funeral home. Typically, it was the simple things, the little things, which I embraced as my own points of improvement.

So how does all this tie in with the downturn in merchandise sales? Cremation is not going away. We need to change

and a key area of improvement is your service. Remember that people are willing to pay a premium for unmatched service. Think Ritz Carlton and Nordstrom, to name just two. I urge you to challenge yourself.

We must accept that the cremation trend is growing, and we must change and keep changing. Here are steps to consider:

CONTINUED ON PAGE A20

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WENTZVILLE, MO— Pitman Funeral Home was originally established in Wentzville in 1922 and serves families of Wentzville as well as three other locations in Missouri. Jim and Eric Pitman currently run the business and are thrilled to open the doors to their new facility.

The Pitmans have developed one of the most unique and technologically advanced funeral homes in the region. The new facility consists of two buildings, the Pitman Funeral Home and the Pitman Reception Center, which total approximately 21,000 square feet and sit on just over four acres. The funeral home combines the warmth of their former facility with state of the art technology. The focal point of the facility is a rotunda that is 32 feet in diameter and soars 50 feet to an apex offering natural light to the space. The Pitmans brought in a local renowned artist to paint a collage of murals on the dome ceiling that combine old town Wentzville with Pitman history. The massive stone fireplace can be enjoyed from both the lobby and rotunda and brings warmth to the funeral home. Flanking the rotunda are four visitation areas that can be converted to two large chapels using operable wall partitions. The facility is able to accommodate up to 450+ people without a problem. The Pitman Funeral Home also consists of two separate lounges with video feeds to the chapels, two arrangement areas, a two station prep room with an additional ante room, an apartment, a flower delivery room, four separate offices, separate garages with room for six vehicles, and a fireproof vault for documents. This facility also boasts state of the art technology which starts with four 26-inch LCD flat screens located at each of

CONTINUED ON PAGE A37

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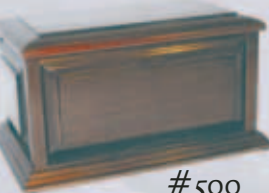
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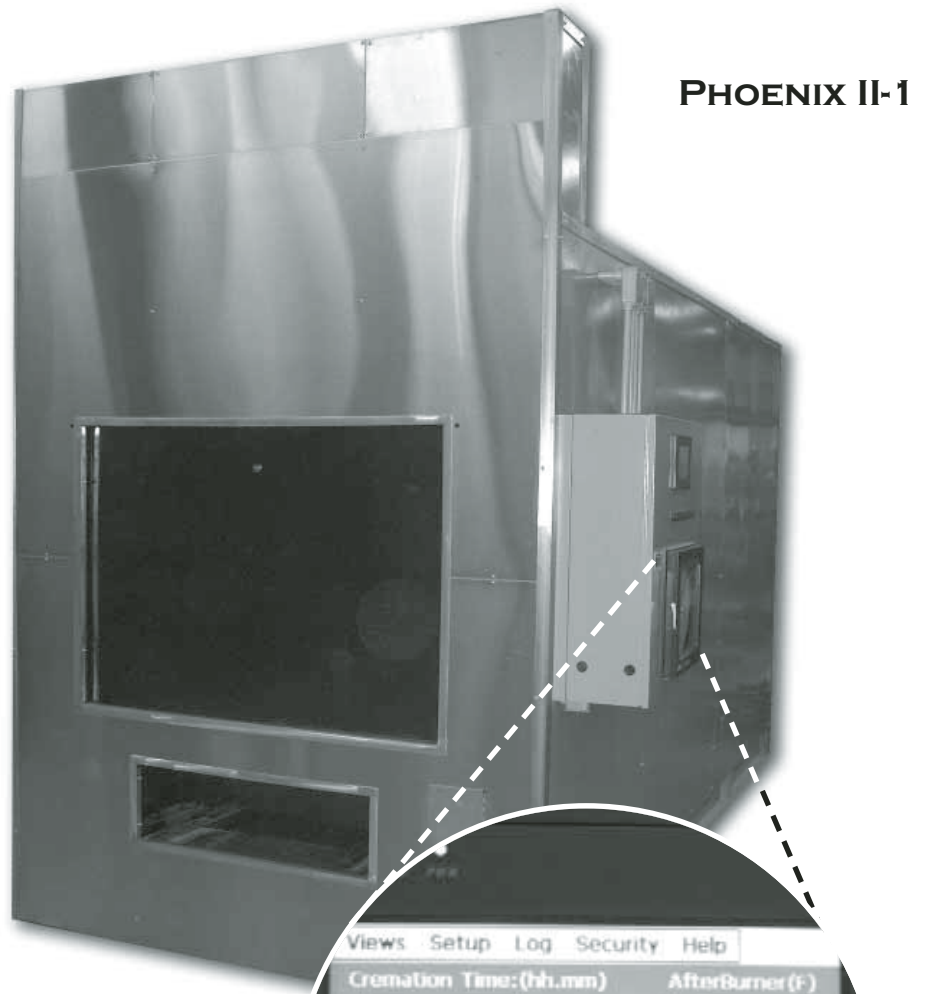


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## South Florida National Cemetery honors Veterans

LAKE WORTH, FL— Along with the Department of Veterans Affairs, **South Florida National Cemetery (SFLNC)** is proud to honor veterans for their service to our country by providing them with a final resting place with many lasting tributes. All honorably discharged veterans from active service and retired reservists are eligible, as well as their spouses, minor children, and in some instances, adult dependent children. The no-cost burial benefit includes the gravesite, its opening and closing, a government-furnished liner, and inscribed headstone or marker. The perpetual

care of the gravesite is also provided at no cost.

The national cemetery does not hold graveside services, however, a ceremony is held in its open air committal shelter. This 15-20-minute final farewell may include a few words from clergy or a family member and features Department of Defense military honors. Two active duty members will fold and present the American flag and Taps will be played.

Because services are scheduled every 30 minutes during designated times, funeral directors are asked to arrive in procession 10-15 minutes prior to the service. The families are to return to their vehicles at its conclusion. Cemetery personnel will complete the burial before the end of the business day, at which time the family is welcome to return to the gravesite for visitation.

To schedule a burial at the cemetery, fax all military discharge documentation to 1-866-900-6417 then follow up with a phone call to 1-800-535-1117. Scheduling hours are 7:00 a.m. to 6:30 p.m. CST, seven days a week excluding federal holidays. You will then be provided the number to the Department of Defense to schedule the military honors. The cemetery will contact you to confirm all information.

South Florida National Cemetery is located at 6501 State Road 7, Lake Worth, FL 33449. The office is open Monday through Friday from 8:00 a.m. to 4:30 p.m. excluding federal holidays. It is open to visitors every day during daylight hours. The cemetery currently offers in-ground casket and cremation burials. Columbarium niches for cremation inurnment will be available by fall 2010. For more information including complete eligibility guidelines, contact the cemetery or visit [www.cem.va.gov](http://www.cem.va.gov).

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## Thibadeau Mortuary opens a lower-cost alternative in Funeral and Cremation Service

GAITHERSBURG, MD— **Thibadeau Mortuary Service, P.A.** recently opened a new location on Park Avenue. Founded and operated by native Washingtonian, **James J. Thibadeau**, the inter-faith funeral provider offers affordable prices, flexibility, first class service and over 20 years of experience caring for grieving families throughout the Washington, DC metropolitan area.

The service-oriented staff has experience in all major American religions and turns no one away. Offering a Spanish-speaking associate, Thibadeau Mortuary welcomes all religious and non-religious families from their multicultural community. Even "green" environmentally friendly burials are an option with Thibadeau Mortuary.

"All are welcome and honored here," says Jamie Thibadeau, "the words, languages and funeral mores may change but there is always a common thread; the human loss that binds our community together."

The sprawling metropolitan area surrounding Washington DC in Maryland and Virginia has created an exciting mix of cultures and traditions. With the growing multicultural and interfaith community comes funeral rites from all over the world. It is with this dynamic community in mind that Jamie Thibadeau founded the interfaith funeral service known as Thibadeau Mortuary Ser-

vice now located at Seven Park Avenue in Olde Towne Gaithersburg Maryland. James "Jamie" Thibadeau along with **Brian P. McKee** are the primary funeral directors of the funeral home.

Thibadeau Mortuary encourages families to hold viewings and ceremonies in the home of a family member or other convenient facility that offers a more comfortable environment. Although Thibadeau Mortuary offers to conduct home wakes and ceremonies, they also work with many event facilities and places of worship throughout Maryland, DC and Virginia. With such large and beautiful homes in the DC area, Thibadeau Mortuary points out that the older tradition of a "home-wake" is becoming more popular. According to Jamie, "A home is a wonderful and healing place for a grieving family and friends to gather. It avoids the sterile environment of a funeral home and allows the family, especially the children, to be at ease and feel comfortable."

Thibadeau has handpicked a top-quality staff that is instilled with the innate desire for exceptional customer service and keen attention to detail. Thibadeau Mortuary Service is pleased to offer personalized care that suits the interest and traditions of all faiths and individuals' day or night. To find out more, visit [www.InterFaithFunerals.com](http://www.InterFaithFunerals.com).

**"Perspectives" Gender and Ethics in the Industry, Part II**

By Shun Newbern, CFSP



Shun Newbern, CFSP

I entered the death care industry over twenty years ago while in high school as a first generation director. Attending funeral services with my grandparents was the exposure that I needed to confirm my call to this profession. I remember begging my grandfather to build or buy a funeral home and allow me to operate it. He enjoyed watching my enthusiasm and childhood infatuation about a business he knew nothing about.

My childhood church community reached beyond our small town of Arlington, TN, by supporting several funeral homes when a member died. To my benefit, it allowed me to meet funeral directors from several mortuaries in the surrounding area. The most common funeral director that I would often see was the late Mrs. Payne of H. Payne's Funeral Home in Memphis. I was raised to acknowledge my elders by their last name. Therefore, I only discovered first and middle names the moment I held their funeral program in my hands - including my grandfather's.

The mortuary is no longer operative, however I recall Mrs. Payne being compassionate, caring and attentive to each family she served. Her role extended far beyond being a lady attendant. I only spoke with the members of her staff because she always remained with her families throughout the entire service - every service. She was the owner in the beautiful hat who sat with her families, holding a colorful purse on her lap. I cannot recall any of the other owners attending services as consistently as she did. My first perspective of a woman in funeral service was very positive and impressive.

Gender and ethics in funeral service and women working with death is not a new concept. Women in the past and their contemporaries have been known to care for the sick as well as dying relatives in many cultures. The deceased ancient Greeks, early Hebrews and colonial American families were all cared for by women. Women did the bathing, washing and dressing of the dead as a ritual. At the beginning of the 19th century the funeral profession

became a male dominated profession. Men were owners and embalmers with cabinet making skills which led to crafting coffins and caskets.

As the 20th century arrived an important part of history has been lost and has not been shared. In addition to all the pioneer embalmers, one was a woman from Spain, Lina D. Odou. While in London, she acquired her passion for nursing when she met Florence Nightingale, who took Odou as her protégé and sponsored her training as a nurse.

Odou worked as a Red Cross nurse in the French Army and then became a private nurse to several royal families. Around this time she began advocating the use of female

embalmers to handle the remains of women and children. She was once quoted as saying, "Over and over again have I heard mothers ask undertakers if they could not furnish women embalmers for their dead daughters, and many others to whom the dead are sacred have asked the same question, and I have invariably heard such men say there are no women to be had for such a purpose."

When she was in her early 30s, she began studying embalming with Swiss experts and then at one of the first New York City mortuary schools. When she was 36, she persuaded the proprietor of a funeral home to host an embalming school for women.

In 1901, she partnered with the renowned Frank E. Campbell to open the Lina D. Odou Embalming Institute at the Frank E. Campbell Funeral Chapel. Her first class graduated 10 students. She also founded

the Women's Licensed Embalmer Association to furnish female embalmers to families and undertakers. She blazed a trail for other women to follow and they did, opening other institutions that trained a pioneer corps of female embalmers that would practice at firms throughout the country, according to the Museum of Funeral Customs.

A contemporary of Odou's, Lena R. Simmons, a former high school grammar teacher, co-founded a mortuary school with a man in Syracuse, N.Y., in 1900. She is credited with introducing subcutaneous suturing (the blind stitch) into the art of restoring bodies for viewing

CONTINUED ON PAGE A29

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## Daniel Enea returns from Service in Haiti

HERKIMER, NY— After three weeks of emergency service in Haiti, Herkimer County Coroner **Daniel Enea** returned home in early February. Several family members and friends, with whom he had little contact for the duration of the trip, greeted him at Hancock Airport in Syracuse.

Having returned from the small Caribbean island that was devastated January 12 by an earthquake, Enea said his journey's depth didn't become real until seeing home. "A lot of people say you appreciate things more," he said in a phone interview, "but when you go to a place like this; you really, really appreciate what you have."

Enea said he arrived January 17 in Haiti, having flown from Syracuse to Santo Domingo. He was part of a disaster management team, through **Kenyon International Emergency Services**. Shortly after arriving, the team drove to the capital city, Port-au-Prince, which the earthquake

basically reduced to rubble, Enea said.

Being among some of the early emergency responders, the group had to be completely self-sufficient. Enea said he hadn't experienced anything like the complete lack of infrastructure.

"It was different from other disasters," he said, referring to his prior service following Hurricane Katrina in the Gulf Coast of the U.S. "Being in Haiti, they didn't have anything to start with," he said. [And now] there's nothing," he added. "The first couple of days were kind of nervous."

Adding to the distressed situation, the team—consisting of a global mixture of professionals dealing in recovery and identification following disasters—was in Haiti for the aftershock earthquake that struck January 20.

Enea's family and friends had been frantically trying to get in touch with him after news of the aftershock. Having just served a night shift, Enea said the morning aftershock quake didn't really register with him at first. "I thought I was just tired," he said, "I thought now things are shaking."

After reaching safety with some fellow team members, he was able to use a journalist's computer to send an e-mail saying "everything's OK."

Aside from the aftershock, however, Enea said his team basically did their jobs. Joining the military personnel and numerous relief organizations, the Kenyon International recovery and identification crews performed another task required in getting Haiti back up and running. "Everyone is definitely doing their jobs," Enea said of the relief effort. The emergency services were distributing necessities in an efficient manner by the time his team was leaving, he said. Unfortunately, the infrastructure repairs seemed long off. "As far as building, that's a whole different story," he added.

But still the people of Haiti people showed their appreciation for the help and proved to be resilient in character, Enea said. "You wonder how people can survive," he said. "But they just kept doing what they had to do to get by."



Daniel Enea

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## Let's Chat

By Kristan Dean

I have a confession; I am one of the world's worst procrastinators. Deadlines are all too often my start date, making this month's column very special. For the first time this column is about a topic, a month or months ahead of time depending on your point of view. Today I would like us to think ahead to Memorial Day and just a bit further ahead to Veterans Day.

Sadly, our country has been at war throughout the globe for almost a decade. Our nation stood up on September 11<sup>th</sup> and our military men and women answered the call. They are not alone, from our first fight for Independence, our soldiers have stood up to protect and when asked fight for our freedoms. Regardless of our personal viewpoints I believe we, as an industry, can stand together and agree that these men and women deserve our, "Thanks."

The question is: How Can we say Thank you? As Funeral Directors, Cemetery Managers, and After Care Providers you are one of your community's greatest resources. You help those who are grieving find their heart's path to healing. You know how important it can be for people to connect with those who are walking in their shoes.

This month please consider saying, "Yes" to our National Museum of Funeral History director, Genevieve Keeney's request to help create the centerpiece of the museum's memorial tribute to soldiers who have passed on. Her goal: to collect letters and photographs from people who have lost a veteran, so that their Love and Memories can become a living part of this exhibit.

