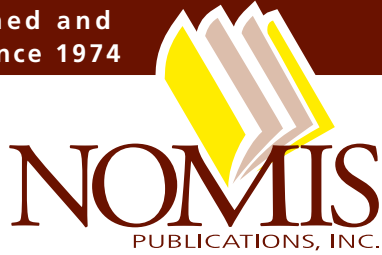


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# NEWS

APRIL  
2011

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Would families accept and choose this revolutionary option? "I discussed alkaline hydrolysis disposition with nearly 100 cremation families last year and not one objected to it," reports owner Jeff Edwards. "When some families asked whether it was possible to delay their planned cremation until alkaline hydrolysis is available, I realized this method of final disposition could be not just an additional option, but a preferred option over fire-based cremation."



## Edwards Funeral Service Pioneers New Disposition System

See Page A10

"The Flower Gripper is an innovative vase insert designed to hold silk flowers, flags and balloons in memorial vases without the mess of crumbling foam or gravel. The Flower Gripper is 100% recyclable, manufactured out of durable Santoprene, and, with proper use, is designed to last for years."



## The Flower Gripper is an Innovative Vase Insert

See Page B4

## What are you Teaching these Students? The State of Funeral Service Education

By Kevin E. Patterson, PhD

See Page A17

## Miller Funeral Home Opens in Coshocton



**COSHOCTON, OH**— After months of planning and construction, the Miller family's dream of opening a funeral home in Coshocton has come to fruition. The original 1866 building, located at 639 Main Street, has served as a bank, dentist's office and residence be-

fore undergoing major renovations, including a 5200 square foot addition. Owner and funeral director **Matt Miller** and his father, **Tom Miller**, worked with local contractor SUTCO Construction in both the design

**CONTINUED ON PAGE A22**

## Malloy & Son Funeral Home has an honored history in Galveston



**GALVESTON, TX**— For five generations, the family owned and operated **Malloy & Son Funeral Home** has served families in Galveston. In 1888, founder **Frank P. Malloy**, an English immigrant, left his job as a fireman to establish a new livery stable business. At that

time, many funeral directors began in the livery stable service, and in 1902, Mr. Malloy expanded his business. **F.P. Malloy & Son**, as the firm was known, offered livery and ambulance service, introducing the first horse

**CONTINUED ON PAGE A14**

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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 Missing PHYLICIA SIMONE BARNES



**Date of Birth:** 1/12/1994  
**Date Missing:** 12/28/2010  
**Missing From:**  
 Baltimore City, MD  
**Age at Disappearance:** 16 Yrs  
**Age Now:** 17 Yrs  
**Sex:** Female  
**Race:** Black  
**Height:** 5'8"  
**Weight:** 120 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** Phylicia was last seen on December 28, 2010. It is believed she was last seen wearing, a blue pea coat with hood, turquoise thermal shirt, blue jeans, white ankle-high boots, with a tan purse. Phylicia has a tattoo of a rose on her lower right leg.

## Non Family Abduction

### REAGAN UDEN



Age Progression to 22 years

**Date of Birth:** 5/25/1970  
**Age at Disappearance:** 10 Yrs  
**Age Now:** 40 Yrs  
**Sex:** Male  
**Race:** White  
**Height:** 5'2"  
**Weight:** 100 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** Reagan's photo is shown age-progressed to 22 years, Richard's aged to 24 years. The children were last seen in the company of their mother, going to meet their adoptive father. The vehicle they were driving was later found abandoned and vandalized. Reagan has a small scar on his right eyelid and has gaps between his front teeth. Richard has surgical scars on his neck and nose.

### RICHARD UDEN



Age Progression to 24 years

**Date of Birth:** 11/22/1968  
**Age at Disappearance:** 11 Yrs  
**Age Now:** 42 Yrs  
**Sex:** Male  
**Race:** White  
**Height:** 5'3"  
**Weight:** 90 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Date Missing:** 9/12/1980  
**Missing From:** Lander, WY

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

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



### 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-B20. 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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## American Cancer Society and Tributes.com® announce Collaboration

### Tributes.com Making it Simpler for Funeral Homes to Help Families Direct Donations to Cancer Research

**BOSTON, MA— Tributes, Inc.**, the online resource for local and national obituary news, announced that it has formed a collaboration with **American Cancer Society**, The Official Sponsor of Birthdays™, to help streamline the ability for family and friends to make donations to this important non-profit when a loved one has passed away as the result of a cancer-related illness.

Tributes Funeral Home partners, at the direction of the families that place their loved ones in their care, now have the ability to easily integrate direct calls-to-action and links to American Cancer Society donation forms directly into the obituaries and *Eternal Tributes* they upload to the Tributes.com database and distribute across the Tributes Network of television media partners. Tributes.com has also integrated additional donation links throughout content in the popular Internet destination, which now reaches more than 1.6M consumers monthly, providing them with obituary news, service information and social networking tools to offer condolences and support to grieving families.

"The American Cancer Society is pleased to partner with Tributes.com, to provide additional opportunities for loved ones to communicate their wishes for memorial gifts to be made to the Society. These generous donations will help fund research, vital programs and services, and prevention and early detection education as we continue our work to create a world with less cancer and more birthdays," said **Terry Music**, chief mission delivery officer, American Cancer Society.

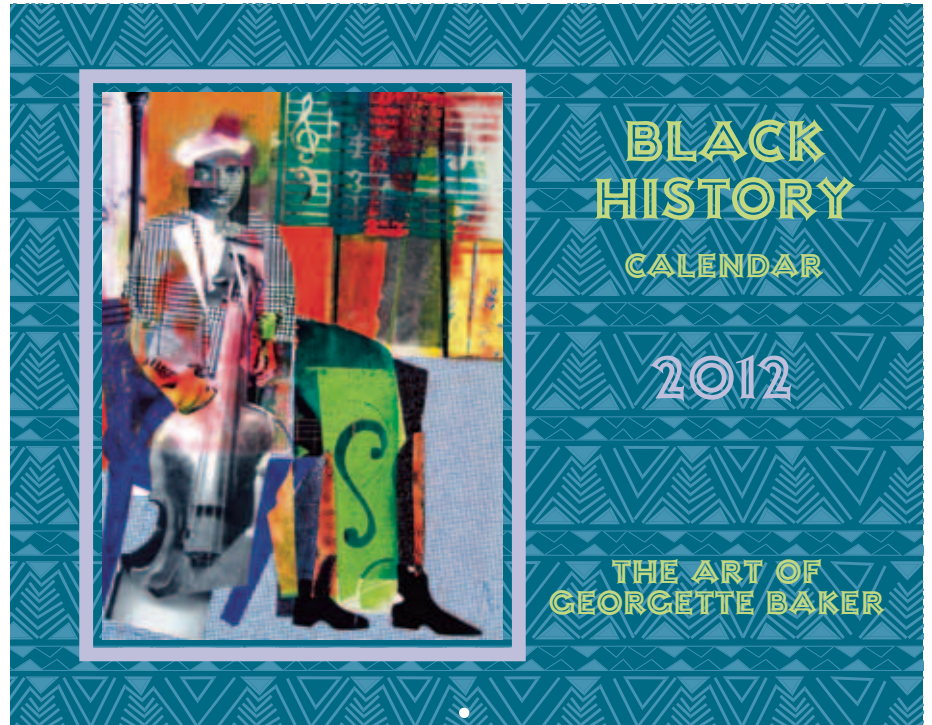
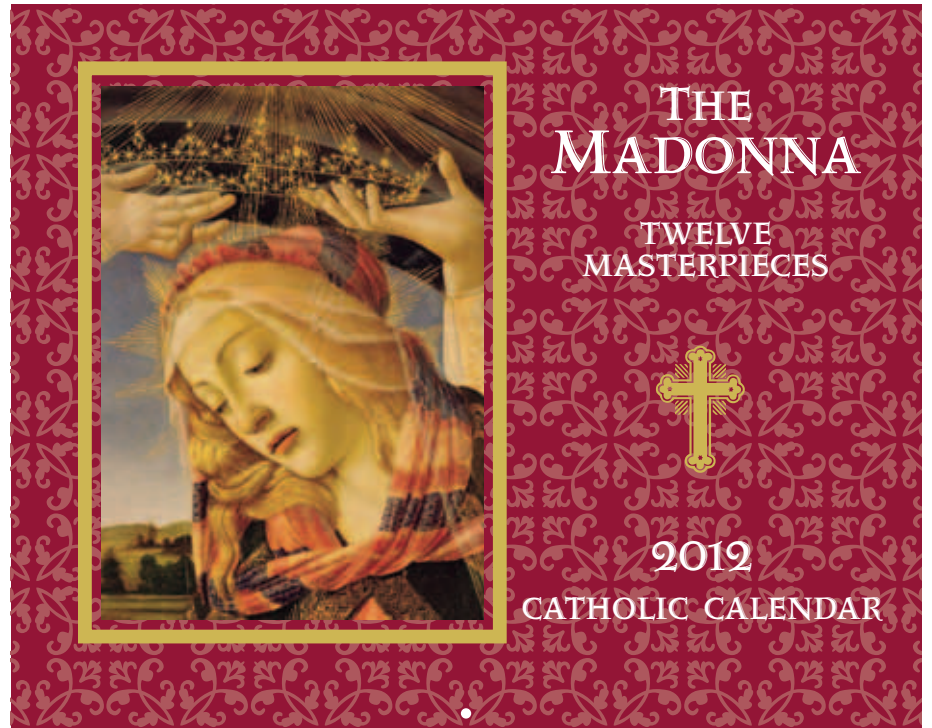
"Tributes.com couldn't be more proud to be teaming up with the most recognized organization in the world leading the way in fighting one of the most dreaded diseases of our time," said **Elaine Haney**, President, Tributes.com. "The entire Tributes team looks forward to being able to do our part in helping increase donations to this important organization and the great work that they do."

Tributes.com is the online resource for current local and national obituary news, lasting personal tributes and online community providing support during times of loss and grieving. Through one centralized national web destination, with over 90 million current and historical death records dating back to the 1930s, Tributes has made obituary and online memorial service information easily accessible so people can come together online and offline to remember and share the treasured stories of the important people in their lives who have passed away. Monster.com founder **Jeff Taylor** officially launched Tributes.com in February, 2008. For more information about Tributes.com, please visit our website at [www.tributes.com](http://www.tributes.com) or contact us at [media@tributes.com](mailto:media@tributes.com).

## Correction: Mama Goose Urns

There is a correction to the article "Mama Goose Urns provides Exceptional Durability and Personalized Service" on page B4 of the March issue. While the dateline for the article is Vancouver, British Columbia, **Mama Goose Urns** is located in Bentley, Alberta.

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**Giving Back to the Community is a Family Affair**

HAMILTON, OH— Funeral director **Bob Weigel's** selection as 2010 Citizen of the Year by the chamber of commerce in Hamilton, Ohio, is more than a prestigious award. The recognition reflects his history of generous com-



Bob Weigel



Rob Weigel

munity service to the city he calls home. Now his son **Rob** is following his example.

Bob is a third-generation funeral director and owner of **Weigel Funeral Home** in Hamilton, a business started by his grandfather. Today, he works side-by-side with Rob, a recent fourth-generation graduate of *Cincinnati College of Mortuary Science*. Despite the consuming 24/7 profession, Bob has always made the time to be involved in important community causes. It's a passion Rob picked up from watching his dad. Now both of them embrace a "roll up your sleeves" commitment to their community.

"Giving back has always been a prevailing principle in our family," says Rob. "I grew up think-

ing that's what everybody did." He recalls that one of his first memories was of his father's campaign for county commissioner. And why does Bob do all that he does? "I guess it's for the satisfaction," observes Bob. "I've made a nice living in the community and this is my way of giving back."

Bob's influence on his community started when, at age 26, he was elected to the Hamilton City Council where he served five two-year terms. While his first term was as a councilman, the remaining four were in leadership positions: two as vice mayor, followed by two terms as mayor. Just a few of his other activities are the Hamilton Rotary Club, including a term as its president; and the Board of Trustees of the Westover Retirement Community, also in Hamilton.

But Bob's most challenging commitment came during his time on the

**CONTINUED ON PAGE A21**

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**The Gift of Aftercare**

By Sherry L. Williams

We have recently launched a new website. During the process of writing copy for the home page and product descriptions I realized that I really hadn't done any maintenance on our old site for quite some time. Some of the dates and information had not been changed for five years. Pricing was wrong and there were products and services we no longer provided.

Have you looked at your site lately? Is it accurate and up to date? Have you added information about any new programs or services you are providing? Or have you, like me, just forgotten about it because you were busy doing other things.

I have found it interesting that I did add new things to my site but forgot to maintain the old. I let information become dated and I really didn't keep up with changes we have made internally that would make things easier for my clients. I hadn't updated my years in the business or the fact that we were doing something different.

There's a lesson to be learned here. Your website cannot be stagnant. You need make sure it is up to date. You need make sure it is user friendly and that it is easy for someone to navigate through. Your website, just like your funeral home, needs to be updated and refreshed. You cannot let it get

stale-looking. Sometimes just changing the colors you are using or adding a few new photos and updating copy content can make the world of difference. It's like adding a new coat of paint or new carpet. It's important to remember that for consumers today, going through your website is just like walking through your front door. They will immediately get a feel for your image and the kind of business you conduct. Today's consumer is computer savvy and they form first impressions by what they see online. The computer is your new front door.

While you are at it make sure your website contains information about all of the services you provide, support groups, grief information, pre-arrangement services, your library, and any other special services or information you have available to those you serve and to your community.

I have visited many websites for funeral homes and find that the only way they are using the web is to list the obituaries of those they are serving. What a waste! Now, I'm not saying that the obituary services aren't good because I truly believe they are. What I am saying is, "Use your website to inform the general public about the value of the funeral, the value of ritual, and how you can help them create a celebration of life that truly tells the story of a life lived and loved."

You may think that the website isn't a good marketing tool for you, but you are greatly mistaken. It is the newspaper of the future. It is communication here and now to the next generation. It is how they communicate. It is how they become informed. It is how they gather information to make choices. If your website isn't up to date and doesn't promote you and

your services, get busy. The computer isn't the wave of the future. It is the wave of now.

Don't fall into the trap that I did. Make sure someone is in charge of updating things and keeping the information on the website accurate and up to date. Use your computer to convey information, to educate, and support those you serve. You can also use your website as a way to network with other service agencies in your community.

Don't just think about it – do it. Get a website that reflects your image and conveys the services you provide. This is your new front door. Don't forget that it needs redecorating every now and then too.

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.

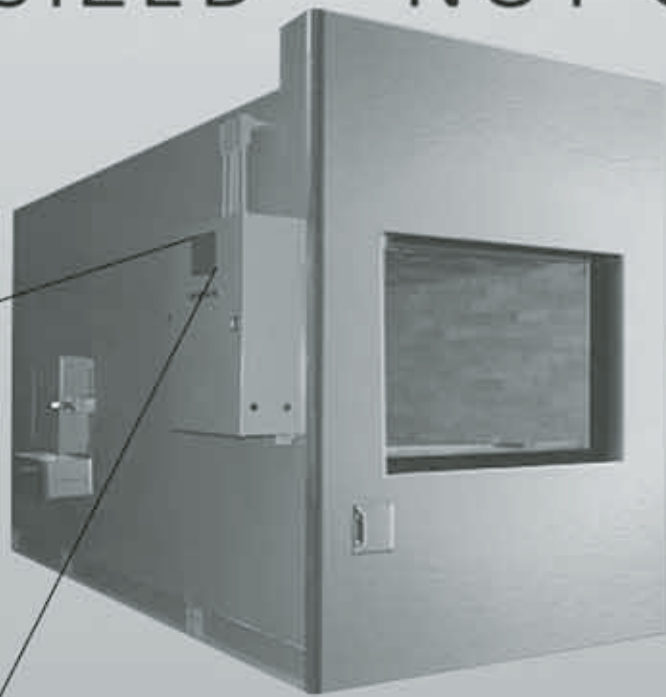
She can be reached by email at [sherry@newleaf-resources.com](mailto:sherry@newleaf-resources.com). Visit New Leaf Resources and Sherry Williams Enterprises, Inc. at [www.newleaf-resources.com](http://www.newleaf-resources.com)



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# SCI selects Eagle's Wings Air to manage Air Logistics Program Nationwide

**FORT WAYNE, IN— Service Corporation International (NYSE: SCI),** North America's largest provider of funeral, cremation, and cemetery services, recently selected **Eagle's Wings Air (EWA)**

to coordinate and manage the air transportation of human remains for their more than 2,000 locations nationwide. Eagle's Wings Air is the nation's leading provider of air transportation management services

to North American funeral homes.

According to **Julian Davis**, Director of Business Support Services at SCI, the "transient nature" of today's society led the company to call on Eagle's Wings Air for its specialized services. "Our staff has been coordinating the air transportation of the deceased for thousands of our client families each year. It's a critical task, but it's complicated and demands attention to detail."