Consider asking the families you serve who have lost a veteran to create a memory page. One that includes

a photograph or two, information about their soldier's life and service, and if possible a letter that can tell visitors to our National Funeral History Museum who their soldier was and what they mean to those they have left behind.

Want to do more? Bring your families together to create their memory pages, share their stories, and help those who are hurting to heal just a bit. Want to reach more people? Ask your local media to join your invitation team. Just make sure to remind them to ask those unable to attend, who want their soldier to be a part of the museum, to send their memory page to you.

Place each page in a photo album or scrap book along with a note from you about how creating this album has touched you. Better yet, once your community's memory pages are complete you could create two Veteran's Memorial Albums by color copying the information. The original book can be sent to the address below and the second to be displayed by you in honor of those who have served.

Genevieve Keeney, Director  
The National Museum of Funeral History  
415 Barren Springs Drive  
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With your help our industry can say, "Thank You," to every soldier who has passed on!

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.

## Earth to Earth. Ashes to Ashes. And Dollars to Dust.

Continued from Page A15

1. Challenge yourself. Set goals for yourself and your company. Take seriously the advice of experts across all industries.
2. Retrain in areas that need improving.
3. Install a celebrant or be trained yourself as a celebrant to provide the personalized funerals that are so sought-after and appreciated by families.
4. Lift your service charges accordingly. If you have the best mortuary in town, sell at a price that reflects it. If you have the best funeral directors in your city, that should be reflected in what you charge.
5. Take time out to see what others are doing. Don't tell yourself you don't have time. Can't you afford an hour or two a week to lift your level of service?
6. Direct your client families to some of the free support sites on the Internet, such as [absentfriends.com](http://absentfriends.com).
7. Finally, consider embracing the growth of cremation by purchasing a share in the local crematorium or install one yourself. You may find that to be a solid business decision.

*Life is about cycles.*

"I was created from dust and to the dust I will return." I have heard these words quoted by clergy of all denominations for more than 30 years. I have come to accept cremation merely as a process that accelerates the natural process of returning the human body to dust.

I have also come to recognize the important cycles of business. My business was created from hours and years of toil, change and improvement and as soon as that is achieved, it is time to start the same process all over again, making the end merely a new beginning.

Times change, customers change, and we must change, too. I don't want my funeral home to end up in dust, so I must continue to provide service that meets and even exceeds the customer's expectation.

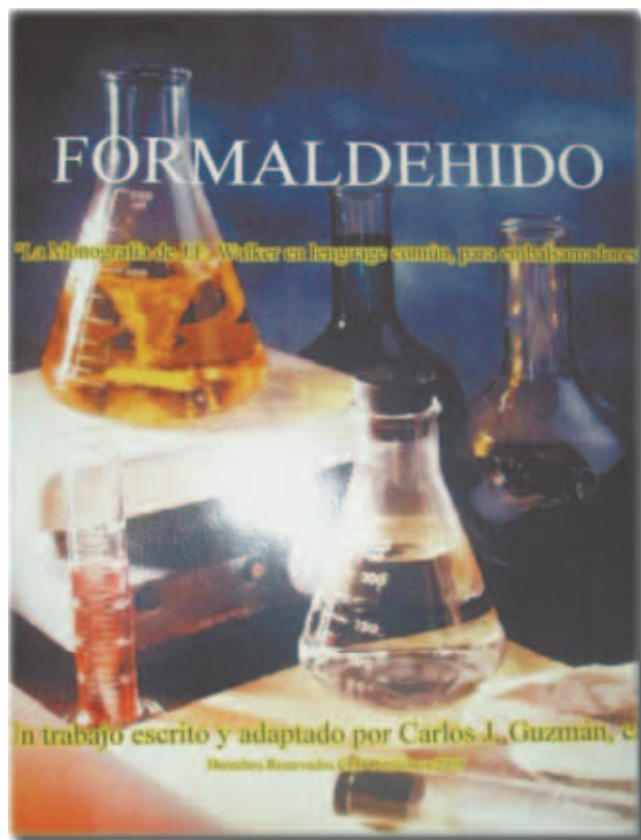
Then and only then will I retain that bottom line.

Dick Ireton, a funeral director, owns two funeral homes and a crematorium. He has much experience in global disaster response and has worked on many international tragedies, including the Bali bombings and the tsunami in Thailand. Together with Jane Bourke, he has launched [absentfriends.com](http://absentfriends.com), a dual-audience Web site serving those in the funeral trade as well as consumers of funeral services.

# Embalming Book for Spanish Speaking Embalmers Now Available



Carlos J. Guzmán, CFSP



**LUQUILLO, PR**—Historically, prolific pens, mostly in the English language have dominated the embalming issue. Very few books have been written about this science in other idioms, specifically in Spanish. A Puerto Rican author has just published his second book for Spanish speaking embalmers and this time he devoted his writing to one of his specialties and passion: embalming chemistry. **Carlos J. Guzmán** has been working in the funeral business since 1979 and obtained his first embalmer's license in 1984. Since then, Mr. Guzmán has worn many different hats covering almost every aspect of funeral service in the US and Puerto Rico: embalmer, funeral director, funeral home manager, Mortuary Science instructor, lecturer, author, Regional Manager for the defunct **Alderwoods** firm, former **Dodge** sales rep and now as owner of his own company, **Caribbean Funeral Distributors**. He published the first embalming book in Spanish concerning advanced embalming techniques and the use and application of embalming chemicals back in 2006, which is currently available in its second edition run.

**Formaldehido** is the name of his second book and it's written for embalming instructors and students as well. It explains, in basic terms, everything an embalmer should know about formaldehyde without the need of recurring to complex chemical formulas or scientific terminology. One of the many references used in this work was the monumental book written about the formaldehyde molecule named Formaldehyde by *JF Walker*. It's curious to point out that during his tenure with the Dodge Company

from 1989 to 1994 as sales rep for the Caribbean territory, Mr. Guzmán was the originator of the Chromatech name, now one of Dodge's most famous arterials. "Very few people know that it was a puertorican who invented the Chromatech name, ha!" says Mr. Guzmán in his usual jovial tone.

For those interested in any of his books, visit Caribbean Funeral Distributors at [www.caribbeanfuneraldistrib.com](http://www.caribbeanfuneraldistrib.com) and send a message to Carlos Guzmán. Mr. Guzmán is a Certified Funeral Practitioner, member of *The British Institute of Embalmers*, graduate of the University of Puerto Rico and is pursuing further studies in Marketing at the virtual program of Fort Hays State University of Kansas.

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## New Facility for Martin & Castille Funeral Home

LAFAYETTE, LA— Martin & Castille Funeral Home recently celebrated the grand opening of a new facility in Lafayette, Louisiana. Currently owned and operated by Wes Castille, this new funeral home is the third facility for Martin & Castille Funeral Homes, founded in 1934. This beautiful facility is designed in the Colonial style while staying true to the traditional Louisiana elegance of the area.

The lobby of Martin & Castille greets guests with elegant marble flooring, a fireplace and plenty of seating. There are two staterooms in the new facility with a moveable wall dividing the spaces. The wall can be moved, transforming the space into an extra chapel if needed. The formal chapel has traditional pews and a vaulted beam ceiling, capable of seating 250 with the use of overflow space. A full audio/video system runs throughout the entire facility, helping Martin & Castille



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A family lounge provides space for a catered meal or reception following a service. The area has several amenities such as wireless internet accessibility, refrigerators, and separate family refreshment stations. There is also an exterior patio that feeds off from the lounge, giving room for reception overflow. This area also provides an exterior aesthetic for Martin & Castille Funeral Home, as it is a semi-circular space that gives the facility a unique character.

Designed by architects **J. Stuart Todd, Inc.**, the funeral



Martin & Castille Lobby

home contains a total of 12,700 square feet. JST Interiors provided the interior design of Martin & Castille Funeral Home creating a traditional design with Acadian influences. The color palette uses rich burgundies and persimmons on a backdrop of muted black and gold. While the facility contains plenty of natural light, several decorative lighting pieces give distinctive accents to the architecture. The architecture and interior design work seamlessly together to provide a total design solution for the new facility.



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## Cremation Issues and Answers

By Ronald Salvatore

**Matthews**  
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### Internal Identification (Part 2)

Regardless of the tracking system you use, two forms of identification should accompany the deceased at all times. In some states this must include the use of an identification disc, which is usually stainless steel imprinted with the name of the facility and a unique cremation number. Even if your state does not require the use of an ID disc, it is a good idea to do so as this has become an industry standard.

As a start here are some common procedures and guidelines you can use to set up your own system of identification.

Before accepting remains for cremation, all forms should be checked for completeness by the person responsible for receiving the remains and by the person

responsible for performing the cremation. Any discrepancies should be immediately rectified before completing the Cremation Receipt form. Changes to the Cremation Authorization and Disposition form are acceptable only if the Authorized Representative has initialed the changes.

The remains should be in a cremation container or casket with proper identification attached. Complete the Cremation Receipt form and attach a copy to the container. The original receipt is given to the attending funeral director. Forward the completed forms to the administrative office.

Enter the necessary information into the Cremation Log, assign the registration or cremation number and attach the corresponding ID disc to the container. If not performing the cremation immediately, place the remains in refrigerated storage.

When ready for cremation, transport the case to the crematory room. Remove the paperwork from the container and place it on the control panel of the cremator. Load the container then remove the ID disc and place it inside the cremation chamber on the right-hand side near the door. Enter the necessary information into the Cremation Log and proceed with the cremation.

After the cremation process is complete, remove the ID disc and place it in an envelope that is then attached to the cremation tray before removing the cremated remains (some place the ID Disc in with the cremated remains). Complete the transfer of information to the log then transfer the cremated remains, ID disc and paperwork to the processing area. After processing and placing the remains into the plastic bag, place the envelope containing the ID disc inside the container with the remains. Some facilities

place the ID disc inside the plastic bag while others attach the disc to the lock or twist tie.

The ID/cremation number should be recorded on the permanent identification labels affixed to the outside of the container(s). You may also want to place a label inside the container. Complete the Cremation Log, file the paperwork then follow your firm's procedures for mailing or releasing the cremated remains. Some crematories remove and file the ID disc with the paperwork if the remains are released to the family. Often the ID Disc remains inside the bag or attached to the tie if the remains are to be mailed.

More next month.

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

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

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

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

## Patton Funeral Home takes delivery of new Cadillac Eagle Echelon



BROWNSVILLE, KY— Tommy Jones of Jones Patton Funeral Home, Brownsville, on their Coach Sales congratulates Jerry Patton of purchase of a new Cadillac Eagle Echelon.



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## New book, "What does Death Look Like?" gives new meaning to Death

SPRINGFIELD, MA— Author Donalyn Gross interprets death in a compilation of illustrations in her new book. An Xlibris release, *What Does Death Look Like?* gives new meaning to the afterlife.

What is Death? Is it a person, a place, a feeling? Is it good or bad? Is there a tunnel that we travel through and "go toward the light"? Do children think about Death differently than adults? Is Death our friend or our enemy? Is Death dark as night or a blazing white light? *What Does Death Look Like?* is a collection of over eighty drawings by participants of the author's Death, Dying and Bereavement classes and workshops. Children, social workers, students, artists, nurses, and other healthcare professionals were instructed to simply "draw death," giving face to an untimely event most people fear. These drawings illustrate a variety of emotions.

In each page, readers will see death in various forms: sorrow, confusion, spirituality and faith, hope, and healing. They will also have an opportunity to draw their interpretation at the end of the book—a healing process which will help them to face death and accept it as a part of life. Bernie Siegel, MD, noted physician and author, wrote the forward to the book. For more information or to purchase *What Does Death Look Like?* visit [www.Xlibris.com](http://www.Xlibris.com).

A thanatologist for over 30 years, Donalyn Gross's career contains a wide variety of aspects, working with hospitals, hospices, correctional institutions, long term care facilities and health care agencies. As an educator, she teaches college courses on Death, Dying and Bereavement, as well as presenting training workshops on end-of-life issues for healthcare professionals. Donalyn is the author of many books on her work with the dying, and is the creator of the *Good Endings* Program. A professional musician and Certified Music Practitioner, she plays therapeutic bedside harp for the dying in hos-

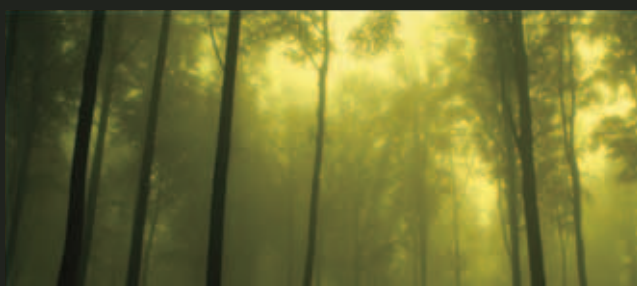
pitals, hospices and nursing homes. She lives in Western Massachusetts. For informa-

tion on the Good Endings® Program, see her website at: [www.goodendings.net](http://www.goodendings.net).



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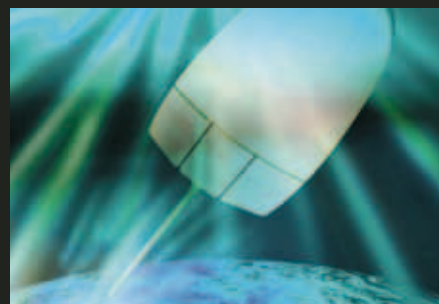
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# D.M. Dettling Funeral Directors opens in West Houston



D.M. Dettling Funeral Directors

**HOUSTON, TX— D.M. Dettling Funeral Directors** has opened its doors at 14094 Memorial Drive in West Houston, providing a full range of funeral and cremation services to clients. The firm is built on the foundation of many years of experience and professional service to families in the Houston area.

This independent, family-owned company is led by **David Dettling**, who has spent more than 20 years



David Dettling



The Grand Room

caring for families from all walks of life during their time of bereavement. He has managed 32 funeral homes and eight cemeteries during his career. Supporting Dettling is a staff of dedicated professionals who have extensive experience in the funeral services industry.

"We are thrilled to open our doors in the West Houston/Memorial area," says Dettling. "It is our goal to provide families with the finest in caring and compassionate service to get them through a trying time and to help them plan for the future."

"Our facility is designed with families in mind. I want to give them the gift of safety, a place where they feel comfortable to be who they are and know that their needs will be met," Dettling continues. "D.M. Dettling will help families make key

**CONTINUED ON PAGE A25**

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



### The Basics of 21<sup>st</sup> Century Temporary Preservation Technology (Part 6)

By John A. Chew

The following are tested pre-injection approaches to initial body preparation which are applicable to traditional embalming and multi-purpose methodology. The value of pre-injection has been an issue since its introduction in 1926. There are those who do not practice or consider the value of such initial treatments.

Death has not changed since the beginning of time only the life line of life expectancy brought about by advances in medical and biochemistry technology changed. We have altered the natural biochemical makeup of the body to a point where temporary preservation, in some cases, is a difficult challenge.

Pre-injection, as mentioned, is flushing the vascular network to a point where it disrupts the natural degradation process allowing for the extension of time before natural physical changes occur. This is the key to presentation of the body for the visitation period.

During pre-analysis of the body, we look for physical changes in the tissue. In most cases we do not know the cause, so we from our experience must determine our approach. If it is a blood or bile discoloration, we may use intermittent injection and drainage. For the first injections of the pre-injection fluid, I would use one to three gallons with the first and last against closed drainage to build up vascular pressure.

At this point, I would then inject in the manner that you, as the practitioner are comfortable with, beginning with a 1% dilution using between 4 and 6 psi with a rate of flow of 12.8 ounces per minute. Total amount of injection should be based on body weight and overall appearance.

The second approach may be the use of a multi-purpose alternative non-formaldehyde base fluid. As a practitioner you have two choices. The first is to refrigerate the body for several days prior to injection. The second would be to follow the initial process of pre-injection with or without drainage then to refrigerate the body for several days. The time based on body condition, geographical area and cultural needs.

Following the initial treatment, all injections should be based on 16 ounces of concentrated multi-purpose fluid

for every 50 pounds of body weight. For example, a body weighing 150 pounds should be injected and saturated with a minimum of three 16 ounce bottles of fluid against closed drainage. Retention should not be limited to any specific dilution of concentrate but determined by overall appearance of the body following each injection.

When using a multi-purpose fluid, the practitioner should be able to use compatible special purpose fluids for the treatment of edema and dehydration without adverse effects based on existing variable factors associated with the cause of death.

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

# D.M. Dettling Funeral Directors opens in West Houston

Continued from Page A24



D.M. Dettling Funeral Directors Family and Staff. (L to R) Standing: William McCrea, Chief Financial Officer; JC Dettling, Owner's Father and Funeral Attendant; David Dettling, Owner and Funeral Director; Jack Dettling, Owner's Son, Organist and Funeral Attendant; Ross Dettling, Owner's Son and Funeral Attendant; and Shawn E. Simon, Senior Funeral Director. Seated: Paula Weber, Hostess and Funeral Attendant; Deanne Dettling, Owner's Wife; and Sharon Dettling, Owner's Mother and Hostess.

decisions, be an additional support system and facilitate the healing process."

D.M. Dettling Funeral Directors' state-of-the-art facility features a non-denominational chapel which seats 75 family members and their guests; two beautifully decorated state rooms with full audio-video capabilities and a reception area with a full

kitchen. Catering services are available so that clients can invite their closest family members and friends to join them – without the need to cook and serve the food themselves.

Live online counseling, daily e-mail affirmations and group grief support services are offered to individuals going through the bereavement process after the burial or

cremation. "We want people to know we are here for them before, during and after the service and burial," says Dettling. "The grief process is different for everyone. We understand that and want to be available when needed."

D.M. Dettling Funeral Directors, independent and family-owned, provides a full

range of funeral, burial and cremation services. As established leaders in the funeral services profession, the firm delivers compassionate care and excellence in service to families during their time of bereavement.

For more information about D.M. Dettling Funeral Directors, call 281-497-2121 or visit the web site at [www.dettlingfuneral.com](http://www.dettlingfuneral.com).

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## Hiers-Baxley Funeral Services celebrates 125 Years

Continued from Page A2

enhanced productivity and a higher degree of precision-planning in every aspect of operations - from staff and vehicle scheduling to cremation and preparation procedures.

Finally, Hiers-Baxley has undertaken a major shift in marketing strategies - abandoning many of the traditional concepts of obit-page and phone-book advertising, and embracing concepts that promote community and extended-care to families, including those not served by the firm. Hiers-Baxley employees will log hundreds of volunteer hours this year as the company coordinates with local 501c3 organizations in the service area. Additionally, the Transitions and Community Care programs are providing new, unique opportunities for surviving family members to connect in ways that, while not therapy, are very therapeutic. Examples include a class on tips and recipes for "Cooking for One," taught by a Le Cordon-Bleu trained chef, and the Health Matters Walking Club.

In an industry that is traditionally focused on vehicles and facilities, Hiers-Baxley is focused on client needs and the ever-evolving concept of becoming the funeral and cemetery firm of choice for those who seek an individualized approach.

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## Strode Funeral Home opens third location in South Central Kentucky



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Strode Funeral Home Owners (L to R) Charlotte Strode Birge, Charles Strode, and Brandy Harwood.



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SCOTTSVILLE, KY— Charles Strode and Glen Lyon opened **Strode Funeral Home** in January 1967 at 204 Columbia Avenue, Tompkinsville, KY. The building was built in 1910, by the Eagle Family, and was the boyhood home of the late Joe Eagle, U.S. Congressman of Texas, and was the home of J.C. Carter, Sr., Circuit Judge of Monroe County. The land where the building is located was once owned by the family of Preston Leslie, former Governor of Kentucky and Montana. This was the childhood home of the late Congressman Dr. Tim Lee Carter; Mrs. Pearl Pace, first women sheriff in Kentucky; J.C. Carter, Jr., circuit judge; Abe Carter, former attorney; Mrs. Mae Taylor, teacher and writer; Mrs. Jessie Harlan, master commissioner; Mrs. Lizzie Bryant, homemaker; and Mrs. Vivian Hayes, draft board consultant. In 1970 the building was placed on the Registry of Historical Landmarks. The business has been owned and operated by Charles and **Dixie Strode** since 1972.

Gamaliel Chapel was opened in August 1974 by **Keith and Lorraine Baker** and Charles and Dixie Strode, who owned and operated funeral homes in Tompkinsville. The business was located in an historic home on Main Street in Gamaliel. The business was purchased by Strode Funeral Home and a new building was built in 1990, at the present location on Hwy. 100, located one mile from the Tennessee border, five miles from Hermitage Springs,

**CONTINUED ON PAGE A33**

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## Costello-Runyon Funeral Home builds new Preparation Room



Chrystal Penedos, Funeral Director, Costello-Runyon Funeral Home

**METUCHEN, NJ— Joseph V. Costello, III**, better known as Jay, and his wife, **Suzanne**, continued a family tradition in funeral service when they purchased the **Runyon Mortuary** in Metuchen, NJ in 1992, renaming it **Costello-Runyon Funeral Home**. Mr. Costello had worked with his father, **Joseph V. Costello, Jr.**, after his graduation in 1983.

After a major renovation that doubled the size of the facility, Mr. Jay Costello decided to build a new preparation room. He called on **Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists, to design and equip the room to OSHA standards. Two rooms in the structure were gutted to create a functional, efficient and safe work environment.

Citing his satisfaction with the new embalming room, Mr. Costello is particularly pleased with the PrepAir heating, ventilating and air conditioning system. The epoxy floor is also an appreciated benefit. "Everything," he says, "is convenient and we don't have to work around things."

The Costellos are active in their community. In 2008, Mr. Costello was knighted

by the Equestrian Order of the Holy Sepulcher, and is a silver life member of the Policemen's Benevolent Association of New Jersey. He is a past president of the Metuchen Rotary Club and the Metuchen-Edison YMCA. Mrs. Costello is on the board of directors of the Metuchen Area Chamber of Commerce.

Although their home town has a population of 15,000, the Costello family serves approximately 150,000 in the surrounding area.

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## Dawson & Wikoff Funeral Home offers MobileHelp to the Community



Nola Bresnan, partner with Dawson & Wikoff Funeral Homes

**DECATUR, IL— Dawson & Wikoff Funeral Homes** wanted to share information with the community about **MobileHelp** now being available at their five locations throughout Macon County. They contacted their local television station and newspaper about the new technology now available with MobileHelp. The television station, WAND, did a full feature story about the product and announced to the community that MobileHelp is available at Dawson & Wikoff Funeral Homes. Then the local newspaper, the Herald & Review, did a feature story about a Decatur resident who is now using MobileHelp to live a more active life. Dawson & Wikoff received over 20 phone calls about the unit the day the newspaper article was printed. They were able to help those families assisting their loved ones to live a more active life and also offer them advice on pre-arranging their funerals.

MobileHelp is the only medical alert system with GPS tracking and cellular communication, which allows you to care for your loved ones *in and out* of their home. It is offered at the same price as other in-house only systems. The current systems on the market only work for a few hundred feet inside the consumer's home, but MobileHelp has nationwide coverage on the AT&T network. If the GPS/cellu-

lar help button is pushed the operator comes on the 2 way speaker. The operator knows the person's name and medical conditions and can locate the person anywhere in the United States. Even if the person cannot speak, help will be sent to the person's location. This is an invaluable tool when your family member is disoriented or confused. An email or text will also be sent out to a family member of the person to inform them of the alert. This new technology not only protects the loved one at home but also in the car, walking down the street, visiting family members, or anyplace they may travel.

Dawson & Wikoff Funeral Homes, along with many other funeral homes across the country, can see how the referral partnership is a great way for funeral homes to increase pre-arrangements and preneed sales, increase market share, enhance their image in the community, as well as add another revenue source for their funeral homes.

Your funeral home can offer this product to your community through Mobile Licensing Consultants. To get more information on how MobileHelp can increase your pre-need business, call Mobile Licensing Consultants at 1-800-660-0352 or e-mail [MLC@MLCUSA.NET](mailto:MLC@MLCUSA.NET)

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## Harrison's Funeral Home takes delivery of New Fleet



MEMPHIS, TN— Jerry M. Harrison, fourth generation funeral director and senior vice president of **Harrison's Funeral Home, Inc.** – Orange Mound Chapel accepts delivery of a new Eagle Cadillac Echelon Limited Coach and a new Eagle Cadillac Echelon-L Limited Six Door Limousine. Jerry is the son of **Adriana C. Harrison**, president and CEO, and the late **Charles L. Harrison**, CFSP. The firm is celebrating its 87<sup>th</sup> year of continuous operation and service to the greater Memphis area.

## Songwriting Nurse launches Music Album

EDINBURGH, SCOTLAND— A Scottish nurse who has cared for many terminally ill patients has released what is believed to be the first album of music for playing at funerals in the U.K.

Singer-songwriter **Juliet Nisbet**, a staff nurse at Belhaven Hospital in Dunbar, East Lothian, recorded the CD with guitarist **Bruce Birrell** with whom she appears in the duo **Spirit of Love**.

The pair wrote all 14 songs on the album, entitled *The Journey's Over*. Juliet, 47, who plays guitar and violin, composed the tunes while backing vocalist Bruce, 61, penned some of the lyrics.

"Music can be a great comfort to the bereaved and we hope this will be a hit with many people who are mourning a loved one," said Julie, who lives in Port Seton and has been a nurse for 28 years. "It fills a gap in the market and we're amazed no one seems to have tackled this before." She works part-time at the hospital which cares for elderly patients.

Bruce, who is from Dalkeith in Midlothian and works for the Estates Department of Queen Margaret University, Musselburgh, added: "Although the album has a strong emphasis on coming to terms with grief and loss, our mu-



sic is also spiritual and romantic. We believe it will be uplifting as well as reassuring. Some of the songs celebrate finding love as well as losing someone dear."

He has written poems "for as long as I can remember. It has been thrilling to have my words set to such beautiful melodies by Juliet."

The duo's target markets include undertakers, crematoria, solicitors, hospitals, and church and religious groups. *The Journey's Over* is available on-line at [www.spiritoflove.biz](http://www.spiritoflove.biz).

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**"Perspectives" Gender and Ethics in the Industry, Part II**

*Continued from Page A19*

purposes. As these women blazed the trail to prepare female subjects, they were not allowed to prepare male subjects. This struggle was very similar to non-white embalmers who wanted to enter the profession years later.

It wasn't until the late 1960s that some firms hired women as receptionist or lady attendants. These roles were still limited to basic public relation duties with little responsibility similar to that of men. As the business became more of a profession, women were left behind and not allowed to be a part of decedent preparation or admitted into mortuary science programs. However, today the focus has shifted in the mortuary college programs where women outnumber the men at least two to one.

Often funeral home managers hire staff using unethical reasoning to recruit more women than men in. Managers have determined which standards and measurements they will use to monitor the performance of the company to improve the bottom-line. Case in point, this measurement could be the numbers of flower arrangements sold for a funeral, additional products sold with the burial property, the number of decedents embalmed during a month or the end results of a customer based survey after services are rendered. A spokesman for the *National Funeral Directors Association*, **Arvin Starrett**, says that the number of women who sell flowers is considerably higher than men because women identify which flowers match the clothing, the casket and the presentation for the ceremony. Women receive much higher ratings from surveys of families served because they are perceived to be more compassionate and caring.

In contrast, men embalm more decedents due to their energy level and physical prowess which enables them to generally handle heavier weight. Like many men in the profession, I do not discriminate against women. I show them all the techniques for lifting, adjusting and moving decedents for removals and embalming. No extra favoritism is rendered because they are a woman. If she has a license, she must learn to lift on her own. However, as younger women are entering the profession, their energy levels are greater than their older counterparts. Stereotypes do not come about without a reason, whether it is true or not; people believe that women are better at consolation. Therefore, managers have to consider women for critical roles in the business including leadership.

In the previous edition my colleague, **Carole Jones Banks** asked if women play a role in their acceptability

and gained respect. I do believe that many women have. It is remarkable to see the women who step into the role when the male partner (father, brother, or husband) becomes ill or dies. However, there are women who enter the business without a clue as to operations and management of facility or staff. Sadly, no one is honest or has the intestinal fortitude to encourage her to step aside for a more capable person.

Here are some positive means to create and foster a healthy work environment. Your day will be less stressful, your work relationships enhanced, and ethically, you can be appreciated, respected and an asset to the mortuary.

1. *Give Respect.* In many cultures and families the man is traditionally the lead, in many aspects. Regardless of the role of the woman, you must remain respectful and professional. This also relates to non-verbal communication and behavior.
2. *Be open to change.* Expect the fact that change is inevitable. Change will never be effortless - fight the fear. The reality is that a rebellious attitude wants everything to stay the same in order to maintain a feeling of control.
3. *Lead by example, not by ego.* It is a cliché that is used by countless motivational speakers, but it works. Our egos are known to get in the way of authentic progress. The personality and the environment molds and eludes the behavior of the leader.
4. *Don't strive for likeability by accountability.* Research has shown that one of the greatest failures of many well known leaders is the failure to be liked. It is more important to be a man of integrity and accountability. Likeability is not a bad trait, but it can be problematic.
5. *Mentor and mold.* Women often have a much harder time entering the profession to begin their apprenticeship. Who mentored you? Take the time to mold and teach a novice the trade.
6. *Offer assistance to all employees, not just the women.* All genders become offended when attention is focused on one or the other. Create a balance that allows all employees to receive equal training and attention.
7. *Prosper where you are planted.* Everyone may not have the tenacity to climb the corporate ladder. Nevertheless, one can succeed and do well in the position that

**CONTINUED ON PAGE A30**



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## VFMC Funeral Homes stimulate activity with Public Relations Initiatives

**SANIBEL, FL**— There are currently over 800 exclusive **Veterans & Family Memorial Care Providers** in 45 states nationwide that are increasing at-need call volume, generating preneed sales, growing market share and adding value to their business. These firms are family owned and operated, many with deep roots in their communities, some for five or six generations. Case volume is not a factor. There are as many single location firms doing 60-70

cases per year as there are firms with multiple locations doing well over 1000 cases per year.

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

There are 50,000 Veterans deaths in this country each month which represents 30% of all the deaths in the U.S. When you factor in spouses and other family members this is the largest, most loyal niche market in the nation.

"Every VFMC public relations and community outreach initiative is designed with one goal in mind, which is to stimulate a response or action," said **Mark Davis**, CEO and founder of Veterans & Family Memorial Care. "The action is taken by all members of the community, not just veterans. Exclusive VFMC Providers become a catalyst for their communities to demonstrate support and appreciation of our veterans and active duty military."

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

VFMC Membership includes an exclusive geographic territory, marketing tools and materials including: brochures, press releases, ad copy, membership certificates, branding recognition, participation in VFMC's signature PR and Community Outreach programs, a listing and link in the Veterans Funeral Home Directory and much, much more. To learn more about becoming an Exclusive VFMC Provider visit [www.Veterans-FuneralHomes.com](http://www.Veterans-FuneralHomes.com) or call toll free (866) 770-6791.

### Here's what some VFMC providers had to say:

To All Heffner Associates:

"Here's a neat story from Lou. Thanks Lou. There was a small piece in the Friday morning York paper too and at least 4 people went out of their way on Friday to stop by and drop off cell phones at both Kenneth Road and Red Lion. One man told Sandy he wanted to get a new phone and I guess this gave him a reason to pitch the old phone!"