The unique service model for assuring the dependable transportation of human remains was created by fourth-generation funeral director **David McComb** and his business partner **Frank Kaiser**, who is an airline logistics professional with experience in shipping specialized cargo all over the world. The combination of logistical skill and a strong funeral service background led to a business that focuses on the actual transportation process from tender to arrival.

Eagle's Wings Air's president and CEO, Frank Kaiser comments, "Eagle's Wings Air was founded three years ago with a simple philosophy – there is nothing more important in the world of air logistics than properly managing the transportation of the deceased. My staff and I take this mission very seriously, and we are honored by the trust SCI has placed in us."

SCI selected Eagle's Wings Air specifically to arrange, coordinate, and monitor the transportation of the deceased because of the company's deep understanding of the airline industry, and the proprietary software they utilize to find the best itinerary and make the necessary reservations.

Eagle's Wings Air proactively monitors the status of transport from start to finish, delivering time savings and peace-of-mind to their funeral service clients.

For more information on Eagle's Wings Air, visit [www.eagleswingsair.com](http://www.eagleswingsair.com) or telephone Frank Kaiser at 866-550-1392.

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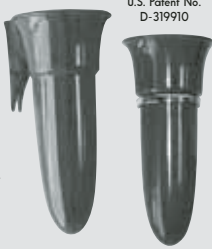


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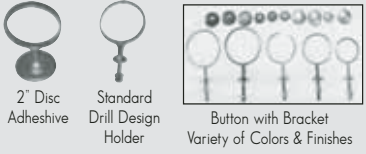
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## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### Sales Referrals (Part 2)

#### The Lifblood of Pre-Need Professionals

In last month's column I outlined what a sales referral is and why most pre-need sales professionals are afraid to seek them. This month I will share with you how to get into the right frame of mind to begin asking for and receiving quality referrals.

#### Did You Know?

- 20% of your clients will give you referrals, no matter what.
- 20% of your clients will never give you referrals, no matter what.
- 60% of your clients will more than likely provide you with referrals, if you get proactive and simply ask them. When asked, they will provide! (Source: Bill Cates)

Become aware of how your mistaken assumptions and limiting beliefs are sabotaging your efforts to generate more and better referrals. Take the necessary actions to remove those barriers and start producing better results. You must truly focus on the core of facilitating change with new habits.

Two things to consider:

- Asking for help actually is a sign of high self-esteem. The most successful people I know have learned how to ask for help -- from clients as well as others -- in a way that doesn't diminish their "status" but, rather, enhances it.
- When you ask for referrals, don't base the request on helping you; instead, make it about bringing your valuable services to others. Believe in the value and importance of offering your services to as many people as you can.

How do you get comfortable asking for referrals? Far and away this is the most challenging area for most pre-need specialists. Do you believe you're selling something or being pushy? Then you will not ask. So if you want referrals, you MUST have an empowering mindset about asking for them.

Want one? "I'm very good at what I do and I can help people. So I will ask those I meet for referrals of those they mentioned and/identify during our time together because I was put on this earth to make a difference for others."

Here are some steps that will get you comfortable. (Note to self) Reading this once and nodding your head will not help much! Most people do not get comfortable without an 'a-ha' moment

when they realize they bring a lot of value and are not cheesy sales people hitting up unsuspecting victims.

#### 1. Face your fear of rejection and your fear of people.

- First be honest with yourself that you do feel fear and stop blaming other things such as not having a polished referral script, elevator speech or high-end sales materials to hand out.
- Stop listening to the bad advice of a young child. As children almost all of us experience some emotionally painful rejection and make some strong reactive decisions (often at a very young age) that we never want to experience that rejection again. You're an adult today. Take charge and move forward bravely!
- Focus on the other person: forget about the extra business and focus on helping more people.
- Use a little inspiration to remind yourself that you are never alone: "The brave man is not he who does not feel afraid but he who conquers fear." --Nelson Mandela

#### 2. Recognize and eliminate your barriers to asking.

For most people it comes down to:

- Fear of looking pushy or sleazy.
- Fear of looking unprofessional or needy.
- Fear you haven't provided enough value yet.
- Fear of being rejected and hearing the word NO!
- Fear of hurting the relationship and/or losing the sale.
- Fear of not knowing how to get out of the conversation.

There are other reasons people don't ask and you need to figure out why you are uncomfortable and begin to deal with it. There is never a better time to start than today!

One thing that will help you is learning to tell the difference between aggressive and assertive. Unlike aggressive/pushy, assertive is healthy: "I'm very good at what I do and I can help people. So I will ask those I meet for referrals of those they mentioned and/identify during our time together because I was put on this earth to make a difference for others".

**3. Successful people (no matter how you define successful) are not afraid, too shy or too cool to promote their value to others.** In other words, you are denying your prospects a great opportunity by not asking. If you can't believe in your own value, you should find something else you can get passionate about. You can't fake being your own advocate!

**4. Really believe in your value by creating empowering beliefs about asking.** List at least 20 reasons why someone should do business with you. Most people grossly underestimate how much value they truly bring to those they serve. Nobody has time to know and understand what you know about pre-planning. You're the expert they want to talk to.

This is about becoming your #1 fan: "I'm very good at what I do and I can help people. So I will ask those I meet for referrals of those they care about because I was put on this earth to make a difference for others".

**5. Know when to ask.** You ask when the client has truly recognized the value you have brought -- in other words they have talked about it in positive terms in some detail. You ask when credibility and trust have been established and the relationship between you

and the client feels good.

**6. Change how you ask.** When you have bought into your own value, you ask with more confidence. 92% of human communication is non-verbal. Your body language, tone of voice and eye contact will communicate this confidence.

When you have bought into your own value, you ask with true sincerity. Can't fake that either. If you truly want to help the people your prospects know and care about, they will know. Then they are far more likely going to refer you.

**7. Show courage and accept that the asking may be done badly at first.** Easier said than done. Role playing helps a lot -- make some of your mistakes with someone in your office, a coach or a mentor. There was a time in your life when you were willing to try something new and fell down a few times. The Outlook Group, Inc. -- Referral Field Test team tried many different approaches, and failed at each one, before we came upon the "right approach" that is outlined in this document. Failure is not fatal. Expect to try something new and have it feel uncomfortable for a little while.

Have faith-keep trying! Keep moving forward inch by inch. In short order things will begin to feel much better, smoother and easier to you. You will achieve your goal, if you just keep trying!

**8. Accept that some people will never "get" it.** This isn't a recipe for machines. Deal with it: SWSWSWSW: some will, some won't, so what, someone's waiting. Realize that people are not saying no to us, just no to the idea of giving us names and telephone numbers of people to contact at this particular time. If you call them later, after they have had a chance to think about your request, most of the time, they will provide you with a referral or two.

**9. Be patient and persistent.** If you're open-minded to learn, willing to tweak these ideas to work for you and willing to stick at improving your mindset, you will get more and more comfortable. And by the way, those three things do not come quickly for most people so you might want to read that list again!

**10. You'll discover that most of your clients will respond favorably and want to help out -- if you ask.**

"Practically all of life is a mental game. Our attitude directs our minds and our minds direct us." --Earl Nightingale

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

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

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

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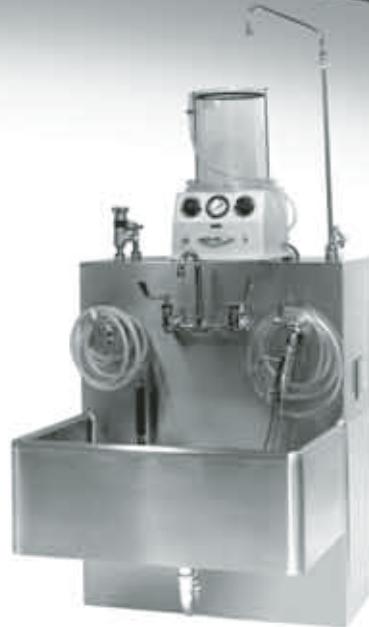
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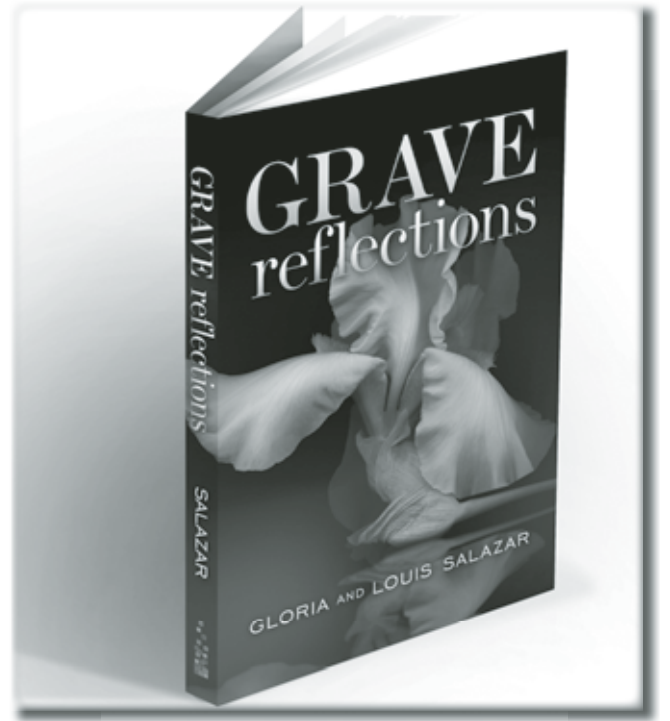
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## Grave Reflections by Gloria and Louis Salazar

ALBUQUERQUE, NM— There are many reasons people use to avoid preparing for death. Unfortunately, this usually means that loved ones are left with additional stress in a time of heavy grief. **Gloria Montoya Salazar** and her husband, **Louis Salazar**, wrote *Grave Reflections* to address common fears associated with funeral planning, reveal misconceptions about the funeral industry, encourage a proactive

approach to planning for death, and to empower and equip the reader to make informed choices. This comprehensive and comforting book is an informative guide to understanding the funeral service profession, parts of the end-of-life experience, and preparing for the emotional, social, financial and legal aspects of funeral planning.

Gloria and Louis Salazar are the owners of **Reflections Funerals & Life Cel-**



**ebrations**, a full-service funeral home located at 2400 Washington St. NE in Albuquerque, New Mexico.

Louis Salazar is a 4<sup>th</sup> generation funeral director. Louis' great grandfather, **Elfego Salazar**, and grandfather, **Frank A. Salazar**, began serving Albuquerque families in 1918 at the **Garcia-Salazar Mortuary**. In 1946, Frank Salazar founded **Salazar & Sons Mortuary** with his sons **Paul J. Salazar** and **Lester E. Salazar**. Lester Salazar, Louis' father, apprenticed Louis while he was still in high school. Louis was brought up in the tradition of caring and compassionate service that had begun with his great grandfather's vision in 1918. He graduated Cum Laude with a degree in Mortuary Science from the *New England Institute for Applied Arts and Sciences* in Boston, Massa-

chusetts, before returning to Albuquerque to earn his Funeral Service Practitioner's license. In 2004, Louis and Gloria founded Reflections Funerals and Life Celebrations with the vision of providing unique services that reflected the lives of the families they served.

Gloria Montoya Salazar has always enjoyed writing and shares her husband's passion for serving families. She is a Family Service director, licensed with the State of New Mexico to sell Pre-Need Funeral Insurance. She holds a bachelor's degree in mechanical engineering, a master's degree in business administration-technology management, and is currently pursuing a New Mexico funeral director's license.

For more information, or to read an excerpt from the book, visit [gravereflections.com](http://gravereflections.com) or call (505)884-5777.



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## Changing Lives Through Laughter

By Nancy Weil

### Expectations

I took my daughter and her friend to see a local theater production of the musical *You're a Good Man, Charlie Brown*. I have loved this show ever since I was involved in a production of it in high school (more than a few years ago). I know every word to every song and have the soundtrack on my iPod. To put it mildly, I really like this musical. Imagine then my disappointment when the curtain came up, the first song started and I quickly realized that the six people on the stage had everything they needed to be in a musical, except for a voice that could stay on pitch and acting skills! This is not a tricky musical score to master; it is a simple children's show. The songs are light and predictable. I cringed every time there was a misplaced note or a harmony that was anything but harmonious. My daughter was ready to leave at intermission. This was our first time going to this particular theater. It is likely to be our last for I have now judged all of their future shows against this one and determined that there are better places to spend our entertainment money.

Anyone in business understands that a sale, and future sales from it, can be made or lost based upon the expectations of the customer. When we under-perform, the client may go elsewhere if given the opportunity. If they must use

your services, such as in the case of a cemetery where they have loved ones already buried, they will walk away dissatisfied and report their displeasure to anyone who will listen. This may not be fair to judge a company on one interaction with one staff member on one day, but it is what happens. Every employee has an inherent responsibility to represent the company in the most professional way, each and every time he/she interacts with the public. Inattentiveness, disinterest or rudeness is never acceptable.

The next logical conclusion is to believe that if the customer goes away satisfied, it is a job well done. To meet their needs is the point, isn't it? The person has had their questions answered, their needs fulfilled at a fair price and the deal is done quickly and efficiently. The cemetery has sold them the property they wanted, the wake and funeral are held without any issues and their loved one is interred as expected. Should we pat ourselves on the back for our performance? NO! This is not a moment for us to applaud. Doing what we are paid to do is merely meeting expectations. It is what we minimally must do in order to retain our jobs and keep our doors open. It is like having performers on stage in a musical that can carry a tune.

What we must attempt to do with every interaction is to "wow" our client. Even those who come to us in shock and grieving will respond to a sincere attempt to help them beyond the expected. We must take the time to listen, to ask the questions needed in order to give the family what they really want, not just what they asked for. Anticipating the needs of family members that may not be present at the planning of a funeral is appreciated. Take photos of selections, mark maps, copy burial records of other family already interred and ask if any of these should be e-mailed, faxed or mailed to anyone else. When appropriate, send them home from the initial meeting with the above items, a booklet or two about grief and a warm hug. Caring breaks through the fog of grief and helps the family to make it through one of the worst times of their lives. Yet the idea that caring about people is a "wow" attribute is nonsense. If you don't care about people, you're in the wrong business. Like actors knowing their lines, caring is expected.

So what makes it a "wow" interaction? Staying in touch on a

regular basis by offering other services and programs, beyond the day of the funeral or the day of the sale. Sending a sympathy card or calling the person you helped a month or so later and just asking how they are doing are all examples of "wow." Being sure to mail out a holiday card in December, walking in a charity walk in their loved one's memory or sending them forget-me-not flower seeds in the spring — "wow!" Escorting them to the grave the first time they return following the funeral, mailing them information on grief support programs in the area (including yours) or remembering the one year anniversary of the death — "wow!" Whatever you can do to remain supportive and involved with the family, even when there is no money being exchanged or profit to be made, can lead to a "wow" moment. Take the welcomed, unexpected action and watch as your client responds with deep appreciation. People respond to a performance that connects them to the actors and where they can tell that those on stage have given 110% effort to entertain and please the audience. They reward them with a standing ovation. If you are able to "wow" your families, then you too, should take a much deserved bow.

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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## Edwards Funeral Service Pioneers New Disposition System

COLUMBUS, OH— When funeral home owner/operator **Jeff Edwards** recently purchased the first production unit of the alkaline hydrolysis disposition system manufactured by **Bio-Response Solutions**, he had done his homework. He knew he was making a responsible investment for his business, his families and the environment. He knew he was selecting a process with long-term sustainability. What he may not have predicted is the interest it has stimulated among his colleagues who had heard about this revolutionary disposition pro-

cess and were eager to learn more from his firsthand experience.

A year ago, Edwards began researching options for bringing dispositions in-house to **Edwards Funeral Service** in the German Village neighborhood of Columbus, Ohio. Although cremation was an obvious option, he recognized its disadvantages. Many of his families were resistant to fire-based disposition. Because of the Environmental Protection Agency's increasingly strict regulations on mercury emissions, a mercury scrubber retrofit would significantly drive up



Jeff Edwards

his expenditure. His own commitment to the environment added to his reluctance to purchase a crematory retrofit.

He wanted an option that families would embrace and which made good business sense, so he expanded his research to include alkaline hydrolysis. He remembered hearing of this "water process" while a student at the *Cincinnati College of Mortuary Science*, where he

was taught to think outside the box. The more he learned about alkaline hydrolysis disposition – the only new method of final disposition in more than 130 years – the more he recognized it met his needs. After speaking with **Joe Wilson**, CEO of Bio-Response Solutions, he felt he was dealing with the right provider.

"Bio-Response Solutions was the only

**CONTINUED ON PAGE A23**

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## Legal Speak

By Atty. Harvey I. Lapin

### A Helpful FTC Advisory Opinion

The FTC Funeral Rule has been in effect since 1984 and all funeral providers should be aware of its requirements. Some of the areas for violations were reviewed in the last two columns, including the primary one of failing to provide a consumer with a copy of the General Price List immediately when they visit your facility. Another area for violations that was mentioned was the failure to provide casket price information in the proper format and at the appropriate time.