"Please take a moment to reflect about those who aren't home this Easter holiday. I'm proud of what we are doing with this project."

Thanks,  
Ernie Heffner, Heffner Funeral Chapels & Crematory

Mark,

"I thought you should know that the cell phone program has been hugely successful here in Palmyra as well. We are a small community of approximately 3000. To date I have collected over 100 phones. I will be presenting the program to our local Rotary club shortly and anticipate a great response there as well. In addition, I am currently coordinating a flag retirement ceremony with the local American Legion Post. We are planning to have a ceremony which will be open to the public sometime close to next Memorial Day.

"P.S. my son Nathan graduated from Marine Corp basic on Oct. 30 so these programs have taken on special meaning for me."

Thanks for all you do,  
Bob Yost, Robert L. Yost Funeral Home, Inc.

Mark,

This is a tremendous success!! It is great to hear about the other success stories! We too have great success with Operation Valentine. We received approximately 250 Valentines for the troops from one of our Rochester City Schools who participated. They presented us with the Valentines at their morning pep rally and it drew the attention of 3 news stations. The students were excited to help and bring smiles to the faces of our troops overseas. Thank you for creating Operation Valentine. It is our pleasure to be a member of your organization.

Paul Perotto, Business Manager  
Bartolomeo & Perotto Funeral Home, Rochester, NY

Mark-

This program was a huge success! It was extremely fun for all who were involved. Thank you so much for the opportunity that you provided to us. Seeing the children's faces was absolutely priceless when we came to pick up their Valentines. They were all made with love...each and every one of them. Out of the three elementary schools that we asked to participate, which is about 1,500 students...we were able to collect 957 Valentines. AWESOME! Attached is a link to the newspaper article and picture in the Warren newspaper! Thanks Again.

Sarah Hutton  
D.S. Temrowski & Sons Funeral Home, Warren, MI

### "Perspectives" Gender and Ethics in the Industry, Part II

*Continued from Page A29*

you have. Success is not equated by age, gender or culture position. Take every opportunity to learn and to grow in the position that you hold.

8. *Create or revise a policy that is not biased or sexist but is well balanced.* This policy reinforces suggestion number six. The right to fair and equal employment.
9. *Work relationships should be congenial.* Build positive ones with female employees. Too often professionals cross boundary lines because of the failure to establish the proper responsibilities of all parties. Workplace romance can create irreversible issues beyond your imagination. Communication is paramount.
10. *The beginning to all wisdom is silence.* This does not imply that men should not stand on their leadership values. Nevertheless, everyone has room for growth and wisdom begins with listening to what is being shared. Silence is golden.

Without micromanaging the employees, a good organization can still maintain good oversight and establish good morale and trust among managers and employees. As the baby boomer generation approaches retirement, there is a need and availability for ethical staff in funeral service particularly in large markets. As the demand increases, so will the need for consistent moral standards in serving the bereaved and handling their decedents.

Shun Newbern, CFSP is an embalmer, expert witness, consultant, and speaker on relatable funeral service issues. He can be reached at [shunnewbern@aol.com](mailto:shunnewbern@aol.com) or visit [www.shunnewbern.com](http://www.shunnewbern.com).

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## SCI declares Quarterly Dividend

HOUSTON, TX— **Service Corporation International** (NYSE: SCI), has announced that its Board of Directors has approved a quarterly cash dividend of four cents per share of common stock. The quarterly cash dividend is payable on April 30, 2010 to shareholders of record at the close of business on April 15, 2010. While the Company intends to pay regular quarterly cash dividends for the foreseeable future, all subsequent dividends, and the establishment of record and payment dates, are subject to final determination by the Board of Directors each quarter after its review of the Company's financial performance. For more information about Service Corporation International, please visit the company's website at [www.sci-corp.com](http://www.sci-corp.com).

## Carriage Services announces Record Fourth Quarter and Year End

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced results for the fourth quarter and year ended December 31, 2009. **Melvin C. Payne**, Chairman and Chief Executive Officer, stated, "I am proud beyond words of the amazing job our operating leaders and employees performed in 2009 during the worst economic and financial crisis since the Great Depression. We finished the year with a strong fourth quarter, including record Total Revenue of \$45.1 million, record Consolidated EBITDA of \$10.4 million and record tying EPS of \$0.10 versus a GAAP EPS loss of \$0.09 in 2008. But even though the fourth quarter was great, it was the full year 2009 performance that signaled completion of our transformation over the last six years into an outstanding deathcare operating company."

"We had so many performance heroes in our company during 2009 that it would be impossible to list or mention them all, but suffice it to say that they know who they are and realize that each of them made an important contribution to our total company performance," continued Mr. Payne. "More than anything else, our record performance in 2009 was not only differentiating within the universe of most public companies, it was confirmation that our Standards Operating Model in combination with our 4E Leadership Model has achieved broad traction and effectiveness and has become the defining framework for Carriage's high performance culture."

Carriage Services is a leading provider of death care services and products. Carriage operates 138 funeral homes in 25 states and 32 cemeteries in 11 states. A copy of the Company's Form 10-K, and other Carriage Services information and news releases, are available at [www.carriageservices.com](http://www.carriageservices.com).



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## FUNERAL HOME & CEMETERY NEWS

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

By Todd W. Van Beck

**PROGRAMS:**

1. Clergy Program.
2. Veterans Program
3. Teddy Bear Program
4. Continuing Care Program.
5. Widow-to-Widow Program.

6. Forget-Me-Not Flower Seed Program
7. Common Disaster Program.
8. Holiday Memorial Program and Card.
9. Program that takes chairs, coffee pot, flower spray for the door, register stand and book, food book, and most recent addition, a cooler with four two-liter soft drinks and bag of ice.
10. Program that offers friends and family members a time to write down any special memories that they may have of the deceased.
11. Family Genealogy.
12. Service Guarantee.
13. Change Your Mind Guarantee.

**PRIOR TO THE SERVICE:**

1. Provide a funeral arrangement folder.
2. Drive and assist families to purchase new graves/cemetery plots and make identification at the morgue.
3. Offer coffee or juice while making arrangements.
4. Chauffeur service to and from arrangements.
5. Arrangements at residence.

**DURING THE SERVICE:**

1. Present a remembrance book.
2. Present laminated obituaries and memorial folders.
3. Supply blanket and chairs to be set up at the cemetery.
4. Place a trained parchment at the entrance of each visitation chapel.
5. Give a picture frame and art to the family.
6. Present a bible to the family.
7. Take photographs of each flower arrangement. When developed, they are matched with the card from the floral arrangement given to the family.
8. Present a guardian angel pin.
9. Supply cold water at graveside.
10. Memorial Boards.
11. Memorial Table.

**AFTER THE SERVICE:**

1. Hand deliver deeds after monument inscriptions are completed.
2. Deliver a fruit basket to the family's home.
3. Pick-up families after their luncheon after the service.
4. Make visits to many families' homes following the Shiva period.
5. Send personal thank you cards from the arranger to the families.

6. Place courtesy Markers on graves until their Markers have arrived.
7. Deliver a Condolence package to families.
8. Pick up payments for the elderly.
9. Assist families we serve with social security procedures, veterans' forms, and insurance filing.



Todd W. Van Beck

**AFTERCARE PROGRAMS AND SERVICES:**

1. Deliver aftercare books to the family.
2. Set up a bereavement group (seminar for families served to help them cope with the holidays, books for families).
3. Send a care note given to families ("Getting through the First Weeks, and Months after the Funeral").
4. Deliver family estate planning cards and kits.
5. Provide healing grief tape and booklet.
6. Deliver a family memorial guide.
7. Pre-arrangement foliage and arrangements.

**OTHER SERVICES AND PROGRAMS:**

1. Hold an annual memorial mass.
2. Set up a youth environmental service (a group devoted to helping families in time of crisis).
3. Mail cards marking one-year anniversary.
4. Set up free lending library.
5. Hold an annual candlelight memorial service.
6. Provide a van and drive for the "We Care Christmas Party", a local organization that helps needy children and families by providing food, clothing, and toys to about 800 children a year.
7. During community activities or parades, set-up tables in parking lot and offer free coffee and donuts.
8. Commemorative tree planting.

**REVENUE ENHANCING SERVICES AND MERCHANDISE:**

1. Set up and use the "Video Tribute" system.
2. Offer to purchase veteran's families a flag case and stand.
3. Assist families with floral selections and monument selections in an effort to promote "One Stop Shopping".
4. Offer to order Christmas wreaths and grave blankets for graves.
5. Offer complete packages of upgraded: Register Books, Prayer Cards and Folders, and Acknowledgement Cards.
6. Offer vestments and chalices.
7. Rent silk flowers.
8. Full line of cremation options such as - Scattering Cremated Remains.
9. Arrange for Post Funeral Catering.

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

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

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# Strode Funeral Home opens third location in South Central Kentucky

Continued from Page A26



Strode Arrangement Room



Strode Funeral Home



Strode Prep Room

TN, and eight miles from both Red Boiling Springs, TN and Tompkinsville.

Strode Funeral Home now announces the grand opening of their Scottsville, KY location. After the ground breaking in late spring of 2009, the Scottsville Chapel of Strode Funeral Home is now open. The funeral home is located at 85 Lois Moore Drive. The funeral home is owned by Charles Strode, **Charlotte Strode Birge**, and **Brandy Harwood**. The spacious facil-

ity has 12,000 square feet under its roof, and 9,720 square foot in the interior of the building. The funeral home has two large family viewing rooms, one funeral chapel, conference room, lounge, children's room, and more, all equipped with state of the art audio and video equipment.

The funeral home held an open house on January 24th and was honored by the warm welcome and outpouring of support from the community of Scottsville.

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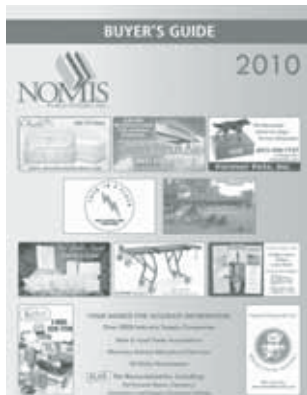
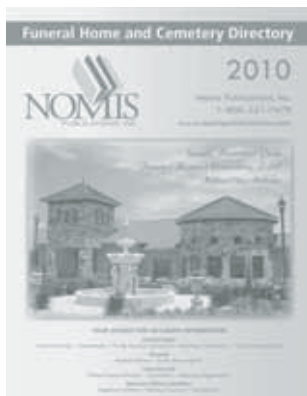
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## Awards of Excellence



The 100 Black Women of Funeral Service honor our female funeral professionals who have impacted the profession in their respective communities, their state and on the national level. They have accepted the challenges of being a female in a non-traditional profession in one of this nation's most demanding industries. They have exhibited professionalism, leadership, longevity and class. Because they continue a strong legacy and make a commitment to the funeral service profession, women are at the forefront. Many of these women were honored as 100BWFS Women of Distinction, receiving the M. Athalie Range Trailblazer Award. For the next several months these fine women will be featured in this column. If you would like more information on the 100 Black Women of Funeral Service go to [www.100Blackwomenoffuneralservice.com](http://www.100Blackwomenoffuneralservice.com) or email [Hundredbwfs@aol.com](mailto:Hundredbwfs@aol.com).



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

### James H. Cole Home for Funerals

James H. Cole Home for Funerals of Detroit, MI has received the **100 Black Women of Funeral Service's 2009 President's Award for Excellence in Funeral Service**. The organization's president, **Doretha F. Hector**, presented the award to owner **Karla M. Cole** and her sons, **Antonio** and **Brice Green** at the *NFDMA, Inc.* convention in Detroit August 5, 2009.

James H. Cole Home for Funerals is Detroit's oldest African American funeral home. It was founded by **James H. Cole, Sr.** in 1919 on the city's east side in the section locally known as Black Bottom. It remained at this St. Aubin Street location for more than a decade. In the 1930s, the firm moved to East Warren Avenue, where it remained until the building was lost in the Great Depression. Down but not out, Cole soon opened a new funeral home on the same street.

His son, **James H. Cole, Jr.**, received his mortician's license and joined the firm in 1950. In 1962, the Coles



(L to R) Antonio Green, son of president Karla Cole, LFD; Karla Cole, granddaughter of founder James H. Cole, Sr.; and Brice Green, son of Karla Cole, in charge of monuments/headstone division.

moved the business to West Grand Boulevard, and with continued success, the firm was incorporated in 1967. When James Sr. passed away in 1970, James Jr. took over and opened a second location at Puritan and Schaefer on the city's north side.

Carrying on the Cole family tradition of service, James Jr.'s daughter, **Karla M. Cole**, joined the firm in 1979 and was licensed the following year. In 1982, James H. Cole Home for Funerals moved to the building next door, and the previous location was demolished. James Jr. died in 1991, passing the torch to Karla. Joining Karla today are her sons, fourth generation funeral director, Antonio, who was licensed in 2007, and Brice, who created the headstone and monument division in 2008.

As president of James H. Cole Home for Funerals, Karla truly honors the tradition of her father and grandfather by her dedicated service to Detroit families. The firm is still as respected in the community as in the olden days



Brice Green, Karla Cole, and Antonio Green recognized by 100 BWFS.

when playground children would stop and place a hand on their heart as a procession passed. "We in the funeral industry cannot afford to lose legacies like the Cole family who helps make our African American funeral service legacy continuous and great," states 100 BWFS's **Eleanor Starks**. "We salute the four generations of the James H. Cole for Funerals as the recipient of the 2009 President's Award for Excellence on the 100 BWFS and wish for their continued success in the industry."

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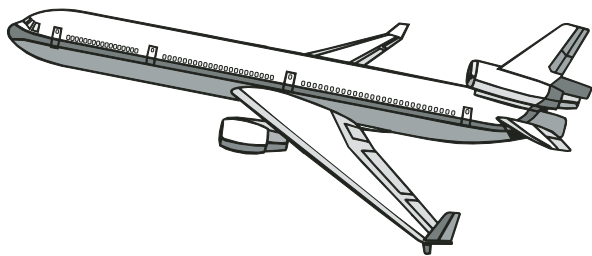
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**FUNERAL HOME & CEMETERY NEWS**

# Haiti: An Interview with Haitian-American Funeral Directors Fred and Sandra St. Amand of Pax Villa Funeral Home in Miami



Sandra and Fred St. Amand, Sr.

**MIAMI, FL—** Fred St. Amand, Sr. is a Haitian immigrant who came to the United States at the age of 12. In 1994, he established the first Haitian-American funeral home in the US, **Pax Villa USA Funeral Home**, in Miami, Florida. *100 BWFS* founder **Elleanor Starks** spoke with him and his daughter, funeral director **Sandra Denise St. Amand** about their family business and the earthquake in Haiti.

**Tell us your journey to funeral service to meet the needs of the Haitian community, and how your funeral home has grown.** As a resident of Miami, I wanted to start a business where I could be of service to my people. I saw the need for a Haitian funeral home because there was such a cultural difference in our grieving process that Americans could not understand. Haitians are very caring and affectionate people and death affects the Haitian in a very emotional way.

I had no experience, so I hired a wonderful, professional funeral director who helped me along the way. I learned a lot and fell in love with the funeral service profession. We currently operate four funeral chapels in Florida and are hoping to open up a fifth in Brooklyn, NY. My children love the business and our goal is to provide quality service to our Haitian community as well as to anyone who walks through our doors. We have really diversified and the service we render has spread and we serve many races and religions in the south Florida communities as well as in Orlando.

**What do you know about the Haitian funeral home situation in earthquake ravaged Port-au-Prince?** The Haitian funeral homes were destroyed and many of the staff members died. We heard about a funeral home owner surviving because he was not in the funeral home at the time of the earthquake.

**Does Haiti have the same burial standards, such as embalming, as the US?** There is no formal embalming in any of the funeral homes in Haiti. Death certificates are handwritten; there is no computer system used; and there are no embalming standards. There is only one doctor in the whole country who prepares the body if it is to be shipped out. He signs the supposed death certificate which is a hand written paper, and he does not do a thorough embalming of the human remains. By the time one receives the body it is in the beginning stages of decomposition and it makes it difficult to correct the process, which creates a negative memory picture for families in the USA. Since decomposition has set in a majority of human remains shipped to the US, one would have to work rapidly for final disposition.

**What is the normal process of burial on the island?** When someone dies in Haiti, you normally bury the same day or put the body in the cooler until you are ready to have a service. Port-au-Prince has one of the most modern and beautiful cemeteries you ever want to see. It has above ground mausoleums and also below ground mausoleums which are like underground bunkers where you can place your loved ones. After three or four years you can take out the bones and prepare the bunker for new burials.

**CNN TV has shown pictures of families carrying empty caskets through the streets to try to recover their loved ones and to give dignity to their death. It was such a sad situation and many of us felt so helpless and sad for the families. What do you think was going through the minds of family members?** What you saw on TV is what was going on - a desperate search for family to find their loved ones and retrieve their bodies and do what they could to give them respect in death. If the families did not step up to the plate they would have ended up in the back of a pickup or dump truck and ended up in a mass grave. People desperately searched for



Pax Villa Funeral Home



A Morgue outside Port Au Prince



Mass Burial Grave

their loved ones and are still grieving their deaths or missing bodies. There has not been closure to the over 300,000 deaths from the earthquake.

**You were taught at the mortuary college to give dignity, professionalism and care to the deceased. What are your thoughts on the mass burial grave mounds? No names; no pictures of loved ones or the missing; bodies picked up off the street and dumped in large holes with furniture and debris.** It was a total disgrace to mankind what the government did with the loved ones who died. There is no system in place and because there is no system this is the only way to react. I saw the pictures on the Internet and on TV and I was reduced to tears. It broke our hearts to see how families were not able to go through the normal grieving process. There was no dignity in death, and it hurt me because we give professionalism, love and care to all of the families we serve. We are the custodians of the dead and we must help to prepare them for their final journey.

**What difficulties are families facing here as a result of the earthquake?** Right now Haitian-Americans are trying to file death claims with US insurance companies but there are no death certificates, burial transit permits, and no record of deaths. Everyone is pulling their hair out to find an answer to the what, when, why of death of so many.

**So many Haitians, Haitian-American citizens and American citizens working in Haiti are missing, dead, thrown away and assumed dead and these loved ones cannot be accounted for. Do you think we will ever get an actual count of the deceased?** There are so many not accounted for and if you walk through the city, the stench of dead bodies is in the air because they are still in the rubble and we may never know who they are.

**Most people don't know but Haiti was the first colonized Slave Island that gained its independence in the Caribbean. In growing up in Haiti, how did the teachers talk about that period?** There has been a price to pay as the first black republic. Haiti used to be the most beautiful island in the Caribbean with a great free history but bad politics destroyed the coun-

try. The people were so proud of its heritage but we have paid a high price for our independence. Look at us now. We have continued to suffer and we deserve so much more than this. Our history is important to everyone who attends school and we always celebrated our independence but we have nothing to celebrate for many years and now the ray of hope of our countrymen has been completed devastated by the earthquake.

**In the midst of this earthquake tragedy, people were surprised to see Haitians praying in the streets. How religious are Haitians?** Haitians are very religious and emotional people and most are Christians. We have missionaries all over the cities and countryside and the old ways have given to the talk of Jesus and entering into the kingdom of Heaven. Many people equate voodoo with Haiti but believe me our people love Jesus and praise his holy name. In the mountains or far away villages, you still have some people who may believe in the old ways. But this a new day and we thank God for the wonderful missionaries who believe in our people, who have helped our people and have made a difference in the country of Haiti.

**Most of the world's image of Haitians was depicted in scurry boats leaving the island for the US and being sent back, but after this earthquake, people have had a chance to see that Haitian people are resilient, care about their nation and their families, and that they are funny and friendly. Do you think that this earthquake was in somewhat a paradigm shift for the Haitian people and the rest of the world?** Totally, we know now that the world loves Haiti and cares about the people of Haiti. They have seen our journey, they have seen our substance and what we are made of. I can only proudly say to CNN for every Haitian thank you for reporting and being there for the people of Haiti as well as special organizations who have been there for years helping us to grow and prosper and teach us in ways that no one else has done. The world has opened up its arms with love, and with financial support and the relief from around the world has not gone unnoticed. We needed you before the earthquake and we need you now more than ever. We need the governments of the USA, Canada and France to stand by us for the next 10 years to

**CONTINUED ON PAGE A37**

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# The Restoration of the Accidental Mummies of Guanajuato for the Detroit Science Center

By Ron Novak

Reprinted with permission, Michigan Funeral Directors Association

## How I Got the Job

A few days prior to the Labor Day holiday, my colleagues and I were chatting about upcoming holiday plans. I had known my plans for months. It was my turn

to work this particular holiday weekend. Late in the afternoon, I received a page. "Ron, line one," sounded from the phones. I picked up to find a pleasant surprise—a friend from high school,

Ann Delisi, was on the line. However, whenever I hear from old high school friends, it usually means someone in their family has passed away. I've served Ann's family three times since graduating from mortuary school. Ann said, "Don't worry. Everyone is fine, although I am calling for your help with something. My sister, Theresa, works for the Detroit Science Center and she needs your help."

Ann explained that Theresa was working on a mummy project and needed my advice. She asked me to call Theresa on her cell phone. When I called, Theresa asked, "Got



any experience with mummies?" I said 'yes', that I had dressed up as one about 10 years ago for Halloween! Theresa remarked, "I'm not kidding. We need someone to fix up over 30 mummies for our upcoming traveling exhibit, *The Accidental Mummies of Guanajuato, Mexico*. Can you get over here ASAP?" I said, "Okay. I am on my way."

When I arrived, Theresa introduced me to Ed Summers, the director of the project. Ed walked me through a 50,000 sq. ft. warehouse. There were dozens of very skilled artisans busy as little bees. In the back corner of the facility was a huge evergreen-colored shipping container just like the

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## 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."

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ones you see on the expressway being pulled by a semi. Ed unlocked these doors and turned on the light. I was astounded. It was the largest assembly of dead bodies I had ever seen. However, I

was more surprised by what I did not see. I was expecting to see "Boris Karloff mummies" from the old 1940s Universal films. What I saw were men, women and infants dressed in

CONTINUED ON PAGE A38

## Wade Funeral Home purchases new Chrysler Van



ST. LOUIS, MO— Aaron Grimes, Operations Supervisor for Wade Funeral Home in St. Louis, takes delivery of their Chrysler Town & Country Van Conversion from Joe Molina of Royal Coachworks, Inc., St. Louis, who performed the conversion for funeral work.

## Pitman Family new Funeral Home and Reception Center

Continued from Page A16



the register stands that display pictures and information of the deceased. Each of the visitation areas have their own music room and consist of 47 inch flat screens on retractable wall mounts, and video cameras for live internet streaming with the ability to create DVDs of the funeral services.

The Pitman reception center is a free standing building adjacent to the funeral home and combines the human and pet cremation businesses, a monument company and reception gathering space. They have installed two state of the art cremation units and coolers for both pets and humans. The other side of the facility doubles as a memorial and gathering space. The gathering space has a viewing area where families can view and be a part of the cremation service. Like that of the funeral home, the reception center is also equipped with state of the art audio and video equipment. This facility can also be used for family receptions and gathering space for local community events. The



The Rotunda murals were painted by a local artist

main gathering space can accommodate 100+ for either use. Caterers have full use of the kitchen facilities including stainless counter tops and commercial appliances.

The Pitmans worked with Behrens Design and Development, Inc. on the unique concept. The custom architecture and interior design work was performed by Behrens.

## Haiti: An Interview with Haitian-American Funeral Directors Fred and Sandra St. Amand

Continued from Page A35

help us build our country to some standard of relief. In every country you have corrupt governments and Haiti is no different. The rich get richer and the poor get poorer. We need your help and direction from countries who can take control and guide the relief efforts and a help us clean up and fix up and who have no second agenda on their plates. We need help to rebuild our infrastructure, our homes, our businesses and our lives. We need roads, we need jobs, we need means that people from the mountains and countryside can come to the main cities, we need a justice system where people can feel safe, we need tourism so we can survive and we want to be able to control our own destiny.

**How has the earthquake crisis affected you?** It has inspired me even more to get funding or find a grant and help Haiti to build a state of the art embalming facility and embalming school to train others in the funeral service industry. I never want to see what has happened to human remains happen again. I want to bring in the best embalmers from around the world to train our people in the art of embalming and I want to work with organizations like the NFDMA, the ICCFA and the NFDA who wanted to come in and help but were not allowed to do so. It was so unfair and insensitive to treat our loved ones like that. NFDMA president Ernest Adams was very sensitive to our needs in his Haitian earthquake statement that it brought tears to my eyes. All these great associations were ready to help.

**How was your family, as well as other families, in the US affected?** They suffered by not knowing, and our entire

community awaited news every day while communication was closed down. Most of our family is in the US, but we have some distant relatives who we have not heard from, who are still missing and we presume are dead. This tragedy has affected all of our lives - even those who have no ties to Haiti. Everyone wants to donate. Everyone wants to help. School children from

around the world saw a need to help raise money. We just need to make sure the money gets into the right hands and away from corrupt organizations, governments and bad people.

**Even under a stable and structured government, Haiti has not been able to become strong economically. What do you see as**

CONTINUED ON PAGE A39

### DERMA-PRO

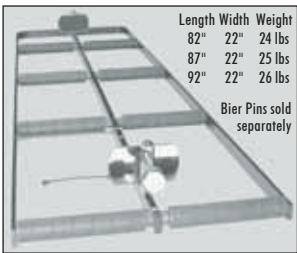

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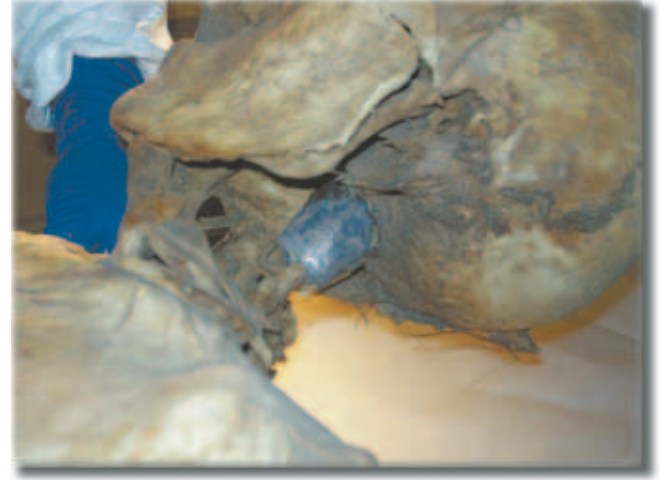
  
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# The Restoration of the Accidental Mummies of Guanajuato for the Detroit Science Center

Continued from Page A36



modern clothes. These mummies were more like the disinterred bodies that I've seen over my 25 years of experience. Many were in various stages of disrepair, with arms, heads, and legs completely off. Some had hair; some almost no hair at all. The remains were on homemade stretchers stacked three high on racks that surrounded the perimeter of the container. All bodies had I.D. tags and notes attached that stated how each subject should be handled and what needed to be fixed (e.g., "Shoulder-hip pick-up, head, (L) arm loose, rodent damage on torso."). Most of the remains were very dusty. The dust was not like dust on your lamp tables. This "super dust" permeated into every nook, crevice and cranny of these bodies.



Mr. Summers said that each body needed to be dusted, repaired and ready for display by the beginning of October. Was I up for the challenge? I said, "Yes!" Ed replied, "You've got the job. When can you start?" I shook Ed's hand and told him I would call him in the morning.

## Where Do I Begin?

My first day of work was dedicated to designing my own category system. This was the best way to determine what supplies I needed. The Science Center made every asset available to me. What they did not have, I would purchase and be reimbursed. This analysis/category process was the worst day of the project. The honeymoon ended and reality hit me like an ice-cold slap in the face. How do I attach the heads that have no neck vertebrae? How do I remove the dust from the fragile tissue? Can I use a vacuum on the clothes without tearing or destroying them? And would I be susceptible to some type of mummy curse? This moment was just like your classic dream of forgetting your locker combination. Except I was awake! All the confidence I had the day before had flown out the window. Could I get all this work done on time? I pictured myself being there every night until midnight.

I decided to start with the easy cases first. It helped with my confidence as well as giving me extra time to dedicate to the more challenging cases. One third of the subjects were dusting and cleaning candidates. These remains were, for the most part, older cases. The tissues were like petrified wood. I used a small shop vacuum from home. However, the vacuum power could not be modified. I solved this problem by taking a strip of duct tape and placing it on the nozzle of the vacuum hose. I then cut a slit in the tape. It was a perfect remedy. I spent one full day tediously taking a four inch paint brush, dusting years' worth of dust off of the subjects with one hand, and vacuuming up the airborne dust with the modified mummy vacuum in the other hand.

When I took breaks, I would examine mummies that would be on the next level of difficulty. I would describe these individuals as having detached heads and limbs. When I resumed dusting one, I would meditate on how I could solve these problems with household items that could be found in the Science Center workshop. I struck up a friendship with a Detroit Science Center carpenter by the name of Dan. He would visit me from time to time to ask if I needed any help. Dan soon became my "scrounger." One item he presented to me was a set of bronze welding rods. For the benefit of non-welders such as me, this is like glue for fusing metal together. It was a little thicker than a coat hanger, easily pliable, strong, flexible, and could be easily cut with a hacksaw. It was the perfect armature.

The Science Center had lots of glue. I experimented with Gorilla Glue. It had several drawbacks. It would take too long to dry and when it did dry it had a glossy sheen to it. Not a good match for dusty bones and flesh. Dawn Hamer from Macomb Mortuary Supply got me hooked on Tech Bond glue. I tried it on the subjects and it worked great! It worked with practically

every application and dried very fast. It dried shiny, however. When I had to glue a subject, I did everything possible not to have the glue show, but in some situations it could not be avoided. But it wasn't long before I figured out how to camouflage it. My fix was strange, but it worked. These mummies shed mummy dust. This is not dirt—it is dried, fleshy material that is very similar to dehydrated coffee granules. I started saving it. While the Tech Bond glue was drying, I used a long bristle lip brush and would combine the mummy dust, Dr. Michel's Restore Skin Soft Beige, and a little flat black model paint. I stippled this concoction into the setting glue. The Tech Bond glue also came in handy with gluing hair back on heads, fusing vertebrae and cementing armatures. Once I had a couple of head restorations under my belt, they started becoming easier. My confidence was growing. I was really getting the hang of this.

I then applied a sort of artistic expression on how the remains were originally posed by the individuals who prepared these bodies for burial. None of the bodies were embalmed. One male mummy was quite interesting. This individual had a thoracic autopsy. This incision was like an upside down horseshoe. Picture an incision starting at the right side of the waistline by the umbilicus and then going straight up over the rib cage, curving in a semi-circle at the right clavicle and eventually stopping at the waistline on the left side of the umbilicus. The individual who sutured this subject did beautiful work. There were nice, consistent baseball stitches. The thread was still present. From an embalmer's point of view, this type of incision was quite remarkable. Instead of having the flap of skin covering someone's face like a Y incision, this type of incision has the flap of skin folding down toward the deceased's knees. This allows for easy access to all the vessels. What I liked about this incision was that the flap of skin is not constantly pressing on the deceased's facial features. Next time I see our county medical examiner, I will suggest this type of incision.