The Funeral Rule does not require that a funeral provider give a copy of a casket price list or outer burial container list when persons inquire about funeral arrangements. The Funeral Rule, however, provides that there are two options for providing price information about caskets and outer burial containers. Option 1 is to list the details of the caskets and outer burial containers available on the GPL. Option 2 is to list the range of prices of the caskets and containers on the GPL and to indicate that detailed information is available at the Funeral Home. If Option 2 is followed, the funeral provider may use a Casket and Outer Burial Container Price List or it may maintain a book or chart in its display room with that pricing information.

There is a third Option that was confirmed in FTC Advisory Opinion 07-09 issued on October 1, 2007 that a Funeral Provider may display casket and outer burial container price information on a computer, instead of a printed price list. The opinion was issued in response to a request that indicated over the last few years several casket manufacturers had developed computer programs that al-

lowed funeral providers to show consumer pictures of caskets together with price information. It was also indicated that these programs allowed funeral providers to reduce inventory costs and that many consumer preferred to review price information on a computer. Of course this trend has continued to increase with the dependency by consumers on the Internet and access to information and shopping opportunities.

The FTC Staff stated in the opinion:

"The purpose of the GPL, like the other remedial price list requirements of the Rule, is to 'enhance the operation of market forces and cure the market failure...in the funeral industry' that was demonstrated in the rulemaking record "by giving consumers access to price information at a time and in the form which will permit them to consider price when making purchase decisions."

"In conformity with the language of Section 453.2(b) (2)(i), the Statement of Basis and Purpose issued when the Funeral Rule was first promulgated states that "[t]he casket price list does not have to be prepared as a printed or written list" and 'may be displayed in other formats, such as a loose-leaf notebook with a page for each casket.' The Compliance Guide similarly notes that the Rule does not require that caskets or containers be listed in any particular format or order, and that the Casket Price List can be in any form as long as it contains the required information displayed in a clear and conspicuous manner."

"Accordingly, it is the opinion of staff that presenting casket and alternative container price information along with pictures of caskets offered by the funeral provider to consumers on a computer is consistent with the Rule's provision permitting price information to be displayed 'in other formats,' so long as all of the information required by the Rule is displayed in a clear and conspicuous manner."

The requirement to give a casket price list and outer burial container list or to provide the information in the book or chart or now a computer occurs is triggered when the caskets or alternative containers are shown or are being discussed. While different formats can be used, it is still the author's experience that sometimes this procedure may not be followed. Accordingly:

1. Monitor your employees to be sure they are carefully complying with the requirements. Some of the author's clients

have conducted their own sting operations and discovered to their dismay that some employees became lax in following the requirements.

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

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

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

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

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

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

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

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

# Fairhaven Celebrates 100 Years and Breaks Ground on New Mortuary



Fairhaven Groundbreaking in Mission Viejo



Fairhaven Memorial Park Waverly Chapel

**SANTA ANA, CA—** Fairhaven Memorial Park and Mortuary, as part of their 100<sup>th</sup> anniversary celebration, held their first annual Sweetheart Dance in the **Waverly Gallery** of the Fairhaven Memorial Park on Saturday, February 26<sup>th</sup>. The Valentine-themed gala celebration offered refreshments and dancing to the “swing era” music provided by “The Founding Fathers” band.

Although Fairhaven is celebrating a century of service, this year, there is new cause for jubilation.

On February 14<sup>th</sup>, **Marla Noel**, Fairhaven’s president, attended a traditional groundbreaking ceremony that was held at the site of the firm’s new mortuary in Mission Viejo. The 11,400 square foot mission-style mortuary, designed by architect **J. Stuart Todd**, will occupy a newly remodeled building at 27856 Center Drive. The project is expected to be completed by midsummer. The new facility will incorporate a large chapel, well-appointed reception area, quaint patio and a

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## Darren Jones is recruited to Terry Funeral Home

PHILADELPHIA, PA— Darren Jones is on his way to fulfilling a dream that began as a sixth grade student researching career options. The Greenwood native has been recruited to work as the operations manager for Terry Funeral Home in Philadelphia.

Jones graduated from Piedmont Technical College in August 2010 with his associate degree in funeral service education. He knew from a young age that it was what he wanted to do.



Darren Jones

"Being an embalmer or a funeral director, if you take it seriously, is somewhat of a calling," Jones said. "You know early on if you're going to do something like that."

Jones graduated from Morehouse College in Atlanta with a bachelor's degree in business administration and

planned to attend Gupton-Jones College of Funeral Service in Decatur, GA, because it was near Atlanta. Then he realized there was an option in South Carolina.

"Once I thought about, I thought we have a funeral service program in South Carolina, the only one in South Carolina, in my home town," he said. "I'll just go back home for a while."

Jones said it was the best decision he ever made.

His journey to Philadelphia continued as he enrolled in the funeral service education program at Piedmont Technical College. With a desire to eventually open his own funeral home, Jones began talking to other funeral home owners and directors as he was completing his final semester. That's when Dedrick Gantt, a funeral service instructor, put him in contact with Al Wiley, owner of Wiley Funeral Home in Baltimore, MD. In July, Jones traveled to Baltimore to meet with Wiley and tour his new facility. He found the trip helpful and informative for what to expect.

But his journey had just begun.

Jones attended the National Funeral Directors and Morticians Convention in August in Ft. Lauderdale, FL. That's where he met Greg Burrell.

"I met Mr. Burrell, who is the vice president of the national convention. He will be assuming the presidency in August 2011 and is looking for an operations manager for his funeral home because he will be out a lot of the time," Jones said. "He and Mr. Wiley are good friends and Mr. Wiley recommended me."

Jones said he knows there will be many challenges with the move to a large city. But he feels that he is well-prepared to face those challenges, thanks to the instruction he received while at Piedmont Tech.

"This has been an excellent program and Dedrick and David (Martin) have prepared me for what is to come," he said. "This is no nine to five job, but I'm ready."

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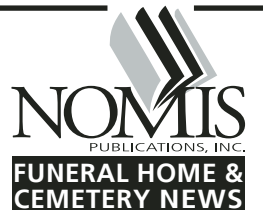
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FUNERAL HOME &  
CEMETERY NEWS

## Observations

By Steven Palmer



### Coroner vs. Medical Examiner

"As Coroner I must aver, I thoroughly examined her. And she's not only merely dead, she's really most sincerely dead."

—Munchkin Coroner in the Wizard of Oz

Our image of a coroner seems to be shaped from the movies or TV. We think of the Wicked Witch of the East being pronounced by the diminutive coroner in the "Wizard of Oz" or on television we think of "Quincy" who had the luxury of taking a week to solve one death.

Our image of medical examiner seems to be shaped mostly from reality. We watch news footage of a murder victim being rolled into the large white van bearing the signage "Office of the Medical Examiner" or we watch the medical examiner explaining how some celebrity died.

There is a growing debate on whether there should be a universal system for death investigations. Some are calling for the abolishment of the coroner system in favor of the medical examiner format

What's the difference? Let's define the two occupations.

The Encyclopedia Britannica states that a coroner (from the Anglo-French word corouner, from coroune, meaning crown). "An officer of a county district, state or municipality. From the 16th and 17th centuries on, the chief duty of the coroner was to hold inquests on bodies of those believed to have died by violence or accident or who suffered grievous bodily harm. In modern times, in the United States, the coroner is an elected official."

The medical examiner is "an appointed medically qualified officer whose duty is to investigate deaths and bodily injuries that occur under unusual or suspicious circumstances, to perform post-mortems and sometimes initiate inquests".

The biggest argument in replacing the coroner system with a medical examiner is the qualifications. Some counties require that the coroner be a medical doctor, some do not. Coroners can be sheriffs, funeral directors, local merchants or anyone who desires to run for the elected position. Coroners, even when they have contracted with a pathologist to do the autopsy, are still the ones who sign the death certificates. Political pressures may have an influence on what they list as the cause of death.

The medical examiner is appointed by the local governing authority such as a board of supervisors. The board can review the credentials of this medical doctor who is usually a pathologist and many times a forensic pathologist. It removes political election from the office.

The National Academy of Sciences in a scathing 2009 report supports the abolishment of the coroner system. In 1928, they first called for its abolishment. They cite many errors and oversights and inconsistent investigations. Dr. Marcella Fierro, retired chief medical examiner of the state of Virginia, a contributing author of the report states, "I am not anti-coroner, I am pro-competency".

Dr. Frank Minyard, coroner of Orleans Parish has faced criticism of some investigations, especially a few while in police custody. Critics claim he is too close to police to be objective. Dr. Minyard, who was an obstetrician-gynecologist before becoming coroner, has stated he doesn't feel that a coroner even needs a high school diploma to do the job. He feels that good communication skills with families and the media are more important than the high levels of education.

Two counties are considering making the switch from coroner to medical examiner. Kane County, Illinois board members are studying the issue as Coroner Chuck West faces an indictment on misconduct charges. Rock Coun-

ty, Wisconsin recently re-elected its coroner, Jenifer Keach. However, the Rock County Board voted to replace the coroner system with a medical examiner system in 2015 after a referendum vote on the subject passed. In 2005 the board decided to change from coroner to medical examiner but changed their mind before it took effect. This time they let the voters decide.

Dr. Cyril Wecht, a renowned forensic pathologist and attorney (and media darling) is also a coroner (Allegheny County, Pennsylvania). He feels both systems work.

"If that coroner understands what medico-legal investigation is all about and he/she has a forensic pathologist and they use a forensic toxicologist, anthropologist, entomologist, criminalist, etc then the system works quite well."

That's a lot of ifs. The importance of competent and thorough investigations will send the proper persons to jail, make safety improvements to avoid future deaths and give grieving families the answers they need to deal with their loss.

"The medical examiner should master a specific curriculum. The days when anyone with experience in handling dead bodies can join the coroner's office should be passé... There are lessons to be learned from death. And because these death events are repeated over and over again, we must strive to understand them."

—Dr. Thomas Noguchi, former Los Angeles County  
"Coroner to the Stars"

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

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# Malloy & Son Funeral Home has an honored history in Galveston

*Continued from Front Page*

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Malloy & Son's 1937 Packard Henney Hearse and 1935 Packard Touring Sedan

drawn ambulance in Galveston, as well as the services of a funeral home. When Malloy's son, **Frank R. Malloy**, joined the firm in 1909, the Malloy family introduced another first in the Galveston area, an automobile ambulance. The Malloy family also put Galveston's first automobile hearse into service in 1918.

Mr. Malloy, with the help of his son and grandson, **Frank F. Malloy, III**, opened the firm's present facility on August 16, 1930. Designed by Galveston architect, R.R. Rapp, the new facility, which took four years to



Malloy & Son Funeral Home

complete and was one of the largest funeral homes in the area, boasted several unique features, including a car washing station in the garage and a suite of rooms for families who wished to remain overnight.

After the deaths of Frank P., Frank R., and Frank F., the funeral home remained in the family under the direction of **Evelyn Malloy**, Frank R. Malloy's wife. After her death, the funeral home was co-owned by three descendants of Frank P. Malloy until it was purchased by **Rosemary Malloy Kimbrell Hanson**, a granddaughter of the original founder. The funeral home is currently owned and operated by Rosemary's son, **Ron Hanson**, a 4th generation of the Malloy family, and operated by his daughter, **Tiffany Hanson**, a 5th generation Malloy family member.

In December of 2007, after four years of restoration, the firm introduced two classic professional cars into service: a 1937 Packard Henney Hearse, and a 1935 Packard Touring Sedan. Both were used in the everyday operations of the firm until they, and the funeral home, were damaged by over six feet of flood water from hurricane Ike in September of 2008. After nine months of reconstruction, the facility recovered with a few modern updates. However, the classic fleet is still under repair.

The Malloy & Son Funeral Home is located at 3028 Broadway, Galveston, Texas. For more information, they may be reached by phone at (409)763-2475 or visit their website at [www.malloyandson.com](http://www.malloyandson.com).



## OSHA Compliance

By Gary Finch

### Is OSHA Dead?

During the George W. Bush years, the focus of OSHA inspections was dramatically changed. Random (Planned) inspections were limited to industries and sectors with the highest accident rates. This high accident sector was to be an evolving list. If your industry did not make the first targeted list, there was always next year. The list would evolve according to the latest accident and illness trends.

While the list is not stagnant, some industries are targeted every year, and there are others that never ever make the list. The funeral industry is classified as "Retail Service". We are always at or near the bottom of the accident rate scale. We always will be. The construction industry, crane and derrick operators, mine workers, and oil drilling and refining are always on the list. They will always be near the top in accident rates. In the sometimes group, you will find nursing homes and other sectors of healthcare, vehicle mechanics, and some assembly line workers.

There were many critics of the Bush method, but they were silenced as occupational illness and accidents were lowered significantly. The only real weakness was that a few sectors were not getting any inspections. If those industries never get inspected, their in-house safety will deteriorate. This was going to be corrected under President Obama's OSHA.

They began to hire extra inspectors. It was expected that some of those would be assigned to inspect business with low accident rates. It was important for every industry to know they did not have a pass from OSHA regulations. Under Obama, they also pledged to lower the formaldehyde threshold. They

wanted the USA to correspond with stricter thresholds enforced in Europe and the rest of the world. Oh yes, lest we forget, they also promised to bring back ergonomics. They called it: Moving the 800 pound gorilla.

So where are OSHA and the funeral industry today? How are the Obama promises about changing OSHA working out? There is zit, nada, nothing, zero. I don't consider them lies. I consider it naivety in the extreme. In a sector where George W Bush left a huge footprint, the Obama bunch hasn't made a mark.

There are 33 senator seats that will be open in the next election. Democrats hold twenty-three and the Republicans hold only ten of those seats. You are not going to find Democrats willing to vote on safety legislation this year. Republicans rarely support broadening agency authority. This means that for the crane and derrick industry, OSHA won't miss a beat. For the funeral industry, they need a pacemaker and a map to even find us.

We will continue to have inspections that stem from employee complaints. We will have inspections where the OSHA office is conducting Local Emphasis Programs. OSHA is still the law. It isn't going away. For some, it is still a monster. For us, the monster sleeps.

Quiet please – let the monster sleep.

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).

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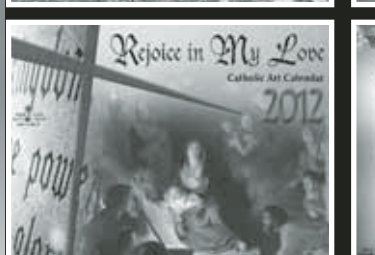
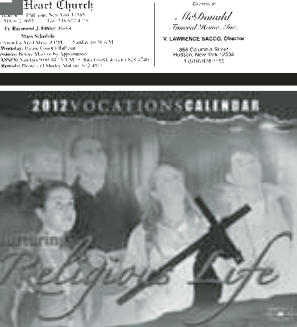
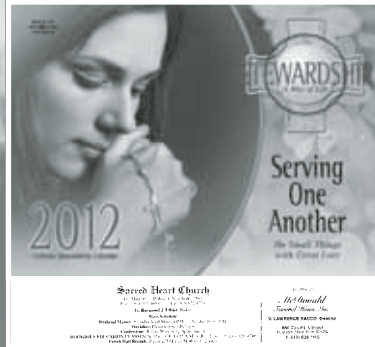
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Continued from Page A11

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## What are you Teaching these Students? The State of Funeral Service Education

As a program chair I have had funeral directors approach me at a convention and ask: "What are you teaching these students?" My first response in the past has been a laundry list of the curricular requirements, and then I ask "Why?" The funeral director then tells me all the things the graduate cannot do even though the graduate may be in the first week of an internship, whether or not they were a graduate of the program at which I am employed. This article will attempt to answer the question of what we teach in Funeral Service Education and, by doing so, describe the State of Funeral Service Education.

In 2009-2010, a study was conducted through Iowa State University which studied the demographics of students who graduated from an American Board of Funeral Service Education-accredited Mortuary Science / Funeral Service program in 2009. In addition to the demographic data, the study also considered the educational experiences in the Funeral Service / Mortuary Science program and sought permission from the graduates to access their National Board Exam scores. The survey included graduates from 33 accredited programs throughout the country.

The results of the study were interesting in all areas and surprising in some areas. The first area of interest was what educators have known for some time that students are coming to Mortuary Science / Funeral Service education without any prior funeral service experience. The study found that only 22% of the graduates had a relative who was in the profession. The study also found that 50% of the graduates of Mortuary Science programs had no experience working in a funeral home prior to enrolling in the program of study.

A second area of interest was the prior education of the persons entering into the accredited programs. Of the 2009 graduates, 23% of the graduates possessed a Bachelor's degree or higher before they began the Funeral Service program. It also revealed that an additional 39% of the graduates possessed at least an associate degree prior to admission into the program. Together 62% of those who graduated from a Funeral Service or Mortuary Science program possessed a degree equal to or higher than the level required by accreditation prior to beginning the program. It has been suggested in previous articles that the accredited programs should do a better job of recruiting bachelor's degree students into the program. This result demonstrates that the programs are admitting a large number of students (over 50%) who already possess more education than what will be awarded in the program.