## The Challenging Cases

The Detroit Science Center had conveyed a site plan of the exhibit to me. Every mummy had a plan. Care and consideration was given to each case depending on the condition of the individual as well as the subject matter. Each body was forensically examined by pathologists at the DMC (Detroit Medical Center). The primary mode of examination was by CT scan. Most mummies were to be displayed in revealing ways. The most revealing are ones posed standing up, giving visitors almost a 360 degree view. The Science Center wanted to put on a show to remember. The diorama artisans really came through; these guys are talented. I had to hold up my part of the bargain.

In my opinion, the infant mummies are the most fascinating. They all have what I refer to as the "big three," (subject matter, eye appeal, and uniqueness). The gowns, I am sure, are all homemade, highly accessorized and perfectly preserved. One child was holding her favorite doll with a hand painted face. Another had an Immaculate Heart of Mary scapular pillow attached to a baptismal gown. Some of the infants had mummified eyes and baby teeth. There is no doubt that



these subjects will be highly scrutinized. Two of the infant heads were separated from the bodies. There were no neck vertebrae, and the craniums were coming apart at the sagittal sutures. The craniums were only held together by leatherized tissue. I was able to glue the sagittal sutures together from the inside with Aaron Alpha. The craniums and the torsos of these infants were hollow shells and very fragile. I considered using minimum expanding insulation as a base filler for the heads and bodies. The drawbacks were a lengthy dry time, potential over-expansion, and a risk of the foam not sticking to the subjects. I had been using Styrofoam arm-positioning blocks as braces for arms and heads. I tried using them in the torsos as a base for the bronze rod armatures. It worked okay but I needed something more customizable. I went on to something else to make better use of my time.

On my way home, I went to my local Michael's craft store. I noticed a clerk making artificial flower arrangements. She was using a knife to trim a block of green colored Styrofoam. I asked her, "Where can I find some of that?" She showed me where to find it and I bought several blocks. On my next visit to the Science Center, I picked up where I left off with the infants. I experimented with the Tech Bond glue to make sure it did not melt the Styrofoam. I used a bread knife to customize the Styrofoam to match both the curve of their craniums as well as the hole where their neck should be. The Styrofoam was the perfect remedy. After gluing the Styrofoam to the craniums, I simply inserted a couple of bronze rods cut to five inch lengths. I stuffed the torsos with this substance and simply pushed the heads into place. I painted the rods and Styrofoam with flat black paint and was good to go. One of the other older mummies (length of time dead as well as age at time of death) was giving me some trouble. This chap was bending in two at his pelvis. He would eventually break in half. Fortunately for me, this case was to be displayed in a crypt. Although this was an important consideration, the primary goal was maintaining the structural integrity of this case. Due to rodent damage and a disintegrating spinal column, I could not shore up the subject with bronze rod armatures. A light bulb went off in my head. I had been at a hardware store a couple of days prior to this dilemma, and had seen a wooden flower trellis on sale for \$7.95. It was painted white. I could easily spray paint it black. The trellis was curved perfectly to match the shape of the body. All I needed to do was cut off and remove the trellis that was exposed. I Gorilla Glued it and let it set overnight. The next afternoon I examined the mummy. Good news! It worked. As a matter of fact, he could be displayed standing up if need be.

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# Interview with Haitian-American Funeral Directors the St. Amands

Continued from Page A37



(L to R) Fred St. Amand, Jr., Jessica St. Armand, Sandra St. Armand, Fred St. Amand, Sr., Tania St. Armand, and Lisa St. Armand.

**Haiti's future if billions of new dollars are allocated by the Obama administration to rebuild Haiti?** We can become strong again with the support of President Obama and the United States and great powers like Canada and France if they become involved. There is a lot of money circulating but we need the right people to control it and direct our government to do the right thing. Sometimes we need a guardian angel on our shoulders - watching and helping with the decision making process and then in 10-15 years, we can be strong and back as a leader in tourism and development.

**What can your funeral service colleagues do to help with the Haitian crisis to ease the burden of those who are suffering?** The Haitian people have to start from the bottom now; we are working on some ideas in the next few months as to how we can best help our country and the people of Haiti. They will first of all need bare essentials - the things we take for granted, they will need clothes, shoes, etc. I will work with my fellow funeral directors on a project for the NFDMA and the 100BWFS in August to help with the training and efforts to improve the lives of the funeral colleagues in Haiti and their businesses and ways to help our people through a joint venture with the American Red Cross and Doctors without Borders and Partners in Health and together we will make a great impact in Haiti. We need embalming equipment and supplies to bring the death process up to speed with modern day crematories, etc. We need suppliers to get on board and help us implement a plan. We are open to ideas.

**We have been told to be careful where we donate. What are your thoughts on charitable organizations or websites we should visit that you know will help and benefit the earthquake victims and we can donate.** Make sure you research who and what is doing well in Haiti. I feel that God has spoken and the people of Haiti have received the message. This might be the best thing unfortunately that has happened to the country. The outpouring of love, caring by all the people of the world, white, black, red and whatever has shown the country that we will help you. We will carry you when you cannot walk; we will hold you and love you until you can stand alone. I am very optimistic that everyone will make the right choice, the right charity to help the victims of the earthquake.

**The American government has intervened to help American families who have adopted and have relationships with Haitian children and have waited almost 3 years to get these orphaned children due to government red tape. What are**

## The Restoration of the Accidental Mummies of Guanajuato

Continued from Page A38

### Epilogue

I have been an embalmer for 25 years. My career has been spent with high-volume funeral establishments. The variety of cases and frequency helped prepare me for this challenge. I could not have been more privileged to be trained by the best. Restorative art legends such as Joe King, Bill Atkin, Bob Freiburger, Dave Otto, Bob Bowles, and Larry Calcaterra made the project doable.

My colleagues reading this article may ask how these subjects at the Detroit Science Center became mummies. Why did the Detroit Science Center get them? I have left this a mystery on purpose. I encourage you to visit the exhibit. You will learn how these bodies naturally mummified over time. Never before shown outside of Mexico, the exhibit features details of each mummy's life story, complete with forensic facial reconstructions. It also combines science, modern forensic technology, history and cultural anthropology to immerse the visitor in the world of a Mexican city more than 100 years ago. The exhibit continues through April 11, 2010. It will then travel around the country. This would be a great family outing. Out-of-state funeral directors could make this a nice weekend getaway. For more information, visit [accidentalmummies.com](http://accidentalmummies.com).

Ron Novak is a funeral director at Wujek-Calcaterra and Sons, Inc. in Shelby Township, Michigan. He is also president of NRJ Enterprise, LLC, makers of I-See-It Jewelry Bags and Funeral Directors Christmas Ornaments, which can be found at [www.graveyardgift.com](http://www.graveyardgift.com). Ron was also granted a provisional patent for the Mort-Port™ system for drainable unionalls and Super-capri pants, viewable at [www.mortport.net](http://www.mortport.net).



**your thoughts about bringing these orphaned children away from their Haitian culture to live and be educated in the US?** I think the adoption process takes too long by the Haitian government. There is no reason it should take 3-4 years to adopt. It just goes to show they use it as a money making venture and not a caring venture to put these children's lives in order. The children will not forget their heritage and their culture because so many are tied into missionaries and jobs that bring them back to Haiti. I was raised in America and I have not forgotten my heritage and I make sure my children have not forgotten theirs either. These adopted children are given the opportunity to be with a family unit, folks that love them and will nurture them and give them a wonderful life with parents that care. Haiti will always be in their hearts.

I also would also like to comment on the religious group that took the children from Haiti, "I think that they were directed to take them by officials but were not given the credentials in a timely fashion. This happens when unethical persons get involved and maybe do things for profit. They should be allowed to tell their story and should not be held as prisoners. The missionaries do so much for our people and they have good hearts but they often might not deal with honest people". My opinion is let the missionaries out of jail.

**If you had to write an ending to the story of the Haitian Earthquake, what would it be?** "Survival, resilience, perseverance, hard work, education and a desire to succeed should be on the mind of every Haitian in the country. Help guide the government and make sure the funds are accounted for rebuilding the country and standby us until we can stand by ourselves. We never know when tragedy will hit again so we must always be ready and help us to build an embalming facility and crematory as well as a training school that will provide jobs so that standards are in place to give respect for the dead and all the people that care about Haiti and its people. Help build a strong infrastructure so people can get around and communicate make us again the paradise of the Caribbean Islands."

If you would like to help the people of Haiti, please contact Fred

St. Amand, Sr. or Sandra St. Amand at Pax Villa Funeral Homes, 1941 West Oakland Park Blvd, Oakland Park, FL 33311. For information or to make donations please call (954)485-1234. You can visit their website at [www.paxvilla.com](http://www.paxvilla.com).

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## Robinson Funeral Homes purchase two New Cadillac S&S Limousines



**EASLEY, SC— Robinson Funeral Homes,** Easley and Central, SC, takes delivery of two new 2010 Cadillac S&S 47" Stretch Six Door Limousines with executive roofs. **Chris Robinson,** owner, pictured in center, accepts the cars along with his staff members. These cars were purchased from **Jerry Small,** pictured at far left, from **Bill Black Cadillac,** Greensboro, NC.

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# Association NEWS

## ICCFA to honor Industry Legends with Lifetime Achievement Awards

STERLING, VA— The International Cemetery, Cremation and Funeral Association awarded Lifetime Achievement Awards to **Frank B. Stewart Jr.**, chairman of the board of **Stewart Enterprises Inc.**, and **Robert L. Waltrip**, founder and chairman of the board of **Service Corporation International**, during its 2010 Conven-



Frank Stewart



Robert L. Waltrip

tion and Exposition, March 10-13 in San Antonio. The Awards were presented during the association's "Leadership Worth Following" Luncheon on March 13 at the Hilton del Palacio in San Antonio.

"Frank Stewart and Bob Waltrip are two of the most visionary and influential leaders in our profession," said ICCFA President **Gregg Williamson**, "and we are pleased to be able to honor them for their lifetime of contributions to the industry and to the association."

Frank B. Stewart Jr. is Stewart Enterprises' former president and chief executive officer. He served as the board's chairman emeritus from 2004 to 2007 and was chairman from 1984 to 2003. He joined the company, which today operates 218 funeral homes and 140 cemeteries, in 1959. He is a past president of the *Southern Cemetery, Cremation & Funeral Association* and the *Louisiana Cemeteries Association*.

Robert L. Waltrip grew up in his family's funeral business, which he began to manage in the 1950s. He began buying additional funeral homes in the 1960s and grew the business into a company that now encompasses more than 1,500 funeral homes and 400 cemeteries in the United States and Canada. He is a past president of the *Texas Funeral Directors Association*.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 7,400 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

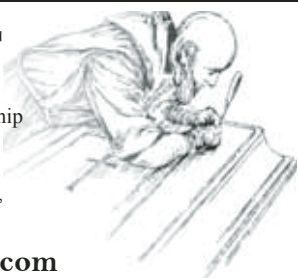
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## Unable to bury their loved ones, Haitian Earthquake Survivors Suffer Overwhelming Sorrow

By Bonnie McCullough

ALBANY, NY— The Haitian government anticipates that the recent earthquake disaster will claim between 100,000 and 200,000 lives. Of this number, very few bodies of the deceased will ever be found by their families, and honored with a funeral service and proper burial rites. Haitian families are coping with sudden and tragic loss made even harder to bear with the absence of a body.

Haiti is a nation where funeral rites are extremely sacred. Earthquake survivors worry about the spirits of the dead. There are only a few priests available to conduct funeral rites. Most survivors are unable to identify and bury their loved ones. It is estimated that 80% of Haitians are Catholic, but more than half of Haitians also practice Voodoo. Most Haitians believe there must be a death ritual to release a loved one's spirit to God; otherwise, the spirits are trapped. As tens of thousands of unclaimed bodies were either taken away in pick-up trucks for burial in mass graves, or taken by Haitian government authorities and cremated, there is worry that the spirits are not at rest.

In the United States, with the exception of 9/11 when the bodies of more than 1700 victims were never recovered, there have been few, if any, occasions when families did not have the opportunity to honor loved ones with a formal funeral service, proper burial and/or an appropriate memorial, helping to calm grief and reach closure. Research indicates that viewing the deceased or knowing that a body has been located helps to fulfill the psychological needs of those left behind.

In recognition of the impacts felt by survivors of this disaster and its aftermath, the **New York State Tribute Foundation**, the philanthropic arm of the *New York State Funeral Directors Association* (NYSFDA) has established a Haitian Relief Fund to assist victims of this overwhelming disaster. All New York funeral directors, funeral service suppliers and others affiliated with funeral service in the state are being encouraged to donate to this special fund. The public is also invited to make contributions to the fund.

To make a donation to the Tribute Foundation Haitian Relief Effort, please call 800-291-7629, visit [www.tributefoundation.org](http://www.tributefoundation.org) or mail to: 426 New Karner Road, Albany, NY 12205.

**Bonnie McCullough** is executive director of the New York State Funeral Directors Association, an organization of more than 900 funeral homes and 3500 licensed funeral directors.



Bonnie McCullough



## Klicker's Crosswords

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By Ralph L. Klicker, Ph.D.

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

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

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

1. \_\_\_\_\_ :  
Accounting
2. \_\_\_\_\_ :  
To eat flesh
3. \_\_\_\_\_ :  
Linen shroud
4. \_\_\_\_\_ :  
Lobby
5. \_\_\_\_\_ :  
To remove from a grave
6. \_\_\_\_\_ :  
Type of casket interior
7. \_\_\_\_\_ :  
Book of accounts
8. \_\_\_\_\_ :  
Washing ceremony
9. \_\_\_\_\_ :  
Sudden fear
10. \_\_\_\_\_ :  
State between death and rebirth
11. \_\_\_\_\_ :  
Attached to casket
12. \_\_\_\_\_ :  
After deductions

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

ANSWERS ON PAGE A44

# Association NEWS CONTINUED

## NFDA Forms Endorsed-provider Partnerships

**BROOKFIELD, WI**— The **National Funeral Directors Association** (NFDA) recently entered into an endorsed-provider partnership with **Director's Select Retirement Plan** (DSRP), a program that allows funeral home owners to offer employees a 401(k) retirement plan as an employee benefit. This new NFDA member benefit will give every funeral home, regardless of size, the opportunity to build a competitive, low-fee, high-performing retirement plan that typically has been available only to larger employers.

The DSRP, administered by **Milliman**, was created by funeral directors for funeral directors. The plan allows funeral home owners to design a custom plan that will meet the needs of their employees and their business. With **Charles Schwab** as the trustee, DSRP offers a wide-range of high-performing mutual fund investment options to plan participants.

Funeral homes that elect to offer DSRP to their employees will benefit from the plan's low fees, ease of administration and tax-savings. DSRP also can help funeral home owners improve their employee recruitment and retention.

According to a Society for Human Resources Management whitepaper, written by *Dorothy Calhoun*: "The most popular employee benefit of the last decade is the 401(k) program. Medium- and large-sized employers [lead] the way, but the popularity of 401(k) plans is now growing among smaller employers. 401(k) programs [enjoy] participation rates in the mid-70 percent range; employers without them may be at a disadvantage in attracting and retaining employees."

Employees who participate in the plan will benefit from being able to save for their retirement by growing their money in a tax-deferred investment account. They will be able to select an investment portfolio based on their risk tolerance and financial goals. As the plan administrator, Milliman offers participants access to their accounts 24 hours per day via the Internet. The Website offers many different tools to guide participants through the process of enrolling in the plan, changing investments, naming beneficiaries and more. Milliman also offers access to benefit service representatives who are available by phone to answer questions participants might have about their account.