The study then turned to the educational experiences of the graduates. The survey asked graduates to identify the practical experiences they had while in the accredited Mortuary Science / Funeral Service program. The questions included what experience the graduate had with cremation, cosmetizing deceased human beings, casketing of remains, assisting with transfers of remains, embalming with or without other students present, assisting or observing funerals, visitations, and working in groups.

The study found that 4% of all graduates answered that they had NEVER completed an embalming even though graduates are required to participate in 10 embalming cases as a requirement of the accreditation standards. All of the responses came from 2 institutions and none of the graduates identified themselves as online students.

The results revealed that the vast majority of students only learn to embalm in groups of students rather than in personal one-on-one cases with a licensed funeral director/embalmer. 49% of the graduates had NEVER embalmed without other students present. This phenomenon may lead to some of the criticism by professionals that graduates are not able to embalm once they graduate. The reason this may lead to graduates not knowing the embalming process is because the graduate may never have been required to work through all processes on his/her own without another student giving assistance.

Other results from the survey include: 60% of all graduates had never observed a cremation nor toured

By Kevin E. Patterson, PhD

CONTINUED ON PAGE A20




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## Funerals Today Magazine to host Convention and Expo

PHILADELPHIA, PA— *Funerals Today Magazine* is hosting its first annual Convention and Expo. This is no ordinary funeral convention; this conven-

tion is for the families. As the go-to magazine for our elderly community looking for change, innovation and education, we have designed this convention

catering to their needs for information on creative yet personalized services.

The "Be Educated" Convention & Expo will be held on June 12, 2012 at the National Press Club in Washington, DC. This convention will focus on educating and enlightening families about their role in the funeral industry. Attending this convention will give families a better understanding of the choices that are available to them when their loved one has passed on and in turn it will teach

them how to honor the lives of their loved ones in a unique way. Everyone is welcome.

There will be four classes at the "Be Educated" Convention. In "Beauty is in the Eye of the Beholder" you will learn if restorative art is ever necessary for the presentation of your loved ones human remains. In "Your Ideal Funeral" you will learn the 5 Steps that will guarantee your ideal funeral. The instructor of this class will demonstrate how caskets are manufactured and operated. You

will also receive the Ideal Funeral Workbook. "Sympathy, Why?" will discuss sympathy flowers, sympathy food, sympathy cards and the answers to what you really need in order to properly grieve. "Innovation" will present the past, present and future of funerals, from the ordinary to the extraordinary.

The Convention and Expo will include a silent auction, giveaways, White House tours, and a horse drawn carriage. Exhibitors include innovative casket companies, unique florist, life celebration companies and so many more. Please visit [www.FuneralsTodayMag.com](http://www.FuneralsTodayMag.com) or read the March/April 2011 Issue of *Funerals Today* for registration information, class details, exhibitor and presenter information.

*Funerals Today Magazine* is known for its unique

ability to transform the most difficult time in one's life into a more open minded experience that will enlighten, encourage and enhance your knowledge about the inevitable. *Funerals Today* is the first magazine geared toward educating families about the funeral service industry and their goal is to educate, enlighten and entertain every day. Individual subscribers, funeral homes, nursing homes, and mortuary schools are just a few of the organizations and companies that subscribe to *Funerals Today*.

**Eternal Enterprises, Inc.** is the parent company of *Funerals Today Magazine*, the *Helping Hurting Hearts Network*, *Funeral Divas*™ social group and product line and the *First Generation Funeral Directors Association*.

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# The Death and Funeral of Benjamin Franklin, American (Part 1)

By Todd W. Van Beck

What an understatement to say that Benjamin Franklin was a unique man of many achievements! Franklin was the only Founding Father who signed all four of the documents which essentially created the United States of America, namely:

1. The Declaration of Independence
2. The Treaty with France
3. The Peace Treaty with Great Britain
4. The United States Constitution



Todd W. Van Beck

Benjamin Franklin is also known as:

1. The inventor of the Franklin stove – known for its heating efficiency
2. The publisher of the first Masonic book in the United States
3. The inventor of the bifocal lens
4. The inventor of swim fins
5. The creator of the lightning rod

6. The creator of the first public library
7. The creator of the first volunteer fire department
8. The first United States Postmaster
9. The inventor of the carriage odometer
10. The creator of the first map of the Gulf Stream
11. The inventor of the armonica.

Franklin also helped establish the first public hospital, Pennsylvania's first university, and a profitable fire insurance company.

George Washington himself praised Benjamin Franklin when he wrote in a letter to Franklin in 1789: "If to be venerated for benevolence, if to be admired for talents, if to be esteemed for patriotism, if to be beloved for philanthropy, can gratify the human mind, you must have the pleasing consolation to know that you have not lived in vain." What an understatement, considering that the only other man in the United States who had been a true contender to become our new nation's first chief executive was

Benjamin Franklin! Had Franklin been twenty years younger in 1789, he easily could have been the first President of the United States.

Benjamin Franklin was born on January 17, 1706 on Milk Street in Boston, Massachusetts. He was the tenth son of a soap and candle maker. Franklin was baptized at the Old South Congregational Church and, after receiving little formal education, Franklin set out on a lifelong pursuit of self education. He set

his sights on the printing profession and obtained an apprenticeship with his half-brother James.

In 1723 at the young age of 17, after having quarreled with James, Benjamin Franklin left Boston for Philadelphia, where he would basically reside for the rest of his life. Franklin rose rapidly in the printing profession and published *The Pennsylvania Gazette* for eighteen years. However Franklin's most successful literary venture was the annual *Poor Richard's Almanac*. It won popularity in the Colonies second only to the Bible, and its fame eventually spread to Europe. Here are some gems from Poor Richard:

- He that waits upon fortune, is never sure of a dinner.
- He that lives upon hope will die fasting.
- If you would be loved, love and be lovable.

CONTINUED ON PAGE A30

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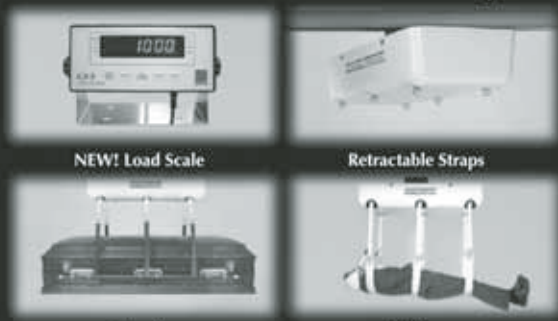
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## What are you Teaching these Students? The State of Funeral Service Education

Continued from Page A17

a crematory; 57% had never seen a funeral in a religious place of worship; 62% had never observed an autopsy; and 24% had never been in a casket selection room.

The most surprising data came when asked about the observation of funerals, visitations, and arrangement conferences. Nearly 50% of the graduates responded that they had NEVER observed an arrangement conference. 69% stated they had never set up or observed a visitation. And most surprising of all, 38% of all 2009

graduates had NEVER observed a funeral as part of their education.

I know some of you are thinking online education is causing this. Actually it is not. The survey revealed that ALL graduates who responded that they had completed the program online also responded (at least monthly) in embalming cases without other students, they had attended on average more funerals than the on-campus students, and they had observed more cremations, visitations, transfers of remains and arrangements than their on-campus counterparts. On average, graduates of the online programs had statistically more professional experience than did their on-campus colleagues.

So, did the practical activities make a difference? That depends upon how you measure success. Currently in Funeral Service Education, the only national measure of what a graduate has learned is the National Board Examination. When the study began, this author hypothesized that the more practical experiences to which a student was exposed, the higher the National Board Examination score and pass rate. The study revealed that professional experiences such as embalmings, assisting with funerals, observing visitations, etc. had no impact on a student's / graduate's National Board Examination score or pass rate.

So the next logical question was: What *did* have an impact on the National Board Examination score?

The study revealed that the best predictor of success on the National Board Examination was the Grade Point Average of the graduate; the higher the GPA, the higher the score and the more likely

the student was to pass the National Board Exam. The study also demonstrated several comparisons that resulted in a difference in outcome on the NBE.

The first difference was that online graduates scored statistically higher on the Arts section of the National Board Examination than did on-campus graduates. When the practical experiences were measured, there were no experiences, nor combinations of experiences, including the number of embalming or funerals studied that produced a higher NBE score than if the graduate had not participated in those practical experiences. Though no practical experience in the accredited programs produced a higher NBE score, the study found that those who had worked at a funeral home prior to going to the accredited Mortuary Science program scored higher on the NBE than those who had not. Suggesting that the best was to prepare a student to maximum scores on the National Board Exam is for them to work in funeral service prior to enrolling in the accredited program.

Another observed result was the similarities and differences in regionally accredited and non-regionally accredited programs. Regionally accredited programs are those programs which are accountable to a higher education authority in addition to the American Board. The regional accrediting organizations evaluate colleges and universities (as well as elementary and secondary schools) to determine the quality of the institution. The study revealed no statistically significant difference between Mortuary Science programs which are regionally accredited and those which are not regionally accredited in terms of National Board Exam scores. The study did find a difference in the practical experiences to which the students were exposed. Those graduates of regionally accredited programs had statistically more professional experiences during the program of study than those graduates from programs without regional accreditation. There was also a strong correlation between regional accreditation and whether or not a student was required to enroll in a practicum course which required the student to work in a funeral home during a portion of the program of

CONTINUED ON PAGE A27

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## Let's Chat

By Kristan Dean

One of my favorite Life Lessons is: The greater the challenge the greater the gift... all we have to do is find it. With this in mind, plus realizing that Mothers Day is around the corner, I ask you: How can you help those who have experienced the greatest loss most can imagine, the death of a child, find their gift? Sadly, there is no perfect answer. Just as we can never truly feel the pain that is in someone's heart I cannot tell you what the gifts are for the mothers in your community who have lost their children.

What I can tell you is that there *are* gifts and with your help they can be found. I know this because the saddest funeral I ever attended, the service for my cousin's daughter, became one of the most loving experiences I have ever had the privilege to witness. Her service taught me that some spirits are too perfect for this world and the love they bring is beyond measure.

Francesca's first gift to her mom was being born so that her family could hold her as they said good bye. Her second was bringing us all together in love and faith to find a way to celebrate where she got to go by participating in a service that helped us further understand that she will forever be a part of our hearts and our lives.

These realizations inspired me, with the help of my family, to write "A Gift From Heaven" as a present to my cousin and with her blessing, "A Gift From Heaven" is now helping Francesca spread her wings in hopes that the gifts she brought to our family can serve to comfort others.

The question is: how can you help the mothers you serve find the gifts that their children in Heaven can bring to their lives and the lives of others? Looking for inspiration? Dr. Joanne Cacciatore just may have your answer.

Joanne is more than the founder of the Miss Foundation a not for profit organization that provides crisis support and long term aid to families after the death of a child. She is the mother of Cheyenne, who died in 1994. This pain

led Joanne "to seek out ways to keep Cheyenne's memory alive... to create a legacy... to help change the lives of others because of her presence on this earth."

How? Joanne "set out on various missions of random kindness..." and "...began to feel a sense of peace in knowing that Cheyenne was the reason for my enlightening." Today Cheyenne continues to spread her wings through the Miss Foundation's Kindness Project.

This project, according to [www.missfoundation.org](http://www.missfoundation.org), "reminds others that our children, and other loved ones, are so important to us that we... extend the life and love of our child and share it with others... a legacy of love." How? Participants perform random acts of kindness, "leaving a card behind so that the person who benefits from the kindness knows that someone's life and death continues to matter." The hope is that "we can make incredible transformations within our communities, in our families, and in ourselves."

This Mothers Day please join Joanne by bringing everyone you serve together to "transform the world" in honor of the children who now live in the hearts of their mothers. Please consider hosting or becoming a part of a Miss Foundation Mothers Day walk and/or kindness event.

For more information please visit [www.missfoundation.org](http://www.missfoundation.org). I look forward to learning about the gifts that you help the mothers you serve find. Please give me a ring at 781-331-5308 or, if you prefer email me at [kristan@mooneytunco.com](mailto:kristan@mooneytunco.com). To learn more about the gift Francesca is helping us share with the world please visit [www.merrychristmasfromheaven.com](http://www.merrychristmasfromheaven.com).

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

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

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

## Steen Funeral Home takes delivery of new Limousine



ASHLAND, KY— Gary Broenneke of Jones Coach Sales congratulates Brian Binion and Bill Fields of Steen Funeral Home, Ashland, KY, on the purchase of their new Eagle Limousine.

## Giving Back to the Community is a Family Affair

*Continued from Page A4*

Board of Fort Hamilton Hospital, on which he continues to serve. As board chair he played a successful role in the four-year struggle to keep the hospital in the city. It was this accomplishment that earned him the 2010 Citizen of the Year award, recognizing someone who “left a special mark on the city in 2010, beyond just their normal job.” As the largest non-government employer – with nearly 1,100 employees – and the only hospital in the city, Fort Hamilton is a cornerstone of the community. “From my days on city council, I clearly understood the financial benefits of keeping those jobs in Hamilton,” he remarks. “And I stood firm on my belief that as the 12th-largest city in Ohio, Hamilton should have a hospital to serve its residents.”

be the best they can be,” says Rob. “People need to make that happen by giving of themselves, step-

ping up to the plate.” As a kid, he thought everyone did that. “Now I real-  
**CONTINUED ON PAGE A26**

With his father as his mentor, son Rob shares Bob’s commitment. While a student at Wright State University in Dayton, Ohio, he became involved in philanthropic efforts, primarily through his fraternity and the Greek system. At Cincinnati College of Mortuary Science – where his father, grandfather and great-grandfather also graduated – the faculty selected Rob to receive the *Ohio Funeral Directors Association* award, honoring him for the student leadership he demonstrated. Today at 25, he is strengthening his good-neighbor skills by serving on the boards of two organizations important to his Butler County community: Partners in Prime (providing Meals on Wheels and activities for seniors) and the Fitton Family YMCA.

“I know I’m going to be here in Hamilton a long time, so I want things to

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Continued from Front Page



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## Cremation Issues and Answers

By Ronald Salvatore  
**Matthews**  
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In my 23 years in the cremation industry, I have attended well over 100 zoning hearings across the country assisting funeral homes, cemeteries, vault manufacturing plants and other funeral related businesses in their efforts to secure local approval for the installation of our cremation equipment. Often, these hearings are placed last on the agenda so I've had plenty of opportunities to witness hearings for other projects.

At one hearing there was a proposal to construct an assisted living facility on a main commercial road. Residents of a nearby subdivision objected arguing it would increase traffic making it more difficult for them to exit onto this road to do their shopping. No one objected to the need, no one disagreed that it belonged in a commercial zone. What they objected to was having it near them...and they won.

My point? If the general public is objecting to something as innocuous as an assisted living facility, imagine their reaction to your proposal to have a crematory. From personal experience I can tell you that people are very vocal and emotional in their opposition, organized, and prepared to do most anything to ensure the project is defeated. They will oppose a crematory project based on environmental and health concerns, property values, traffic, noise, emotional issues, and of course, NIMBY – Not In My Back Yard.

If you are considering adding a crematory to your

facility and a zoning hearing is required, do yourself a favor: don't assume that because you have been a pillar in the community for 20, 30 or 40 years and everybody respects you and appreciates all you have done for the community that you will not have opposition; don't assume that residents several blocks away will not object; don't assume that your desire to provide a much wanted and needed service to your families will be embraced by all; don't assume that just because the planner or zoning officer supports the project that the zoning board will approve it against the wishes of your neighbors. This is especially true if it is an elected board.

You need to assume there will be some who will oppose your project, and you must be prepared to address their concerns and objections. With proper representation and preparation you have a chance to obtain approval. If you are not prepared and are not properly represented, your chances of approval are slim at best.

Next month we'll outline what you should do to prepare for a zoning hearing.

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.



Miller's Spacious Main Lobby



Kitchen Facilities at Miller Funeral Home

and construction phases of the project, to combine the historic elements of the original structure with a modern, spacious facility to produce "Exactly the building we needed... a building with the details of service in mind."

The **Miller Funeral Home** opened its doors on January 13<sup>th</sup> with a Co-

shocton County Chamber of Commerce after hours event, before inviting the public to an open house on the 16<sup>th</sup>. Over 1000 people attended the event which showcased the facility's two large showing rooms and many thoughtful details including: a covered entrance, spa-

**CONTINUED ON PAGE A24**

## Edwards Funeral Service Pioneers New Disposition System

*Continued from Page A10*

manufacturer with a safe, low-temperature, no-pressure system," Edwards points out. "Those features are important for the safety of my staff, not to mention the huge capital and long-term maintenance inherent with high-temperature, high-pressure vessels, pumps, seals and steam boilers." They were also the only manufacturer who had equipment that was beyond the prototype and testing phases.

Yet would families accept and choose this revolutionary option? "I discussed alkaline hydrolysis disposition with nearly 100 cremation families last year and not one objected to it," reports Edwards. "When some families asked whether it was possible to delay their planned cremation until alkaline hydrolysis is available, I realized this method of final disposition could be not just an additional option, but a preferred option over fire-based cremation."