Milliman has been providing retirement plan services since 1947 and is presently the world's seventh largest employee benefit outsourcing firm, serving more than 3,000 clients from more than 52 offices worldwide.

Funeral home owners, managers or human resources staff interested in more information about DSRP may visit [www.dsrpplan.com](http://www.dsrpplan.com) or call **Don K. Williams** at 877-810-DSRP (3777).

### **Funeral Homes and Suppliers benefit with Discount on Foreign Exchange and International Payment Services**

In addition, NFDA has added a new member benefit for funeral homes and supplier partners: a foreign currency and international payment program provided by Tempus, a leading provider of international monetary services. Through this program, NFDA members and suppliers can process international business payments to foreign suppliers more efficiently and more cost-effectively than before.

As funeral service becomes an increasingly global enterprise, both funeral homes and suppliers are conducting business internationally. The ability to make payments to businesses in other countries, therefore, becomes increasingly important. Tempus' program will help NFDA members and suppliers save money in two ways. First, NFDA members or suppliers will save 40% on Tempus' standard foreign currency wire-transfer fees, regardless of the size of the transfer; wire-transfer fees are just \$12 for NFDA members and suppliers, versus Tempus' standard fee of \$20.

Second, regardless of the size or frequency of a business' foreign currency transactions, Tempus staff will work to provide highly competitive rates of exchange. Combined with dedicated account executives focused exclusively on processing foreign exchange and international payments,

this program offers more value than banks typically provide, ultimately saving users time and money and increasing their bottom-line profits.

This partnership with Tempus is merely the latest way that NFDA is working to help members and suppliers conduct business in today's global economy. NFDA partnered with **Certified Languages International** (CLI) to offer telephone interpretation services in more than 140 languages to member-funeral homes and suppliers. Through a partnership with **MTM Linguasoft**, NFDA members and suppliers can have documents translated into virtually any language. Members and suppliers are offered an exclusive 15% discount on services provided through CLI or MTM Linguasoft. NFDA members or suppliers who wish to learn more about the Tempus program can visit [www.tempusconsulting.com](http://www.tempusconsulting.com); members and suppliers may also contact Tempus via phone or email (800-834-2497 or

## Funeral homes of any size may now offer a 401(k) retirement plan to their employees

[program@tempusconsulting.com](mailto:program@tempusconsulting.com)) for more information or to register for their services.

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

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## Florida Morticians Association to hold Convention

**TAMPA, FL**— The **Florida Morticians Association** will hold their 86<sup>th</sup> Annual Convention from June 20 until June 23, 2010. The convention, including tabletop exhibits, will be held at the Tampa West-shore Marriott.

FMA is an association made up of licensed funer-

al directors and embalmers across the state of Florida. Industry professionals from Georgia and Alabama associations also faithfully attend the convention each year. The purpose of the FMA is to promote ethical practice, promote public awareness and maintain high standards of service in the industry.

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# Association NEWS CONTINUED

## Allegheny County Funeral Directors Association installs Officers and Board Members

WILMERDING, PA— The Allegheny County Funeral Directors Association (ACFDA) recently installed officers for 2010. The newly installed officers are: President **Mark L. Donato**, English Funeral & Cremation Services Inc., Oakmont; Vice-President **Rose Carfagna Au**, Ralph Schugar Inc. Funeral Chapel, Shady-side; Secretary **Jeffery L. Maist**, John F. Slater Funeral Home Inc., Brentwood; and Treasurer **Kevin R. Dieterle**, Readshaw Funeral Home Inc., Carrick.

Also installed, to begin three year terms on the Board of Trustees, were: **Johnpaul Bertucci**, Giunta-Bertucci Funeral Home, Arnold; **Steven M. Bones**, Anthony M. Musmanno Funeral Home, McKees Rocks; and **Stephen D. Gilbert**, Cieslak-Tatko Funeral Home, Brentwood.

Continuing on the Board of Trustees are: **Wayne D. Collins**, Savolskis-Wasik-Glenn Funeral Home, Munhall; **William B. Schleifer**, Maloy-Schleifer Funeral Home, Duquesne; **Lynn M. Teck**, Hershberger-Stover

Inc. Funeral Home, Crafton; **Paul J. Urban**, Savolskis-Wasik-Glenn Funeral Home, Munhall; and Immediate Past President **Karen West-Butler**, West Funeral Home, Wylie Avenue, Pittsburgh.

Also honored at that meeting were Mrs. West-Butler as outgoing President and **Anthony J. Bekavac**, **Paul Bekavac Funeral**, Elizabeth and **Fara Falvo Garretson**, **Brusco-Falvo Funeral Home**, Mt. Washington, 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.

## Legal Forms available through NFDA FaxBack are now even easier to Use

BROOKFIELD, WI— The National Funeral Directors Association's (NFDA) popular FaxBack system – a free, on-demand document service available exclusively as a benefit to NFDA members – is now more convenient and easier to use than ever before. The association recently converted its comprehensive library of legal forms to Microsoft Word templates, allowing members to download the form they need, open the document on their computer, fill-in the necessary information

and present a neatly printed copy of the form to a family representative for his or her signature.

NFDA's comprehensive library of nearly 120 legal forms was developed by NFDA General Counsel **T. Scott Gilligan** and covers virtually every circumstance a funeral director might encounter when serving today's families. Categories of available legal forms include: right of disposition; custody and transportation of remains; embalming; viewing, disinterment and donation;

copyright; personal property; the Funeral Rule; cremation; employment; preneed trust; and at-need and preneed insurance.

In addition to legal forms, NFDA's FaxBack system also provides a variety of other informational documents covering compliance, funeral customs, public relations, professional development, funeral service-related surveys, and NFDA membership and governance.

Legal forms and informational documents can be accessed online via the

NFDA Website, [www.nfda.org/faxback](http://www.nfda.org/faxback) (NFDA members must be logged into the Website to view and download available FaxBack documents). NFDA members may also dial a toll-free number to have a hard-copy FaxBack document sent to their fax machine; instructions on how to access these forms via fax can be obtained from the NFDA Website ([www.nfda.org/faxback](http://www.nfda.org/faxback); member login required) or by calling an NFDA member services representative at 800-228-6332.

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### BAKED VEAL STEW

1 Tbs. olive or salad oil  
1 Tbs. butter  
2 lbs. boned veal shoulder, cut into 1" pieces  
½ lbs. mushrooms  
2 Tbs. flour  
¾ tsp. salt  
1/8 tsp. pepper  
1 cup chicken bouillon  
1 lb. small white onions  
1 cup white wine  
1 bay leaf  
1-2 sprigs of parsley, finely chopped

Heat oil and butter in skillet and brown veal well. Meanwhile, pour some hot water over mushrooms 2 or 3 times (if mushrooms are small, leave the stems on) and drain. When veal has browned, place in a 3 qt. casserole.

Start heating oven to 325 degrees. Into fat left in skillet, stir in flour, salt, pepper; gradually stir in bouillon; cook, stirring until thickened. Pour over veal. Add onions, wine, bay leaf and parsley.

Bake covered for 1½ hours or until mushrooms are tender. Sprinkle parsley over top. Makes 4 servings.

### SPINACH TURKEY ROLL

1 cup meatless spaghetti sauce  
2 eggs, lightly beaten  
2 cups soft bread crumbs  
¼ cup finely chopped onions  
2 garlic cloves, minced  
1 tsp dried basil  
1 tsp. dried oregano  
1 tsp ground mustard  
1 lb. ground turkey  
1 package (10 oz.) frozen chopped spinach, thawed and squeezed dry

In a bowl, combine ¼ cup spaghetti sauce, eggs, crumbs, onion, garlic, basil, oregano and mustard. Crumble turkey over mixture and mix well. On a sheet of waxed paper, pat turkey mixture into a 12" x 8" rectangle. Sprinkle with spinach and cheese. Roll up jelly roll style, starting with a short side and peeling waxed paper away while rolling. Seal seam and ends. Place seam side down in a 15" x 10" baking pan coated with nonstick cooking spray. Bake, uncovered at 350 degrees for 50-60 minutes or until a meat thermometer reads 165 degrees. Let stand for 5 minutes before slicing. Heat remaining spaghetti sauce and serve over turkey.

*Good Eating!*

## Professional Car Society sponsors Miller Meteor Book Signing and Vehicle Display

PIQUA, OH— **Lorna Swisher**, director of Mainstreet Piqua, said plans are currently underway for the popular arts and food festival, known as *Taste of the Arts* in downtown Piqua on May 21, 2010 from 5-9PM. The event continues to grow each year drawing in people from throughout the region to enjoy beautiful artwork, artist demonstrations, food from local restaurants, child-friendly activities and great music all in an outdoor setting in the historic downtown Piqua.

Through the efforts of **Tom Caserta**, **Thomas McPherson**, respected professional vehicle historian and author in North America has agreed to launch his latest book *Miller Meteor: The Complete Illustrated History*. Mr. McPherson will be available to sign his book at the Piqua Public Library on Friday, May 21, 2010 from 5-9PM, and Saturday, May 22 from 10AM-4PM. To reserve a book contact Tom Caserta at 937-773-5840.

The Miller Meteor Chapter of the Professional Car Society has been invited to attend and display their ambulances, hearses, and limousines in a reserve area next to the Fort Piqua Plaza/Library. Hopefully, the boat built by Meteor and other memorabilia from A.J. Miller Co. will also be on display. A good turnout is expected for this event. Miller Meteor employees are invited to attend the two day events. All employees, their families and friends will meet at Zender's Restaurant for lunch at 11AM on Saturday, May 22.

The host motel is the Comfort Inn Piqua, Ohio. To make reservations call 937-778-8100, using the group number 6459.

# Association NEWS CONTINUED

## Selected Independent Funeral Homes establishes Geographic Membership Exclusivity

**DEERFIELD, IL**— The North American members of **Selected Independent Funeral Homes** recently voted overwhelmingly to establish exclusive membership territories with the association. The 224 to 4 vote ratified changes to the association's by-laws. These changes became effective on January 15, 2010, and establish specific geographic radii, based on population density, for each facility operated by a member of Selected.

Member funeral homes located in urban areas with more than 300,000 population now have an exclusive territory radius of ten miles. Suburban facilities in areas with populations from 25,000 to 300,000 have a 15-mile exclusivity radius. And firms in rural areas with populations less than 25,000 have a 25-mile radius.

"For many years, our members have indicated that exclusive areas may facilitate greater incentive to share best practices leading to improved funeral service," said **Rob Paterkiewicz**, executive director of the association. "In a member opinion survey conducted for our strategic planning work in 2009, the responding members were very clear about this goal. All our current members will be grandfathered in to territories regardless of their proximity to another member. In some cases, we will have two or more firms in one territory. Should an existing member resign or lose their membership, however, their membership will be open for a new prospective firm."

**Thomas A. Broussard**, president of Selected Independent Funeral Homes for 2009-10, said, "This change further strengthens the value of membership in our organization. It reflects the knowledge by members that the information they gain and share as a part of their membership in Selected is important to maintaining and improving impeccable standards. The establishment of exclusive membership territories will

help us continue to foster strong and beneficial connections between all of our members and consequently help our association foster new ideas and practices for improving funeral service as a whole."

The creation of exclusive territories is one of several new initiatives resulting from the implementation of strategic planning that took place within the association during 2009 to help the association continue to accomplish its education and trade improvement missions. Several other key programs and services are slated for release to the membership of Selected during 2010. Additional information is available at <http://www.selectedfuneralhomes.org/about/update.html>.

Selected Independent Funeral Homes is the world's oldest and largest association of independently owned funeral homes. Membership is by invitation only, and the association actively promotes the use of best practices by its members in providing consumers with reliable information and the finest funeral care available.

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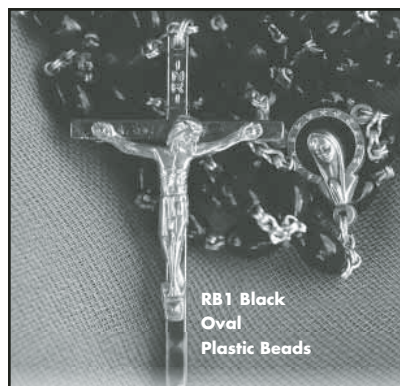
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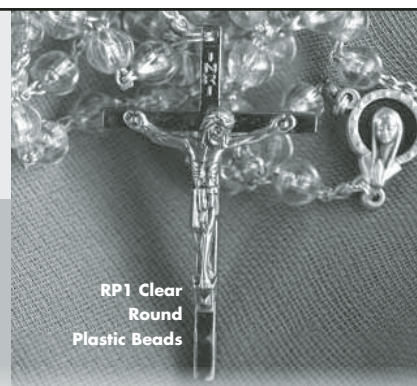


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RP1 Clear Round Plastic Beads

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**416 REGISTER**

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\$19.75	\$18.31 ea	\$17.19 ea	\$16.92 ea	\$13.86 ea	\$13.30 ea

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1	25	50	100	E.A. 100
\$6.00	\$3.00 ea	\$2.26 ea	\$1.85 ea	\$1.77 ea

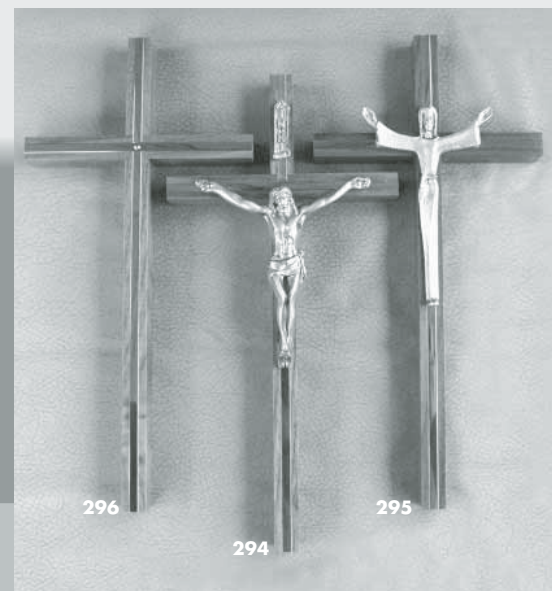
**294/295 CRUCIFIX**

1	12	25	50	100	E.A. 100
\$15.50	\$14.02 ea	\$13.24 ea	\$12.26 ea	\$11.22 ea	\$10.96 ea

**296 CRUCIFIX**

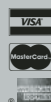
1	12	25	50	100	E.A. 100
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# Association NEWS CONTINUED

## 2010 NFDA Resource Catalog offers wide selection of cost-effective solutions for Funeral Professionals

**BROOKFIELD, WI**— The **National Funeral Directors Association (NFDA)** has released its *2010 Resource Catalog*. Packed with essential tools to help funeral directors strengthen their business operations, educate staff and enhance service to families, this year's catalog features product sets on a variety of topics, including business operations and aftercare, which offer savings of up to \$50.

In addition to consumer brochures, a wide variety of informational and educational materials and specialty NFDA items, the catalog features NFDA Home Study courses that enable funeral directors to earn continuing education (CE) hours without leaving their home or office. Presented by trusted experts and approved for CE hours by the Academy of Professional Funeral Service Practice and most state licensing boards, Home Study courses are available in book, CD (audio), CD-ROM (audio and visual) and DVD formats. NFDA members can purchase many Home Study courses for less than \$100, which includes the product (e.g., book, CD) and CE question set.