Bio-Response Solutions' CEO has been developing and fine-tuning low-temperature alkaline hydrolysis for nearly a decade. "We have worked to perfect the process and have developed a number of innovations that allow it to be equal or superior to high-temperature, high-pressure systems," notes Joe Wilson. "We have superior geometry in our patent-pending tip technology. We are cleaner after each cycle and use fewer energy resources. We believe we provide independent and family-owned funeral homes a practical, affordable opportunity to set up their own disposition operations, allowing them to compete with large corporate operators."

Edwards likes that it is a natural and more dignified method than cremation. "Alkaline hydrolysis is a clean, green, natural process which mimics the natural decomposition of the body in a matter of hours, achieving the same result that would take months or years with Mother Nature," he comments. "There is no fire, no flame, no destructive burning of the body. It's a more dignified option."

The installation of the Bio-Response alkaline hydrolysis disposition system for Edwards Funeral Service was a simple process. Limited floor space was required. Existing utilities were sufficient. "Jeff's machine was delivered, installed and running its first disposition all in the same day," notes Wilson.

Any surprises now that the unit is installed and in service? "The only surprise for me has been the ease with which this disposition method is accomplished," reports Edwards. "The equipment is highly automated and comes with a 10-inch color touchscreen computer. You simply key in the weight of the body, the time length of the process and press the 'Start' button. At the end of the process, remove the bones from the clean, sterile, stainless steel basket and the system is ready for the next disposition. It has been a complete success."



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- **Administrator Curriculum:** Ron Salvatore; Poul Lemasters, Esq.; Jim Starks; David Nixon
- **Arranger Curriculum:** Julie A. Burn, CCrE, CSE; Nectar Ramirez; Mike Kubasak; Doug Gober; Mark Krause, CFuE; Jim Starks, CFuE, CCrE
- **Crematory Tour: A Real-World Look at All Aspects of a Cremation Provider**, Mark Ballard; Leslie Weaver; Winston Hoover IV

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- **The Web: What We Know and What We Wonder and The Next Generation of Lead Generation**, Robin Heppell, CFSP
- **Creating Community Connections That Generate Returns and Plan, Prepare & Conduct Effective Sales Meetings**, Ty Lohman

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- **Cemetery Master Planning and Developing Hidden Treasures on Your Property**, Christine Toson Hentges, CCE
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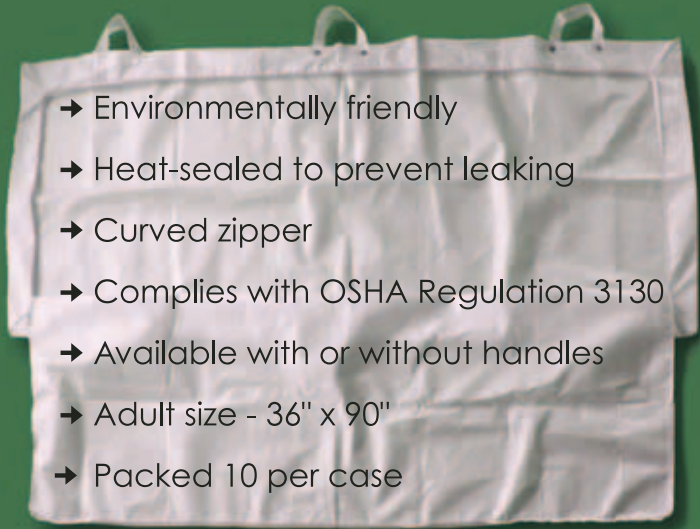
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CONTINUED ON PAGE A31

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## Miller Funeral Home Opens in Coshocton

Continued from Page A22



Matt Miller speaking at the Open House



cious main lobby, children's room, kitchen facilities, and an in-house video system for recording services.

Matt Miller, 1995 graduate of Ohio University in Zanesville, received his Bachelors in Mortuary Science in 1996 from the *Cincinnati College of Mortuary Science* and has been a licensed funeral director and embalmer for 14 years. Mr. Miller is a member of the *Ohio Funeral Directors Association*, the Coshocton Chamber of Commerce, the Coshocton Elks Lodge #376 and the local Masonic Lodge.

**Valerie Miller**, Matt's wife, works part time in the funeral home in addition to working full time as a sales representative for Time Warner Cable Media Sales. She is also active in the Coshocton Rotary Club and Coshocton Junior Women's

Club.

The Millers receive part time assistance from their three young children, **Andrew, Madison** and **Grace**. Full time assistance is provided by fellow Elks **Jim Lapp** and **Jim Baylor**. Jim Lapp is a 12 year veteran of the industry and received his Ohio State Insurance License in October of 2006. **Jim Baylor**, current President of the Ohio Elks Association, has served 10 years on the Board of Directors for the Coshocton Head Start program.

The Miller Family strives to provide meaningful funerals and options that best suit the wishes of the families they serve, including cremations, online memorials, pre-planning and after care. The Miller Funeral Home can be reached by phone at (740)622-8000, or on the web at [www.themillerfuneralhome.com](http://www.themillerfuneralhome.com).



### *The Basics of 21<sup>st</sup> Century Temporary Preservation Technology (Part 18)*

By John A. Chew

One of the most common symptoms associated with disease processes and death is edema. Edema is an abnormal accumulation of fluid in the intercellular spaces.

With an aging population, congestive heart failure and/or renal failure have become a major concern. With renal failure, an individual will have an increase in venous and capillary pressures bringing about renal sodium retention.

Salts regulate osmotic pressure in the cells and fluids. With some pathological conditions salts over compensate and create edematous conditions

There is a school of thought that the use of pre-injection fluid should be avoided due to the possibility of increasing the fluid content in the body. When properly used, pre-injection becomes a part of the solvent and acts as a neutralizer in preparing the vascular system for the preservative.

Excessive fluid may be due to pathological conditions and/or medications used as part of the treatment of diseases. The amount of a pre-injection fluid, when used, is minimal due to its formulation. The most effective use is 16 ounces of concentrate mixed with 64 ounces of solvent (water).

The pre-injection fluid is injected against closed drainage and allowed to interact with body fluids from 30 to 60 minutes. This is to be followed by primary dilution of the preservative as determined by the embalmer from pre-analysis.

Intermittent injection and drainage is recommended with a steady increase in strength of the preservative to flush vascular system. The number of injections is determined throughout the treatment.

At this point it may be necessary to increase the concentration of the fluid and use its affinity for moisture to draw the moisture from tissue. The option is to use an edema fluid in equal amounts to the preservative.

Edema fluids each have their own characteristics and are specific in their action when injected into a body. The pre-analysis at this point becomes an ongoing analytical process because there are supplemental procedures and chemicals that can be used to treat and correct most problems.

Examination of the total body after the initial injection begins with the head. Digital pressure should be applied to the scalp. If the scalp feels loose and spongy, a topical preservative gel should be applied and covered with Saran wrap.

Part 19 will continue to examine the necessity of follow-up treatment following initial injection of the edematous body.

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.

## FUNERAL HOME & CEMETERY NEWS

Previously published as the YB News.

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## Curlew Hills Memory Gardens welcomes New Team Members



Steve Harris



Bill Lyons

**PALM HARBOR, FL—** Curlew Hills Memory Gardens of Palm Harbor is pleased to announce the hiring of two new team members, **Steve Harris** and **Bill Lyons**. Both gentlemen will serve as licensed funeral directors for the company. Located at 1750 Curlew Road in Palm Harbor, Curlew Hills Memory Gardens is an independent, family-owned funeral home, cemetery and crematory.

Bill Lyons, a veteran of the funeral industry, has been serving families as a funeral director for over two decades. He dedicates himself to making a difference in the lives of the families he helps and giving them the attention they deserve. Originally from Long Island, NY, Bill has been married for twenty years and has three growing sons. Outside of work, Bill enjoys boating, cars and spending time with his family.

“Curlew Hills is such a wonderful, family-friendly atmosphere to work in,” states Bill. “They will do anything to help a family have a smooth, personalized and positive experience in their time of need. It’s quite amazing and a true pleasure to be a part of.”

Steve Harris, born and raised in Massachusetts, has lived in Pinellas County for the last 25 years. Passionate about his profession, Steve is past president of the *Pinellas County Funeral Home Association* and sat on the advisory board of the *Funeral Service Department of St. Pete College*. He has been married for 28 years and has two grown daughters. In his free time, Steve enjoys golfing and cooking and has been a chef with Hospice.

“Working at a family owned funeral home is extremely rewarding,” comments Steve. “It’s wonderful for me to be able to truly take care of the families we serve. The level of personal care that we provide families at Curlew Hills is second to none and that’s something that makes me very proud of what I do every day.”

“We are extremely excited to have both these highly qualified gentlemen join our team at Curlew Hills,”

comments company president and CEO **Keenan Knopke**. “I believe they will do an excellent job in upholding the integrity and the quality standards **CONTINUED ON PAGE A36**

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## American Society of Embalmers introduces Best Practice Embalming Tenets®

FOREST PARK, IL— The Executive Director and Board of Directors of the **American Society of Embalmers** have put together a document called “Best Practice Embalming Tenets.” This document is intended to be the first best practices document for embalming and preparation of the deceased. Taking into account a wealth of experience the board looked at all aspects of embalming and care of the dead to create this document. It will continue to be updated as changes are seen within the practice of care of the dead. The goal with this document is to elevate the practice of care of the dead.

The American Society of Embalmers was established to promulgate and promote excellence in the 21st century practice of mortuary arts and science. The broad base of membership from throughout the US and around the world represents all facets of the embalming arts: professional, academic and supplier. To learn more visit [www.amsocembalmers.org](http://www.amsocembalmers.org).

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### American Society of Embalmers

#### Best Practice Embalming Tenets®

- ✦ Treat all deceased human remains with thoughtful care, maintain dignity and show respect at all times
- ✦ Be knowledgeable of and in compliance with, all regulatory authorities, (federal, state and local) that govern the preparation and disposition of a deceased human remains
- ✦ Prioritize the use of excellent communications among all funeral professionals involved with the decedent and family
  - Authorizations for embalming and restorative art procedures must be shared with the embalmer, preferably in writing
  - Confirm the identity of the deceased prior to the commencement of any procedures
  - The Preparation Room should be kept private and all local, state, and federal laws should be observed as to its use
  - Share information regarding the care of the deceased between director and embalmer
    - Obtain information about the overall condition of the remains
    - Obtain information about cause or nature of death
    - Obtain the time of services to optimize best presentation
      - Ensure that adequate time is given to the embalming process
  - Address and remedy problem embalming and shipping situations immediately
- ✦ All documents, photographs and personal information about the deceased must be kept in strict confidence and under secure storage
  - Only those persons designated and authorized by the funeral establishment or family may be allowed attendance during the preparation of a remains
  - Photographs of deceased remains must never be placed on social media sites or shown in public places to non-funeral professionals outside the educational setting
- ✦ Respect and comply, without comment, with the wishes of the family or the deceased requesting organ/tissue donor, hospital or forensic autopsy, or full body donation to science
- ✦ Professional conduct will ensure that embalmers will not knowingly allow non-licensed embalmers (exception students or apprentices, under supervision) to practice embalming and that they will not participate in derogatory public comments about other embalmers
- ✦ Pursue ongoing and continuing education opportunities for the embalmer
- ✦ Practice thorough and complete preservation of the entire remains
  - Use all available embalming methods necessary: arterial, hypodermic, surface
- ✦ Document all remains entering the funeral facility on a Preparation Care Form
  - Include remains for: identification only, storage, embalming, shipped-in or shipped-out
- ✦ Be knowledgeable of multiple methods of treating all types of embalming cases, regardless of their condition.
  - Practice custodial care; monitor remains until final disposition and make corrections as needed
  - Be willing to ask for assistance when needed
- ✦ Protect yourself from any potential hazard, infectious, chemical and physical
- ✦ The establishment ownership and the embalming practitioner agree to have available all the necessary supplies, chemicals, dry goods and equipment to prepare every type of embalming case
- ✦ The preparation room and adjoining facilities will be maintained in a clean and sanitary condition

The Executive Director and Board of Directors of the American Society of Embalmers compiled these Best Practice Embalming Tenets to elevate the formal practice of embalming throughout the profession. This document is a work in progress. As the embalming environment changes, this document will be updated to reflect the current practices.

## Giving Back to the Community is a Family Affair

Continued from Page A21

ize how great it would be if everyone actually did that.”

“I have enjoyed working with others equally driven to give back to the community,” says dad Bob. “I tell Rob that

it’s important not to pre-judge the motive behind someone’s involvement. In my experience, it’s usually for the right reasons.”

The faculty and staff of the Weigels’ alma mat-

er, Cincinnati College of Mortuary Science, view Bob and Rob as ideal examples for its students. “Bob and Rob Weigel absolutely represent the mission of CCMS,” notes **Karen Giles**, president of

the college. “We believe it is important not only to educate our students as funeral service providers but also to shape them to become leaders in the industry and in their community.”

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## What are you Teaching these Students? The State of Funeral Service Education

*Continued from Page A20*

study. Not surprisingly, graduates who enrolled in a practicum course as part of the program had a statistically higher number of professional activities than those who did not enroll in a practicum course. The specific areas where graduates had more experience if they attended a program with a practicum course were: casketing remains, observing a funeral, embalming a deceased without other students present, the application of cosmetics, touring a casket room, and observing an arrangement conference.

In addition to the state of funeral service education, this study provides the only empirical data of what is being taught to students in accredited pro-

grams including what professional activities are being utilized. Now, when asked by a funeral director what I am teaching the students, I enumerate a list of activities we require for each graduate. Actually, I look forward to funeral directors asking me what we teach the students of my program, as it gives me a great opportunity to share the many activities we require of our graduates.

Kevin E. Patterson, PhD, is Program Chair of the Des Moines Area Community College Mortuary Science Program in Ankeny, Iowa. The study described in the article was the dissertation that he successfully defended with five university professors at Iowa State University, entitled "An analysis of demographic data and educational experiences that predict student success on the funeral service National Board Examination."

## Jay B. Smith Funeral Homes takes delivery of new Coach



MAPLEWOOD, MO— John Jay Hardy, president of Jay B. Smith Funeral Homes, takes delivery and receives the keys to his Superior Cadillac Statesman Funeral Coach from Joe

Molina of Royal Coachworks, Inc., St. Louis, MO. Jay B. Smith Funeral Homes have two locations in the Metropolitan St. Louis area, one in Maplewood and the other in Fenton, MO.



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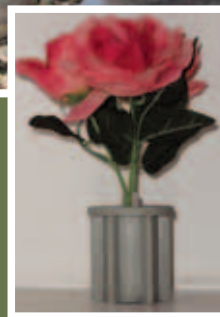
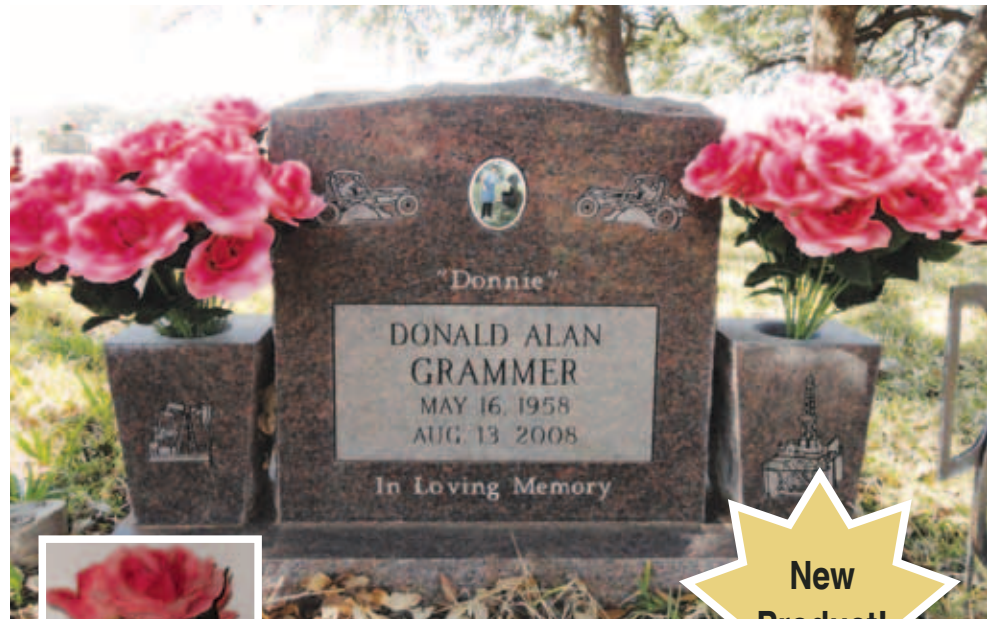


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## Honquest Family Funeral Homes purchase new Hearse



**ROCKFORD, IL—** Timothy A. Honquest, president, along with his daughter Zoe Marie Honquest of Honquest Family Funeral Homes with Crematory, Rockford and Roscoe, IL, proudly take delivery of their 2011 Cadillac Echelon Limited

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## VeteransMemorialTributes.com launches Funeral Home Affiliate Program

**SANIBEL, FL—** One out of every four deaths in this country is a veteran. "This is the most recent statistic published by NHPCO, the National Hospice and Palliative Care Organization" said Mark Davis, CEO of Val-Mark Memorial Group. "We have responded to the need for a Veterans specific website dedicated to honoring the brave men and women who have served in our Armed Forces. I am proud to announce the launch of the internet's only website dedicated specifically as the Veterans Wall of Honor and the nation's only National Veterans obituary database." VeteransMemorialTributes.com is a safe and secure place for family and friends to share stories, post pictures, stream videos and upload important documents honoring the life and legacy of their hero.