This year's catalog features nine new Home Study books that are accredited for up to 10 CE hours:

- *Building Customer Loyalty From the Inside Out* (10 CE hours). Practical tips and compelling examples that provide powerful guidelines for creating customer loyalty. Author: **Debra J. Schmidt**.
- *Capitalizing on Kindness: Why 21st Century Professionals Need to Be Nice* (10 CE hours). Five powerful tools, based on kindness, that can help ensure individual and business success. Author: **Kristin Tillquist**.
- *The Eight Building Blocks for Creating a Sustainable, Closely-Held Company* (10 CE hours). Challenges family-business owners to move outside their comfort zone to create and sustain business success. Author: **D. Wayne Rivers**.
- *Family Business* (10 CE hours). Learn about the knowledge and skills needed for the successful management of family businesses; illustrates ways to achieve sustained growth and continuity through generations. Author: **Ernesto J. Poza**.
- *100 Ways to Motivate Others* (10 CE hours). In an entertaining style, this book presents proven ways to motivate staff members, thereby ensuring business success. Author: **Steve Chandler**.
- *Boom! 7 choices for Blowing the Doors Off Business-as-Usual* (10 CE hours). Presents seven key life choices to help professionals put enthusiasm and passion back into their work and their workplace. Author: **Kevin and Jackie Freiberg**.
- *Think Like a Marketer* (10 CE hours). Presents a new approach to marketing to help business owners ensure marketing gets done and gets results. Author: **Lauren Sonnier**.
- *Understanding Your Suicide Grief* (10 CE hours). Helps those left behind understand their normal and

necessary, yet unique, grief journey. Author: **Alan D. Wolfelt, Ph.D.**

- *Cry Until You Laugh: Comforting Guidance for Coping with Grief* (10 CE hours). Blends gentle humor with practical advice for the bereaved and the professionals who support them; confronts myths about grief. Author: **Richard J. Obershaw**.

In addition, funeral professionals will find several 2009 NFDA Teleconferences, Web Seminars and convention workshops presented as Home Study courses:

- *"Ethical Thinking in Today's World"* (4 CE hours). Explores ethical responsibility and the benefits of ethical behavior; provides guidelines to help funeral directors make the ethical choice. Presenter: **Chris Kuhnen**.
- *"Does Formaldehyde Cause Cancer? How NFDA's Formaldehyde Best Management Practices can Protect You"* (4 CE hours). Reviews recent findings on formaldehyde health risks; reviews NFDA's Formaldehyde Best Management Practices; includes information about new, toxin-free embalming products. Presenters: **Carol Green and Edward Ranier**.
- *"FTC Funeral Rule Staff Training"* (4 CE hours). Provides an overview of the FTC Funeral Rule compliance requirements, with special attention given to phone inquiries, third-party merchandise and avoiding violations during "undercover shops." Presenters: **T. Scott Gilligan and Craig Tregillus**.
- *"GPL Funeral Packages – Doing Them Right"* (4 CE hours). Explores the ways funeral packages can be presented to consumers in a manner that is compliant with the FTC Funeral Rule. Presenter: **T. Scott Gilligan**.
- *"With the Push to Cremate: 5 Reasons to Encourage a Viewing and Ritual"* (4 CE hours). Reviews ways funeral directors can communicate the value of view-

ing and ritual to families that choose direct cremation. Presenters: **Susan J. Zonnebelt-Smeenge and Robert C. DeVries**.

- *"Prepare for the New Employment Regulations"* (4 CE hours). Reviews major employment regulations with which funeral homes must comply; special attention given to common violations. Presenter: **Stephanie Peters**.

The 2010 NFDA Resources Catalog was mailed with the February issue of *The Director*, but funeral professionals can also download a PDF from [www.nfda.org/resources](http://www.nfda.org/resources) or call NFDA at 800-228-6332 for a free copy. All NFDA resources, including the new Home Study offerings, can be accessed and ordered by visiting [www.nfda.org/resources](http://www.nfda.org/resources) or calling NFDA at 800-228-6332.

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

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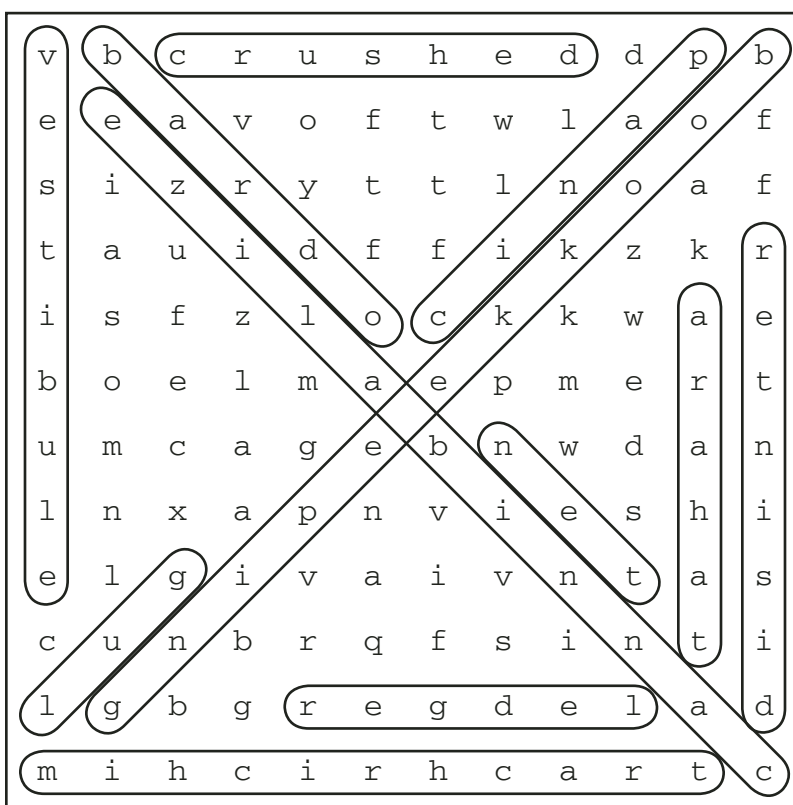
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### Answers to Klicker's Krossword Puzzle on Page A40

- |                                     |  |
|-------------------------------------|--|
| 1. Bookkeeping: Accounting          | 7. Ledger: Book of accounts                |
| 2. Cannibalize: To eat flesh        | 8. Tahara: Washing ceremony                |
| 3. Trachrichim: Linen shroud        | 9. Panic: Sudden fear                      |
| 4. Vestibule: Lobby                 | 10. Bardo: State between death and rebirth |
| 5. Disinter: To remove from a grave | 11. Lug: Attached to casket                |
| 6. Crushed: Type of casket interior | 12. Net: After deductions                  |



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# Educational NEWS

## FINE Mortuary College announces Dean's List for Winter 2009 Term

NORWOOD, MA— FINE Mortuary College, LLC: A Private Two Year College is proud to announce the Dean's List for the Winter 2009 Term.

Brian Folsom, John Gentile, Jeffrey Remick, Madison Sullivan and Daniel White all earned Honors as full time students.

Part-time students who made High-Honors are: Stacy Alves, Katelyn Estes and Christopher Voccia. Part-time students who made Honors are: James Burtt, Jonathan Cain, Steven Cobb, Amanda Desmarais, Steve Everson, Jeffrey Gigliello, Louis Hebbelinck II, Kyle Kokosa, Tara McCarron, Thomas McNamara, Christine Miller, Stacey Pacheco, Michael Perez, Justin Souza and Robert Stockwell.

FINE congratulates all our FINEst students for their achievement.

## Johnson Consulting offers Online Video Insurance Exam Prep Courses

SCOTTSDALE, AZ— Johnson Consulting Group is now offering Insurance Exam Prep courses for Pre-Need Consultants. The states in which these courses are currently available are: Arizona, California, Colorado, Georgia, Hawaii, Iowa, Idaho, Illinois, Kansas, Massachusetts, Maine, Missouri, New Mexico, Pennsylvania, South Carolina, Texas, Utah, Virginia and Washington. Visit Licensing.JohnsonConsulting.com for descriptions of the online video Insurance Exam prep courses being offered. Each course includes hundreds of interactive online exam questions that will simulate your exam. For more information on this exciting new service call (888) 250-7747 or visit www.johnsonconsulting.com.

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## PIMS Students receive WPFDA Scholarships



WPFDA Scholarship recipients Terry Tate and Beverly Ann Carp

PITTSBURGH, PA— Gene Ogradnik, President and CEO of Pittsburgh Institute of Mortuary Science is pleased to announce two recipients of the Western Pennsylvania Funeral Directors Association scholarship program.

Terry Tate is a native of Tyrone, PA and a graduate of Edinboro University in 2009 where he majored in psychology. A Dean's List student at Pittsburgh Institute of Mortuary Science, Terry will graduate with the As-

sociate in Specialized Technology Degree in September and plans on serving his internship with the Richard H. Searer Funeral Home.

Beverly Ann Carp from Rowes Run, PA started college at Seton Hill University in Greensburg, PA before attending Pittsburgh Institute of Mortuary Science. Ms. Carp is enrolled in the Associate in Specialized Business Degree program and intends to be licensed in Pennsylvania.

Many thanks to the Western Pennsylvania Funeral Directors Association for their continued support of funeral service education.

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**JAMES W. GHOSTON** of East Chicago, IN died January 31, 2010 at the age of 66. He had been a licensed funeral director and embalmer since 1964 and was former owner of **Pawinski Funeral Home** in Gary, IN as well as a funeral director for **Dykes Funeral Home**, Valparaiso, IN. He was a member of the *Indiana Funeral Directors Association* and *National Funeral Directors Association*.

**JOSEPH F. BRENNAN** of Fairmount, PA died February 15, 2010 at the age of 81. A graduate of *Howard E. Dolan College of Mortuary Science* in Philadelphia, he worked for several funeral homes until establishing the **Joseph F. Brennan Funeral Home** in Fairmount in 1959. In 2001 he became president of **Oliver H. Bair Funeral Homes, Inc.**, retiring in 2007.

**ALLEN D. SCHOENFELD** of Beloit, WI died March 3, 2010 at the age of 70. A 1961 graduate of the Wisconsin Institute of Mortuary Science, he served the communities of Clinton and Beloit as a funeral director, owning the **Schoenfeld Funeral Homes** for over 40 years. He was also a member of the *Wisconsin* and *National Funeral Directors Associations*.

**G. LEE LITTLE** of Beech Grove, IN died February 22, 2010 at the age of 74. A graduate of *Indiana College of Mortuary Science*, he began working at the family funeral home, **Little and Sons Funeral Home**, in Beech Grove in 1950 and retired in 1998.

**SUE MATTHEWS VAN ORSDEL** of Coral Gables, FL died February 11, 2010 at the age of 92. Along with her late husband, **Clifford Van Orsdel**, she owned **Van Orsdel Family Funeral Chapel and Crematory**, a 75-year-old South Florida mortuary chain.

**MICHAEL L. SMITH** of Newnan, GA died February 25, 2010 at the age of 51. He began operating **Sellers-Smith Funeral Home** in Newnan when he was only 19 years old. He attended **Gupton-Jones College of Mortuary Science**, where he was a member of the 1977 class. He completed an apprenticeship at **Sellers Brothers Funeral Home** in Atlanta. Smith also was a member of the *National Funeral Directors and Morticians Association*, and was active in the fifth district *Georgia Funeral Services and Practitioners Association* as past president and past vice chairman. The fifth district group honored Smith as Funeral Director of the Year. He also received a National Board Certificate from the Conference of Funeral Service Examining Board of the United States.

**FLOYD C. COLES, SR.** of Pittsburgh, PA died February 27, 2010 at the age of 84. He was a retired Chief Deputy Coroner of Allegheny County, a licensed funeral director since 1950, and supervisor of the **Samuel J. Jones Funeral Home** of Wilkinsburg since 1987. He was a Faculty Member Emeritus of the *Pittsburgh Institute of Mortuary Science* and vice president of *Quaker State Funeral Directors Association*.

Courtesy Quaker State Funeral Directors Association, Harrisburg.

**ROBERT J. WHITNEY** of Zanesville, OH died February 11, 2010 at the age of 87. He was a licensed funeral director and embalmer for several funeral homes including **DeLong-Baker & Lanning Funeral Home**, retiring in 1980. He was a member of the *Ohio Funeral Directors Association*.

**D. M. "DOC" FULTON** of Philadelphia and Newton, MS died February 27, 2010 at the age of 89. He was a retired funeral director/embalmer and worked with **McClain-Hays Funeral Home**, Philadelphia, for many years.

**NEIL BARDAL** of Winnipeg, Manitoba, Canada died February 13, 2010 at the age of 69. He founded **Neil Bardal, Inc.** in 1980. His grandfather, **Arinbjorn S. Bardal**, founded **Bardal Funeral Homes** in 1894.

**ANTHONY A. SANVITO** of Kennedy Township, PA died February 23, 2010 at the age of 95. He established the **Sanvito Funeral Home** in Coraopolis, PA in 1936 and was a member of the Pennsylvania State Board of Funeral Directors for 20 years.

Courtesy Clem's Livery Service, Pittsburgh, PA.

**DONALD L. MILLER** of Indianapolis, IN died February 27, 2010 at the age of 75. He taught at the former *Indiana College of Mortuary Science* for eleven years. The past several years were spent in various aspects of funeral service.

**WILLIAM T. MAPLE** of Hanoverton, OH died February 7, 2010 at the age of 88. A graduate of the *Cleveland School of Embalming*, he was a licensed funeral director and embalmer and former owner of **Maple Funeral Home** in Kensington, OH. He later became the inspector for the Ohio Board of Funeral Directors and Embalmers and was president of the *Ohio Funeral Directors Association* in 1964.

**LORNE PATRICK KELLY** of Ottawa, Ontario, Canada died February 11, 2010 at the age of 85. He founded the **Kelly Funeral Homes** in 1954, and the business has since grown to six chapels across Ottawa.

**JOHN T. "JACK" HORAN** of Greenwood Village, CO died February 5, 2010 at the age of 80. He was vice president of **Horan & McConaty Funeral Homes** in the Denver, CO area.



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# Educational NEWS CONTINUED

## American Funeral Consultants holds Winter Educational and Ski Seminar



Ski Seminar Attendees in Snowmass, Colorado

**NEW PALTZ, NY— American Funeral Consultants** announced the completion of another successful Funeral Service Winter Educational and Ski Seminar that was held during the week of January 17, 2010 in Snowmass, Colorado. The 16th Annual Seminar focused on “The Changing Face of Funeral Service: Circa 2010,” and featured speaker **Joe R. Granger**, President of **The Coach, LLC**. Speakers also included **Melissa A. Drake**, President, **Kathy D. Williams**, CFO, and **Vanderlyn R. Pine**, Consultant Emeritus, all of American Funeral Consultants, Inc.

Joe Granger taught attendees how to build, motivate, inspire, and sustain a strong support staff, and they learned techniques for conducting strong and effective interviews and skills aimed at developing staff

leaders through innovative employee- and self-training. Melissa Drake and Kathy Williams of AFC led an in-depth discussion on pertinent issues, events, and trends affecting funeral service and discussed practical measures to address these concerns head-on. Van Pine spoke on the sociological and social-psychological implications of the dramatic changes brought about by the crash of the economy and also discussed the changing roles of funeral directors in the current climate.

Registrants earned 12 CE credits and hailed from all parts of the country, from East Coast to West. All who attended, including funeral professionals, families, and friends, enjoyed ample leisure time skiing, snowmobiling, snowshoeing, shopping, and dining

in Snowmass and Aspen. Once again, the camaraderie shared in the four general sessions and during the group’s special events presented a unique opportunity to bond and also provided a forum for exchange of ideas.

The 2011 Seminar will be held in Snowmass, CO again next year during the week of January 16th, 2011. If you enjoy skiing as much as you enjoy funeral service, this is the seminar for you.

American Funeral Consultants is celebrating its 40th year as a full-service consulting firm offering a broad range of specialized and customized services to individuals and organizations in the funeral business industry. Call (800) 832-6232 for more information, visit [www.teamafc.com](http://www.teamafc.com), or check them out on Facebook.

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