"Our extensive market research has determined that the two major national obituary news websites get very low marks from families of veterans" said Mark Davis. "What we have gleaned from families surveyed is that they would prefer a Veterans specific website to record the life and legacy of their hero." The most common objections to the national obit news sites are: that there is too much clutter, unrelated content and advertising. These sites have been described as "cheesy" and "exploitive". Many families complained that these sites commercialized their loved ones death and had unclear pricing and terms of service.

Obituaries posted on funeral home websites received very high marks with the exception of one specific obit platform. Families commented that although they valued the obit posting on the funeral home's website the value diminished greatly after 14 days. It was determined that families reject the idea of having to continue to re-visit a funeral home website to maintain, update and monitor their loved one's permanent online memorial tribute. Families drew a clear distinction between an online obituary and a permanent online memorial tribute. The obit platform that was considered the least desirable was described as "patronizing" and "offensive". Funeral homes that use this obituary service solicit "donations" to permanently maintain the memorial online. Less than 5% of the "donation" obits reviewed were actually funded.

There are two features of VeteransMemorialTributes.com that provide funeral homes with exposure and revenue. First is the National Veterans Obituary Database which drives traffic to the submitting funeral home's website. It is a free death notice submission that archives only the basic personal information about the deceased veteran and links directly to the website of

the funeral home for service and obituary details. VMT affiliate funeral homes can offer the Veterans Wall of Honor Memorial Tribute to their client families providing a new source of income.

It does not matter how long ago the death may have occurred or from what era the veteran served. The Veterans Wall of Honor and



Family Memorial Tree preserves a veteran's life story in words, pictures, video and music, creating a permanent place for family and friends to remember and share. This is a place where visitors gather to remember the lives of the people they love and where their memory will be maintained forever. The Veterans Wall of Honor captures the history, personality and accomplishments of the veteran and their family.

VeteransMemorialTributes.com is a unique resource for veterans to build their own permanent online legacy in advance. It is a cathartic process allowing veterans to document their life experiences, express the joy they have shared with those they love and capture the history and personality that makes their life unique. Creating one's own online memorial is like painting a self portrait.

**Family Choice Funerals and Cremations** of Virginia Beach and Roanoke, VA were the first funeral homes to join the VMT Funeral Home Affiliate Program. Jeff Harbeson, Family Choice's President and COO is a Gulf War veteran himself and in addition to becoming a VMT Affiliate has created his own personal Veterans Wall of Honor Life Legacy that he will continue to update throughout the years.

All funeral homes, nationwide are invited to become a VMT Funeral Home Affiliate. It's fast and it's free. Visit: VeteransMemorialTributes.com, click FH Sign-Up and set up your username and password. Immediately begin submitting free death notices for every veteran you serve and earn new income by offering Veterans Wall of Honor Memorial Tributes.



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Funeral service means everything to us, and we know it means the world to you. We believe in what you do, and we're dedicated to moving the needle for everyone who chooses death care as a profession. Won't you join us?

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# Veterans & Family Memorial Care Reaches Milestone with VFMC Providers in all 50 States

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CONTINUED ON PAGE A33

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**The Death and Funeral of Benjamin Franklin, American (Part 1)**

*Continued from Page A19*

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- Anger warms the invention, but overheats the oven.
- God heals and the doctor takes the fee.
- Remember that time is money.
- Nothing in life is certain except death and taxes.
- Energy and persistence conquers all things.
- Dost thou love life? Then do not squander time; for that's the stuff life is made of.
- Having been poor is no shame, but being ashamed of it is.

to his overtures. In 1730, Franklin fathered an illegitimate son named William. The identity of William's mother remains a mystery, but Franklin retained the infant and returned to Deborah.

Franklin established a common law marriage with Deborah Read on September 1, 1730. At a time when many colonial families consisted of six or more children, the Franklin's eventually had two (in addition to raising William). The marriage was not happy partly due to Deborah's great fear of the sea which meant that she never accompanied her husband on any of his extended trips to Europe, despite his repeated requests. In one of the most painful moments of Franklin's life, his son died of smallpox in the fall of 1736.

By 1748 Franklin had achieved financial independence and gained recognition for his philanthropy as he provided for such civic causes as libraries, educational institutions, and hospitals. Franklin was energetic and tireless and he found time to pursue his other interests in the sciences and politics.

One of the great delights in his social life was the organization of a group called the Junto Club,

(or the Leather Apron Club). This was a small group of young men who engaged in business and debated morality, politics, and philosophy. The Junto Club eventually transformed itself into the prestigious American Philosophical Society. Franklin was also known to have played the violin, harp, and guitar. He also composed music, wrote a string quartet and invented the glass harmonica, which he dubbed the "armonica." The armonica was a great hit in Europe.

**STATESMAN**

Benjamin Franklin held many posts in the move towards American independence. He was in the colonial legislature, was postmaster general, was a representative to Congress, tackled the unfair Stamp Act, developed treaties with Great Britain and France, and served with distinction in the diplomatic service.

Benjamin Franklin played a vital diplomatic role during the American Revolution and the early national period. In 1776 the Continental Congress sent Franklin and several others to secure a formal alliance with France, which deeply resented the loss of territory to the British during the French and Indian War. The

**CONTINUED ON PAGE A31**

**DEBORAH READ**

In 1724, while a boarder in the Read home, Franklin courted Deborah Read before traveling abroad on business. Miss Read's mother did not approve of Franklin and declined his offer to marry Deborah. While Franklin was out of the country Deborah married another man. This proved to be a regrettable decision and, in time, Deborah's wayward husband simply vanished leaving a great deal of debt in Philadelphia.

Franklin had his own relationship challenges. Throughout his life Benjamin Franklin was a womanizer, and woman responded extremely well

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# Edwards Funeral Service Pioneers New Disposition System

Continued from Page A23

Based on his research and firsthand experience, Edwards projects that alkaline hydrolysis will become the preferred method of disposition over cremation within the next decade. "Alkaline hydrolysis is a 'game changer' in the funeral industry. I think it has the potential to replace cremation as a form of disposition, maybe as soon as in the next 5-10 years,"

he predicts. "The industry will be surprised how accepting the public is."

The reaction of families has been extremely positive. "Once this method is properly described to families and their questions honestly answered, I have yet to find a family that didn't choose alkaline hydrolysis over cremation," says Edwards. "I even had a direct burial family change to alkaline hydrolysis disposition after picking up a brochure in our conference room about it."

Edwards understands that doing his homework brought him to the best decision. "I put the same amount of effort into selecting my alkaline hydrolysis equipment as I put into selecting a mortuary college 10 years ago," remarks Edwards. "I chose the Cincinnati College of Mortuary Science for its rich history, Midwestern values and hands-on approach to learning. Looking back, I don't think I could have selected a better place to receive my mortuary education. Looking forward, I don't think I could have selected a better provider of alkaline hydrolysis technology."

## The Death and Funeral of Benjamin Franklin, American (Part 1)

Continued from Page A30

American victory in the Battle of Saratoga convinced the French that the Americans were committed to independence and would be worthy partners in a formal alliance. Benjamin Franklin was the spear head of the agreement which saved the cause of the American Revolution.

The French adored Franklin. He was charming and urbane, but still kept enough of the rough American way that the French seemed not to be able to get enough of. His diplomatic associate, the prickly and prudish John Adams from Boston, was ceaselessly annoyed with Franklin's constant romances, sexual escapades and endless parties where Franklin consumed great amounts of wine, French pastries, and rich food.

In the last decade of his life, Benjamin Franklin served as a member of the Constitutional Convention and was elected president of the Pennsylvania Society for Promoting the Abolition of Slavery. Historians have called him the quintessential American because of his creative pragmatism, scientific innovation, and democratic spirit.

In 1762 Oxford University awarded Franklin an honorary doctorate for his scientific accomplishments and from then on he went by "Doctor Franklin."

### FRANKLIN THE SCIENTIST – HIS INVENTIONS

*The Carriage Odometer.* While serving as Postmaster General in 1775, Dr. Franklin decided to analyze the best routes for delivering the mail. He invented a simple odometer for his carriage, to help measure

CONTINUED ON PAGE A32

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**The Death and Funeral of Benjamin Franklin, American (Part 1)**

*Continued from Page A31*

the mileage of the routes.

*Map of the Gulf Stream.* Wondering why sailing from America to Europe took less time than going the other way, Franklin was the first scientist to study and map out the Gulf Stream. He measured wind speeds and current depth, speed and temperature. Franklin described the Gulf Stream as a river of warm water flowing north from the West Indies, along the East Coast of North American and east across the Atlantic Ocean to Europe.

*Bifocal eye glasses.* In his later years, Dr. Franklin was having trouble seeing both up-close and at a distance. Getting tired of switching between two types of glasses, he devised a way to have both types of lenses fit into one frame.

*Franklin Stove.* Fireplaces were the main source of heat for home in the 18<sup>th</sup> century, but most were very inefficient. Dr. Franklin invented a new style of stove with a hood-like enclosure in the front, an air box in the rear and redesigned flues that used one quarter as much wood, but generated

twice as much heat. When offered a patent for the fire-place's design, Dr. Franklin turned it down as he wanted all people to benefit from his invention.

*Lightning Rod.* In 1752 Benjamin Franklin conducted his famous kite flying experiments and proved that lightning is electricity. But, Franklin wanted his experiment to be practical as well. During the 1700's, lightning was a major cause of fires, so, he developed the lightning rod. He attached a tall rod to the outside wall of the house with one end pointing up into the sky and the other end connected to a cable. The end of the cable was then buried ten feet underground. The rod attracts the lightning and sends the charge into the

ground, which helped to decrease the amount of fires.

*The Glass Armonica.* "Of all my inventions, the glass armonica has given me the greatest personal satisfaction." Benjamin Franklin was inspired to create the instrument after listening to a concert of Handel's Water Music played on tuned wine glasses. Franklin's armonica, created in 1716, used glass bowls of varying size and thickness to produce different pitches without the need for water. The glasses were nested and mounted on a spindle, which was turned by a foot treadle.

**BENJAMIN FRANKLIN – FIRST VOLUNTEER FIRE CHIEF IN AMERICA**

Throughout his life, Franklin was witness to hundreds of catastrophic fires. The usual response to any fire, large or small, was a bucket brigade, which frequently took so long to organize that the structure simply burned to the ground. In rural areas this was adequate. However, in the crowded cities, when one structure burned without restraint, many structures burned. Hence, large American colonial cities routinely suffered large conflagrations.

In 1733 Benjamin Franklin started writing articles in his paper, *The Pennsylvania Gazette*, calling for the establishment of what he called "Fire Clubs" in the city of Philadelphia. In 1736, Franklin, with a team of thirty men, organized the Union Fire Company of Philadelphia. In time, Franklin's Volunteer Fire Department system was adopted by every community in the Colonies. Many famous Americans became volunteer firemen, including: George Washington, Thomas Jefferson, Samuel Adams, John Hancock, Alexander Hamilton, John Jay, Aaron Burr, Benedict Arnold, James Buchanan, Millard Fillmore and Franklin D. Roosevelt.

*"The Death and Funeral of Benjamin Franklin, American" will conclude in next month's issue.*

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 his new website at [www.toddvanbeck.com](http://www.toddvanbeck.com).

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### Olsen Cars purchases new Funeral Coach



ORLANDO, FL— Fred Olsen of Olsen Cars, Orlando, FL took delivery of his new funeral coach, sold by John Muster of Muster Coaches of Calhoun, KY. Olsen Cars is a longtime customer of Muster Coaches and has provided funeral livery to the central Florida region for the past twenty years.

### VFMC Reaches Milestone with VFMC Providers in all 50 States

*Continued from Page A29*

The VFMC community outreach programs create new opportunities by driving visitors through the front doors of funeral homes for reasons other than attending a funeral. VFMC Providers are

a catalyst for their communities to demonstrate support and appreciation of our veterans and active duty military.

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ing tools and materials including: brochures, membership posters and certificates and window clings. Each VFMC Signature public relations initiative includes press releases, newspaper ads, fly-

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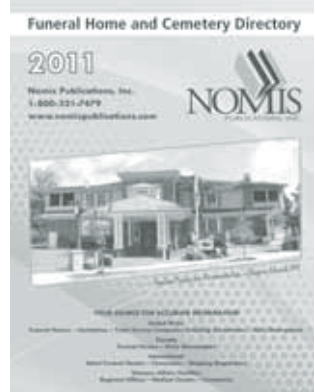
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# Foundation Partners Group welcomes 108 Year Old McDermott Crockett Mortuary

Continued from Page A15

our dedicated employees would be comfortable with," said **Richard Crockett**.

Richard and **Diana Crockett** will continue to be very active in the business as consultants for

McDermott-Crockett and Foundation Partners.

**Jim Price**, Executive Vice President stated, "As

always, we will strive to uphold and build upon the excellent reputation of service that the Santa Barbara community has come to expect from the McDermott-Crockett's family." Price added, "I personally have known Richard Crockett for more than 30 years. He has truly been a pioneer funeral director/owner in embracing and marketing cremation. When traditional funeral homes across America viewed cremation as a threat... Richard saw it as an opportunity to serve the families in his community at a fair reasonable price."

Foundation Partners Group, LLC, with its home office in Tampa, was established in June of 2010. It currently owns and operates 25 funeral homes and 5 cemeteries in 13 states.

If you would like to learn more about Foundation Partners Group and how we can help with your succession planning needs, please contact **Paul Haarer** at (813) 225-4650 or by email at phaarer@foundationpartners.com, or visit www.FoundationPartners.com.

## 2010 African American Funeral Home Hall of Fame



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

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



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

## A 110 Year Tradition of "Stewartship"

The year was 1900. Out of the small community of Seat Pleasant, Maryland, located along the rural cusp of Washington D.C., **John Thomas Stewart**, a young African-American, traveled along dirt country roads and trolley tracks the short distance to the city, holding tight to a dream. Mr. Stewart was determined to establish a first rate facility to serve his



John T. Stewart Sr.

community by providing funeral services of class and distinction for the people of Washington.

He started by borrowing money from his brother to purchase a casket and gravesite and then walked to a Northeast Washington home to arrange the burial of a child.

Later that year, after a brief period of working out of a storefront office, John T. Stewart Sr. founded the **Stewart**

**Funeral Home** at 62 H Street, Northwest, marking the beginning of a rich tradition of service to the Washington D.C. metropolitan area; the tradition of *Stewartship*. He eventually moved the facility to 30 H Street Northeast.

During this first half century and afterwards, the elder Stewart became well-known throughout the local community for his Christian charity, kindness, and benevolence – virtues providing a solid foundation upon which his family and business was to grow. The



Stewart Funeral Home at 30 H Street

Federation of Civic Associations, in commemoration, would later describe how Mr. Stewart "...was dedicated to helping others and lending a helping hand to the less fortunate...His unselfish willingness to help others, without thought or credit or reward, looms large in the rich spiritual legacy he left, transcending fame and greatness."

**John T. Stewart Jr.**, under the tutelage of his father, was engrained with the proud tradition of *Stewartship*, and continued his father's legacy. He and his wife **Margaret Stewart** took over the reins of management following the passing of John Stewart Sr. To meet the needs of their rapid growth, the Stewart facility was expanded to encompass 32 H Street.

CONTINUED ON PAGE A36

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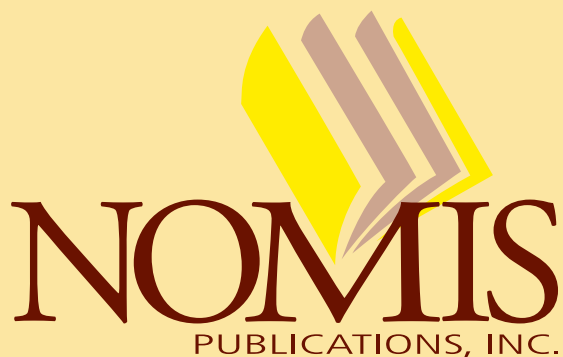
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In 1964, the Stewart Funeral Home moved into a new building at its current 4001 Benning Road, N.E. location, which today stands as a landmark institution in Washington. Like his father, John T. Stewart Jr. provided tutelage to his sons in the latest innovations and techniques of mortuary science, while stressing the need for them to never lose sight of the personal courtesy so important during bereavement.

John T. and Margaret Stewart also continued the family tradition of volunteer service, serving in both leadership and advisory roles in numerous civic, religious and neighborhood welfare organizations. Margaret Stewart assumed many key posts in the Washington, D.C. area.

Today, Margaret Stewart, her sons, **John T. Stewart III** and **Carlin O. Stewart Sr.**, grandchildren, **Stacye,**



Stewart Funeral Home



Margaret and John Stewart, Jr.

**Natasha, Nicole, Shelli and Carlin Stewart Jr.,** and the Stewart Funeral Home staff continue that tradition of *Stewartship*. With every move, from the turn of the 19th to the turn of the 20th century, the Stewart family and staff have held fast to landmark principles of quality, integrity, dignified professional services and community involvement.

Ten years ago, to celebrate their 100th anniversary and to express their deep appreciation to the Washington, D.C. community, the Stewart family established the *Stewart Funeral Home Fund*. The objectives of the Fund are to provide academic scholarships and to assist with emergency contingencies faced by local families in need. The Stewart Funeral Home Fund seeks to transform the challenges confronting our communities into confident opportunities for all of us to share an increasingly more rewarding array of civic responsibilities.

Throughout the decades, the Stewart family has been part of the fabric of the Washington metropolitan area.

For 110 proud years, and four generations, they have maintained, and will continue, a tradition of sympathy and service.

"Our tradition is to serve. This is what we've always done," said Mrs. Margaret Stewart

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Continued from Page A25

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# Association NEWS

## 2011 NFDA Resource Catalog offers more than 25 New Tools for Funeral Professionals

**New resources include bilingual bereavement books and convenient, cost-effective CE solutions.**

**BROOKFIELD, WI**— The **National Funeral Directors Association (NFDA)** has released its *2011 Resource Catalog*. Packed with essential tools selected by funeral directors to help their fellow funeral professionals strengthen their business operations, expand skills and knowledge, and enhance service to families, this year's catalog features an expanded selection of affordable Spanish language and bilingual (Spanish/English) bereavement resources and new cost-effective home study continuing education (CE) options, some of which are based on top-rated NFDA Web Seminars, Teleconferences and Convention workshops.

Recognizing that the country is becoming increasingly diverse, NFDA has added a number of Spanish language and bilingual books to help funeral directors provide grief resources to families in which English may not be the primary language. These new resources include:

- *Aflición: Que Es y Que Puedes Hacer (Grief: What It Is and What You Can Do)*. Available in Spanish only. Describes the feelings one may experience and the issues one may confront when grieving the death of a loved one; reviews strategies for coping with loss. Authors: **Joy Johnson** and **Dr. Marvin Johnson**. 24 pages.
- *No Tendremos Un Nuevo Bebé: Para Niños y Niñas Cuyo Hermanito o Hermanita Murió Antes de Nacer (We Will No Longer Have a New Baby: For Children Whose Sibling Dies Before Birth)*. Available in Spanish only. A storybook for children that explains the sadness associated with a miscarriage. Assures children they are not to blame and that it is okay to ask questions and have mixed feelings. Author: **Marilyn Gryte**. 12 pages.
- *Desde Que Murio Mi Hermano (Since My Brother Died)*. A bilingual (English/Spanish) children's story that helps parents, grandparents, teachers and counselors comfort a child whose sibling has died. Author: **Marisol Munoz-Kiehne**. 16 pages.
- *Una Luz Que Se Apaga (A Light That Has Gone Out)*. Available in Spanish only. Helps the bereaved find peace by confronting, understanding and accepting the death of a child. Author: **Elizabeth Kübler-Ross**. 216 pages.
- *Una Vida Con Significado, Una Muerte Gozosa (A Life With Meaning, a Joyful Death)*. Available in Spanish only. Explores the Buddhist approach to death and the afterlife. The Buddhist approach is that death is not a tragedy but a joy, that life should be lived with a purpose, not solely as an existence. Author: **Gueshe Kelsang Gyatso**. 273 pages.

The catalog also features new NFDA Home Study courses that enable funeral directors to earn CE without leaving their home or office. Presented by trusted experts and approved for continuing education hours by the Academy of Professional Funeral Service Practice and most state licensing boards, NFDA Home Study courses are available in book, CD and DVD

formats. NFDA members can purchase many home study course packages for less than \$100 (includes book, CD or DVD and NFDA Home Study test).

New NFDA Home Study options offered in the catalog include:

CONTINUED ON PAGE A38

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# Association NEWS CONTINUED

## Gravestone Researchers to host 34th Annual Conference in Maine

**GREENFIELD, MA**— The **Association for Gravestone Studies** (AGS) will hold its 34th Annual Conference June 14-19, 2011 at Colby College, Waterville, Maine. Featured hands-on workshops will include beginner and advanced-level gravestone conservation, preservation and documentation sessions including restoration methods and materials, photography, foil impressions and rubbings. Workshop presentations will also include pho-

to archive strategies and self-publishing for researchers. Lecturers from across the United States and Canada will present on numerous and diverse topics related to current trends in the field of gravestone studies and bus tours will be offered to cemeteries throughout central Maine.

Membership in the Association is not required for attendance; however, members receive a discounted registration fee. Questions about

the conference or becoming a member of AGS should be directed to **Cheryl Patten**, Conference Chair, at [cwpatten@tds.net](mailto:cwpatten@tds.net) or visit [www.gravestonestudies.org](http://www.gravestonestudies.org).

The Association for Gravestone Studies is a non-profit organization based in Greenfield, MA with members from many countries who share interests in art, history, art history, genealogy, archaeology, anthropology, conservation and material culture.

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## 2011 NFDA Resource Catalog offers more than 25 New Tools for Funeral Professionals

*Continued from Page A37*

- “Advanced Cremation Arranging.” Presenter: **William McQueen**. Provides insights to help funeral directors understand cremation consumers, promote the value of ceremony and customize the arrangement process. 4 CE hours. CD and NFDA Home Study test.
- “Cancer and NFDA’s Formaldehyde Best Management Practices.” Presenters: **Carol Green** and **Edward Ranier**. Presents critical prep room safety information with the latest reports and recommendations for safe formaldehyde use; presenters discuss NFDA’s Formaldehyde Best Management Practices and the 2009 NFDA prep room ventilation Study. 2 CE hours. CD and NFDA Home Study test.
- *Lessons From the Mouse: A Guide for Applying Disney World’s Secrets of Success to Your Organization, Your Career and Your Life.* By: **Dennis Snow**. Reveals Disney World’s secrets for creating an unparalleled customer experience and igniting passionate employee commitment to an organizational mission. 6 CE hours. Book and NFDA Home Study test.
- *Great Answers to Difficult Questions About Death: What Children Need to Know.* By **Linda Goldman**. Explores children’s thoughts and feelings about death and provides guidance on how to respond to their questions with sensitive, honest, age-appropriate answers. 6 CE hours. Book and NFDA Home Study test.
- “It IS Easy Being Green.” Presenter: **James Olson**. Addresses “green deathcare” from both the funeral home and cemetery perspectives; provides ideas to meet the needs

of families asking about green funerals and natural burial. 4 CE hours. CD and NFDA Home Study test.

- *Willie’s Way: 6 Secrets for Wooing, Wowing and Winning Customers and Their Loyalty.* By: **Phillip Van Hooser**. Six practical strategies for building loyal and profitable relationships with customers; offers a commonsense approach supported by real-life customer service stories. 8 CE hours. Book and NFDA Home Study test.

The 2011 NFDA Resource Catalog was mailed with the February issue of *The Director*. A copy can be downloaded from the NFDA website, [www.nfda.org/resourcestore](http://www.nfda.org/resourcestore); individuals can also call the association at 800-228-6332 to obtain a printed copy of the catalog.

Items in the NFDA Resource Catalog can be ordered online, [www.nfda.org/resourcestore](http://www.nfda.org/resourcestore); by calling the association at 800-228-6332; or by using the order form in the catalog, which can be faxed or mailed to the association.

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

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# Association NEWS CONTINUED

## The 2011 NFDA Convention Speakers will Inspire and Fascinate

**BROOKFIELD, WI**— The **National Funeral Directors Association (NFDA)** announced the keynote speakers for its 2011 International Convention & Expo, being held in conjunction with the **Cremation Association of North America (CANA)**, October 23-26, 2011, in Chicago, IL.

Opening General Session: **Chris Gardner, Gardner Rich LLC**, Chicago, IL. Chris Gardner once said, "A slow walk to Wall Street is how others describe my life. But, when I look back at the journey from homelessness to prosperity, I hold one thing dearer than all else — my commitment to my son. This is our story."

Gardner's perseverance — rising from a childhood marked by poverty, domestic violence, alcoholism, sexual abuse and family illiteracy, to a successful career in finance and becoming the CEO of his own company — was told in his autobiography, *The Pursuit of Happyness*. The book, which topped both the New York Times and Washington Post best seller list, has been translated into more than thirty languages. Gardner's story and his autobiography were the inspiration for the movie "The Pursuit of Happyness," which starred Will Smith as Gardner.

Closing General Session: **Dr. Cyril Wecht**, Clinical Professor, University of Pittsburgh, Pittsburgh, PA. What do President John F. Kennedy, Elvis Presley, JonBenet Ramsey, Laci Peterson, Chandra Levy, O.J. Simpson and Senator Robert F. Kennedy have in common? The watchful eye and sharp intellect of internationally renowned high-profile forensic pathologist and attorney, Dr. Cyril Wecht. Hear how he has been seeking social truth and justice by applying modern forensic pathology to the world's greatest mysteries.

Wecht is a clinical professor at the University of Pittsburgh Schools of Medicine, Dental Medicine and Graduate School of Public Health, and holds positions as an adjunct professor at the Duquesne University School of Law, School of Pharmacy and School of Health Sciences. He appears on nationally-syndicated television programs to discuss various medicolegal and forensic scientific issues, including medical malpractice, drug abuse and high-profile death investigations. His expertise has also been utilized in high-profile cases such as Mary Jo Kopechne, Sunny von Bülow, Jean Harris, the Branch Davidian fire in Waco, Texas, and Vincent Foster.

The most up-to-date information on the 2011

NFDA International Convention & Expo can be found at [www.nfda.org/Chicago2011](http://www.nfda.org/Chicago2011).

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

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# Association NEWS CONTINUED

## North Carolina FDA holds Annual Educational Conference and Cruise



North Carolina FDA Cruise Participants

**RALEIGH, NC**— North Carolina Funeral Directors Association members and staff recently completed their annual Mid-Winter Educational Conference and Cruise aboard the Carnival Fantasy. The cruise departed Charleston on January 28<sup>th</sup> stopping at Nassau and Freeport Bahamas before returning on February 2<sup>nd</sup>. NCFDA is dedicated to promoting compassionate care, personal and ethical service and support of its membership. Learn more at [www.ncfda.org](http://www.ncfda.org).

## Funeral Divas welcome Sylvia Engel

**PHILADELPHIA, PA**— Funeral Divas welcome their newest member **Sylvia Engel** from Lakewood Ranch, Florida. Artist and jeweler Silvia Engel is on a mission to help heal those who are suffering with the loss a loved one. Having lost her beloved family pet, Kiki, years ago, Engel and her children were devastated and desired a special and unique way to memorialize their special friend. By combining both her artistic skills and her love for the cultural arts and colors of her native Varacruz, Mexico, Engel founded **Love Ashes**, a memorial jewelry company.

Since having founded Love Ashes in 2007, Engel has had the opportunity to help thousands of women from across the US and Mexico memorialize their loved ones in a new way.



Sylvia Engel

“My collection has a unique style,” says Engel. “It looks different from other artists’ work, and I spend a lot of time making each piece. I have to be confident that each one is something I’d be proud to wear myself.” To learn more about Love Ashes visit [www.loveashes.com](http://www.loveashes.com).

Funeral Divas are strong, confident and successful women who work in the funeral industry. They are not ashamed of their careers and are proud to serve hurting families. They are embalmers, funeral directors, apprentice funeral directors, mortuary science students, grief counselors, casket sales women and employees at funeral establishments across the world. They are women who support all women in funeral service and simply love their careers. Funeral Divas’ purpose is to encourage and uplift every woman in the funeral service industry and to have fun at the same time.

Eternal Enterprises, Inc. is the parent company *Funeral Divas* Social Group and product line, *Funerals Today Magazine*, the *Helping Hurting Hearts Network* and *First Generation Funeral Directors Association*. Contact Funeral Diva’s at [www.FuneralDivas.com](http://www.FuneralDivas.com) or [FuneralDivas@EternalEnterprisesInc.com](mailto:FuneralDivas@EternalEnterprisesInc.com).



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

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

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

1. \_\_\_\_\_: sympathetic
2. \_\_\_\_\_: ardent, excited
3. \_\_\_\_\_: inspire with hope
4. \_\_\_\_\_: questioning
5. \_\_\_\_\_: shows resolve
6. \_\_\_\_\_: cheerful confidence
7. \_\_\_\_\_: strong emotion
8. \_\_\_\_\_: having regard for
9. \_\_\_\_\_: convincing
10. \_\_\_\_\_: positively motivate
11. \_\_\_\_\_: perceives outcomes
12. \_\_\_\_\_: pays attention
13. \_\_\_\_\_: determined
14. \_\_\_\_\_: shows insight

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# Association NEWS CONTINUED

## CANA searches for New Executive Director

**CANA will work with SmithBucklin to select a new executive director**

**CHICAGO, IL**— The **Cremation Association of North America (CANA)**, an international organization composed of cremationists, funeral directors, cemeterians, industry suppliers and consultants, has announced that CANA Executive Director **John Ross** has resigned from the association to take a position with the U.S. Department of Interior.

The CANA Board of Directors will work with **Smith-Bucklin** to select a new executive director. This will allow CANA to pursue its new service model strategy for our membership, the board said in a statement.

"I would like to extend a heartfelt thank you to the CANA Board of Directors, the headquarters staff, and the many members I had the pleasure of working with during my tenure with CANA," Ross said.

CANA will continue with its areas of focus for 2011, including membership growth, bringing more education and formal certification online for CANA members, as well as taking the popular CANA statistics program to a new and more prominent position in the industry. And as always, the CANA Crematory Operator Certification Program will expand your knowledge on cremation! CANA is working hard to design the program of the future, which will provide online training, online examinations and reach a larger segment of the funeral service industry.

CANA will continue to grow as it has over the past five years, despite the economic downturn. The CANA Board of Directors feels it is critical that CANA focus on how to reach every crematory in North America for membership in CANA.

Last but not least, CANA is thrilled to bring the entire funeral community together for its annual convention through a partnership with the *National Funeral Directors Association!* This year's convention in Chicago will be one of our strongest. Plan to head to Chicago Oct. 23-26 for a convention you won't want to miss!

Founded in 1913, the Cremation Association of North America (CANA) is the oldest organization of its kind. Comprised of more than 1,300 members including cemeterians, cremationists, funeral directors, industry suppliers and consultants, CANA members span 50 states, the District of Columbia, nine Canadian provinces and seven countries – Australia, Brazil, Dominican Republic, Israel, Mexico, the Philippines, and The Netherlands. CANA members believe that cremation is preparation for memorialization.

CANA is headquartered in Chicago, Illinois, USA. To learn more about CANA, visit [www.cremationassociation.org](http://www.cremationassociation.org).

## "The Director" goes Digital

**BROOKFIELD, WI**— *The Director*, the official publication of the **National Funeral Directors Association (NFDA)**, is now available in a digital format. NFDA members can access the March 2011 digital edition of *The Director* free of charge on the NFDA website, [www.nfda.org/thedirector](http://www.nfda.org/thedirector) (members must be logged-in to the association website).

"This is an exciting and convenient new way for funeral professionals to access *The Director*," said Editor-in-Chief **Ed Defort**. "The print edition isn't going away; NFDA is simply making it possible for funeral professionals to read *The Director* whenever and wherever they have access to a Web browser."

The digital edition of *The Director* is currently only available to NFDA members. Access to the digital edition is a value-added member benefit – there is no surcharge to view the magazine online. The digital edition will be available to non-member subscribers later this year at no additional cost.

No special software is required to view the digital edition of *The Director*; readers will be able to use common Web-browsing software already found on most PCs, Macs, netbooks, iPads and other tablet devices. Subscribers will be able to view the digital version of *The Director* on their smart phone (e.g., iPhone, Blackberry, Droid, etc.) Web browser later this year.

Upon visiting [www.nfda.org/thedirector](http://www.nfda.org/thedirector) and opening the digital edition of the magazine, readers will find it looks exactly like the print version. The

easy-to-use navigation panel allows the reader to flip pages, search for names, zoom in and out, scan by table of contents, click on Web links and more. A "Help" button provides additional assistance. NFDA has the capability to add audio, video and animated content to the digital edition.

The digital edition will be available on the NFDA website, at [www.nfda.org/thedirector](http://www.nfda.org/thedirector), on the same day the print edition is mailed out, on or about the first of every month. Subscribers will also find digital editions of the January and February 2011 issues on the NFDA website.

Nearly 12,000 subscribers around the globe read *The Director* each month. It is considered funeral service's best resource for in-depth analysis and the latest information on trends, techniques and strategies in the profession.

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



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### BEEF TARRAGON

2 Tbs vegetable oil  
2 Tbs unsalted butter  
2 Lbs beef tenderloin, cut into ½ inch medallions  
1 C minced onions  
1 Tbs minced garlic  
1 C red wine  
1 Tbs Dijon mustard  
2 Tbs chopped fresh tarragon leaves  
1 can (13¾ oz) beef broth  
2/3 C plain yogurt  
Salt and freshly ground pepper

In a large sauté pan over medium high heat, heat the oil with the butter until bubbling. Add the beef medallions and sauté for 1 to 2 minutes on each side (longer if you desire the beef to be well done). Remove the beef to a serving platter and keep warm.

Using the same sauté pan, combine the onions and garlic and cook for 3 to 5 minutes. Add the wine, mustard, tarragon, beef broth and yogurt and stir thoroughly. Reduce the heat to medium and simmer the sauce for 5 to 7 minutes, until slightly thickened. Season with salt and pepper to taste.

Spoon the sauce over the beef medallions and serve immediately. Makes 4 to 6 servings.

### CHICKEN BAKED IN YOGURT SAUCE

1 Tbs minced garlic  
1 Tbs minced fresh peeled ginger  
1/8 tsp red pepper flakes, optional  
1½ tsp ground cumin  
1½ tsp paprika  
1½ tsp turmeric  
1 Tbs chopped shallots  
2 tsp chopped rosemary (or 1 tsp dried)  
Salt to taste  
2 tsp fresh squeezed lemon juice  
2 C plain low fat yogurt  
4 boneless, skinless chicken breasts, trimmed of all fat  
1 Tbs cornstarch, dissolved in 2 Tbs cold water

Combine the garlic, ginger, pepper flakes, cumin, paprika, turmeric, shallots, rosemary, salt, lemon juice and yogurt. Pour mixture into a baking dish and add the chicken breasts, turning them over to coat well with the yogurt mixtures. Cover and refrigerate overnight or for several hours. Preheat oven to 350° F. Uncover the chicken and bake for one hour. If the sauce is watery, remove the chicken and keep warm. Pour the sauce into a saucepan and heat, adding the cornstarch and bring to boil, then simmer for 2 minutes. Pour over chicken and serve.

*Good Eating!*

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# Educational NEWS

## American Academy McAllister Institute announces President's and Dean's Lists

NEW YORK, NY—American Academy McAllister Institute is pleased to recognize the following stu-

dents for their academic success in the Fall 2010 Semester. To be named to the

President's List one must maintain a semester grade point average of 3.80 to 4.0. **Laura Mann**, Plainfield, NJ; **Risa Yokomura**, Clovis, CA; **Brandon Delarosa**, Mt. Vernon, NY; **Diana Hartt**, Astoria, NY; **Sekou Johnson**, Grenada, WI; **Mike Kovach**, Oxford, CT; **Jennifer Meacham**, New York, NY; **Cherice Phillips**, New York, NY; **Salvatore Rametta**, Hawthorne, NJ; **Matthew Stein**, Hoboken, NJ; **Amanda Vaphides**, Staten Island, NY;

**Maria Velez-Correa**, Linden, NJ and **George Weldon**, New York, NY were named to the President's List.

To be named to the Dean's List one must maintain a semester grade point average of 3.50 to 3.79. **Amy Cunningham**, Brooklyn, NY; **Steven Duca**, Forest Hills, NY; **Ralph Faiella**, Bronx, NY; **Michael Sztuk**, Morris Plains, NJ; **William Tiani**, Norwalk, CT; **Elisa Abatsis**, New York, NY; **Charlene Brenes**, Bayonne, NJ; **Dawn Carson**, Staten Island, NY; **Salvatore Culuso**, Bronx, NY; **Salome Figaro**, Brooklyn, NY; **Victoria Friert**, Kenmore, NY; **EunJeong Park**, New York, NY; **Eduardo Ruiz**, Bronx, NY and **Sean Scillieri**, Paterson, NJ were named to the Dean's List.

## Carl Sandburg College student wins Trigard Scholarship



Drew Edwards, Sunset Funeral Home manager, presents a \$250 scholarship to Brandee Golnick, a mortuary science student from Carl Sandburg College.

DANVILLE, IL—Trigard proudly awarded a \$250 scholarship to **Brandee Golnick**, a mortuary science student from *Carl Sandburg College*.

The scholarship winner and her classmates traveled from Galesburg, IL, to Danville. Hosted by the Darby family, the students experienced many facets of the death care industry.

CONTINUED ON PAGE A45

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## Answers to

### Klicker's Crossword

Puzzle on Page A40

1. compassionate : sympathetic
2. enthusiastic : ardent, excited
3. encouraging : inspire with hope
4. inquisitive : questioning
5. determined : shows resolve
6. optimistic : cheerful confidence
7. passionate : strong emotion
8. respectful : having regard for
9. compelling : convincing
10. inspiring : positively motivate
11. visionary : perceives outcomes
12. listener : pays attention
13. resolute : determined
14. wise : shows insight

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

## Two Death-Care Experts to Share How to Boost Your Brand on the Internet



Brian Hanner



Chuck Gallagher

WALL, NJ— Build your brand, boost goodwill in your community and bolster sales with proven Internet strategies from two of the top experts on the topic in the death-care profession by registering for our *Social Networking for Death-Care Professionals* webinar, which will be May 4, from 3-4 p.m. EST.

**Brian Hanner**, co-owner of **Geib Funeral Homes & Crematories** in Ohio, will share how he developed a Facebook page with more than 2,100 fans and growing.

While others are still deciding whether to get on social networking sites, he's ramping up his involvement and making valuable connections for his funeral home.

**Chuck Gallagher**, chief operating officer of **American Funeral Financial**, focuses on how to develop your persona as an expert online so that your community views you and your firm as the death-care expert. He'll also share advanced Internet strategies to help you build your brand online.

Join Brian and Chuck as they team up to provide expert guidance to those who tune in to the *Social Networking for Death-Care Professionals* webinar.

### Webinar Provides Social Networking Tips

You'll walk away knowing:

- Strategies to build your brand on the Internet
- How providing valuable guidance and information can lead to sales
- Ways to manage your reputation online
- Tips on blogging and search engine optimization
- How social networking leads to sales
- The best ways to put your marketing dollars to work online
- How demographics on Facebook fit in with the funeral profession
- And much more!

To register, call 800-500-4585 or visit the webinar page at **Kates-Boylston Publications** at [www.kates-boylston.com/webinars](http://www.kates-boylston.com/webinars).

As families go online to ask questions and research end-of-life options, it's important for you to be there to provide them with solutions. Use social media and other Internet strategies to develop, and find business. Don't miss this important webinar.

Kates-Boylston Publications publishes *American Funeral Director* and *American Cemetery* magazines as well as *Funeral Service Insider*. The company also holds regular events to help death-care professionals boost their businesses. Learn more at [www.katesboylston.com](http://www.katesboylston.com).



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# Educational NEWS CONTINUED

## Carl Sandburg College student wins Trigard Scholarship

*Continued from Page A44*



**Eighteen students from Carl Sandburg College visited Danville, Illinois, where they toured the Trigard burial vault manufacturing plant, the Trigard memorials plant, Sunset Memorial Park and one of six funeral homes owned by the Darby family.**

try. They toured the Trigard burial vault manufacturing plant, the Trigard memorials plant, **Sunset Memorial Park** and one of six funeral homes owned by the Darby family.

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ing closely with other death care providers enhances our knowledge of the industry

and allows everyone to stay a step ahead in today's changing marketplace.

## FINE Mortuary College announces Dean's List for Winter 2010 Term

**NORWOOD, MA— FINE Mortuary College, LLC:** A Private Two Year College, located at 150 Kerry Place in Norwood, MA is proud to announce the Dean's List for the Winter 2010 Term.

**Madison Sullivan** earned High Honors as a full time student.

**Christen Bergeson, Larissa Christiansen, Eric Fay, Lee Ann Laurenza, Diana Leitao and Juliann Zinsner** all earned High Honors as part time students.

Part-time students who made Honors are: **Sean Bowen, Thomas Caruso, Sean Cayouette, Charity Dell'Aquila, Cory Dell'Aquila, Robert Fisher, David Kelleher, Kyle Kokosa, Kelly Mahoney-Miller, Erik Mattson, Michael Perez, Heather Reiter, Jeanne Roach, Karalyn Rodrigues, Steven Stonely and Kimberly Wallace.**

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# Death Notices



Send obituary information to Funeral Home & Cemetery News, PO Box 5159, Youngstown, OH 44514 • Fax (800) 321-9040 • E-mail info@nomispublications.com

**DEWEY MADISON CARLISLE, SR.**, of Valdosta, GA died February 12, 2011 at the age of 90. He was a funeral director at **Hixson Brothers Funeral Home** in Alexandria, LA. He served as the general manager from 1961 until his retirement after 33 years of service. He was a member of the *Louisiana Funeral Directors Association*, serving in all offices and on the Board of Directors.



**RICKY LAMAR KENT** of Eufaula, AL died February 23, 2011 at the age of 56. He was a licensed Alabama funeral director and embalmer. He was co-owner of **Kent Funeral Home** in Clayton and Eufaula, a co-owner of **Heritage Funeral Home** in Panama City, and co-owner of **Kent Thornton Funeral Home** in Dothan. He was a shareholder of **Kent Care**, which owns funeral homes in Tennessee, Alabama, Florida and Mississippi.

**RUSSELL W. "RUSS" CHRISTENSON** of Leeds, MA died March 1, 2011 at the age of 95. He was the founder of **Florence Casket Company** in Florence. He attended *Amerst College*, graduating with a business degree.

**HAZEL BREWER BRYCE** of Canton, OH died February 8, 2011 at the age of 89. She was bookkeeper for **Bluebonnet Cemetery, Lucas and Moore Funeral Homes** for several years.

**GRETCHEN B. WAPLES** of Phoenix, AZ and formerly of Camden, NJ died February 1, 2011 at the age of 97. While pursuing a career as a coloratura Soprano, she married funeral director **Arthur A. Waples**. She gave up her singing career to help her husband operate funeral homes in Camden and Burlington. A graduate of *Eckels College of Mortuary Science* in Philadelphia, she took over operation of the firms after her husband died. She operated both firms until the 1980s and continued to operate the **Waples Funeral Home** in Camden until her retirement in 2001. Mrs. Waples was active in many associations and organizations, and was a leader in Camden's African American Community.

**WILLIAM HENRY KAUI KAHEA "BILL" LELEO** of Anahola, Kauai died January 26, 2011 at the age of 66. He was a retired mortician and funeral director.

**BILLY LEE "BILL" JOHNSTON** of Mt. Vernon, IL died February 24, 2011 at the age of 80. In 1974, he partnered with **Richard Morton** in purchasing the former **Mitchell Funeral Home** in Benton, renaming it **Morton & Johnston Funeral Home**. He owned and operated **Johnston Funeral Homes** in Ina and Mt. Vernon with his son and his grandson. He was a treasurer of **Kirk Cemetery** and had been a funeral director for 50 years.



**JAMES MCGHEE** of Southampton, PA died January 26, 2011 at the age of 84. He was a licensed Pennsylvania funeral director, owner and operator of the **James J. McGhee Funeral Home** in Southampton from 1965 until 1988. A graduate of *Eckels College of Mortuary Science* in 1949, he was past president of the *Bucks County Funeral Directors Association*, member of the *Pennsylvania and National Funeral Directors Association*.

**JIMMY L. VEAL** of Valdosta, GA died February 16, 2011 at the age of 73. He was a funeral director and embalmer at **Carson McLane Funeral Home** for over 47 years. A graduate of the *McAllister Institute of Mortuary Science*, he was a member of the *Georgia Academy of Graduate Embalmers*.

**JAMES BAYARD "BILL" GORDON** of Miami, FL died February 15, 2011 at the age of 75. His grandfather, **Emanuel Gordon**, founded **Gordon Funeral Home** in 1938. In 1989, **Service Corporation International** bought Gordon Funeral Home and merged it with **Riverside Memorial Chapel** to create **Riverside Gordon Memorial Chapels**.



**DAVID "DAVE" HIRT** of Naples FL, and formerly of Batesville, IN, died March 1, 2011 at the age of 64. In 1965 Dave began his career with **Batesville Casket Company**, a career that spanned 33 years. Dave initially began working in the sales department and by the time he had reached retirement in 2001, had led the company as President and CEO for 13 years. He was devoted to funeral service throughout his life, beginning as a student working at the company during the summers, then on to his professional career at Batesville, and even into semi-retirement, where he played a major role in the development of the **Johnson Consulting Group**. He was a past board member of the *Funeral Service Foundation* and was an influential and dedicated leader in funeral service.

Memorials can be made to the Funeral Service Foundation, the David and Lynn Hirt Fund at [www.funeralservicefoundation.org](http://www.funeralservicefoundation.org), 13625 Bishops Drive, Brookfield, WI 53005; Friends of Santa at [www.friendsofsantaclaus.org](http://www.friendsofsantaclaus.org) in Hendersonville, North Carolina or Holy Family Catholic Church Cemetery Fund, 3027 Pearl Street, P.O. Box 98, Oldenburg, IN 47036.

**RICHARD M. MACKOWIAK SR.**, of Dunkirk, NY died February 16, 2011 at the age of 91. He was a licensed funeral director. He assisted the family business, Mackowiak's Furniture and Appliances. He took over the business in 1955 and ran the business until it was destroyed by fire in 1973. In 1961, he purchased the **Felix T. Mackowiak Funeral Home** from his late uncle and operated the funeral home now known as **Richard Mackowiak Funeral Home Inc.** until he retired in 1985. He was the oldest member of *Chautauqua County Funeral Directors Association*. He was also a member of the *New York State Funeral Directors Association*, and the *National Funeral Directors Association*.

**FREDDIE E. DOYLE SR.**, of Slidell, LA died February 7, 2011 at the age of 87. He was licensed as a Louisiana funeral director in 1959. In 1963, he founded **Doyle Funeral Home** in Slidell. He retired in 1992. He was a graduate of *Straight Business College* in New Orleans, as well as *Simmons School of Mortuary Science* in Syracuse, New York.

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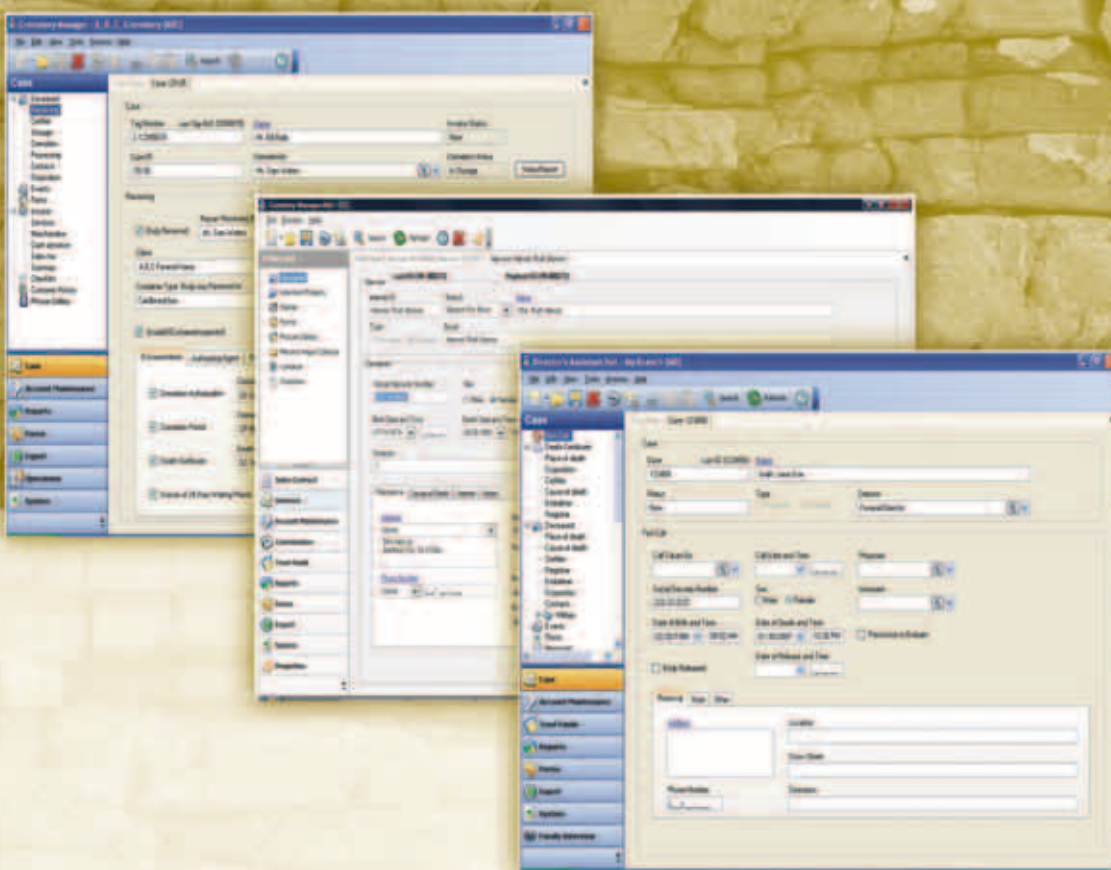
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