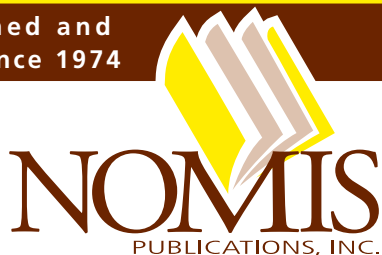


Family Owned and
Operated Since 1974



FUNERAL HOME & CEMETERY NEWS

APRIL
2012

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

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

Christine Biggins launches Yoga Program for the Grieving



featured in *Let's Chat* by Kristan Dean
See Page A20

Rainbow Ridge Pet Memorial at Ridgeview Memorial Gardens



See Page A18

CALENDAR of Events



See Page B2

or view the Calendar Online at
www.nomispublications.com

Filbeck-Cann & King Funeral Home and Crematory has provided the Finest Service for over 75 Years



Filbeck-Cann & King Funeral Home is the oldest, family owned funeral home in Marshall County.

SEE PAGE A30

Funeraria San Juan celebrates the Grand Opening of a Second Location



Ribbon Cutting at the New Funeraria San Juan Location, with Staff and Guests

SEE PAGE A6

The Judith Roth Studio Collection



The world's highest
quality promotional
calendars

See our ads on
pages 3 & 5

NOMIS PUBLICATIONS, INC.

POB 5159

Youngstown, OH 44514

ADDRESS SERVICE REQUESTED

Please check your mailing label for accuracy

PRESORTED STANDARD

US POSTAGE PAID

ATLANTA GA

PERMIT NO 3592

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 SHANYTHIA MASHELLE GREENE



Age Progression to 34 Yrs

Date of Birth: 9/30/1975
Date Missing: 8/26/1993
Age Missing: 17 Yrs
Age Now: 36 Yrs
Sex: Female
Race: Black
Height: 6'2"
Weight: 200 lbs
Hair: Black
Eyes: Brown

Missing From: Pompano Beach, FL

Circumstances: Shanythia's photo is shown age-progressed to 34 years. Her car was found abandoned at a hotel and her purse was locked inside. She has not been seen or heard from since. She has a gold front tooth with the letter "N" on it.

Non Family Abduction MAURICE LARON JEFFERSON



Age Progression to 43 Yrs

Date of Birth: 8/8/1967
Date Missing: 11/30/1983
Age Missing: 16 Yrs
Age Now: 44 Yrs
Sex: Male
Race: Black
Height: 5'11"
Weight: 120 lbs
Hair: Red
Eyes: Brown

Missing From: Fort Lauderdale, FL

Circumstances: Maurice's photo is shown age-progressed to 43 years. He was last seen leaving his home in Ft. Lauderdale, Florida, to attend basketball practice. He is very bowlegged, has a mole on his right ear and two warts on his right wrist. His black hair has red tips.

Endangered Missing NANCY LYNN KIRKPATRICK



Age Progression to 50 Yrs

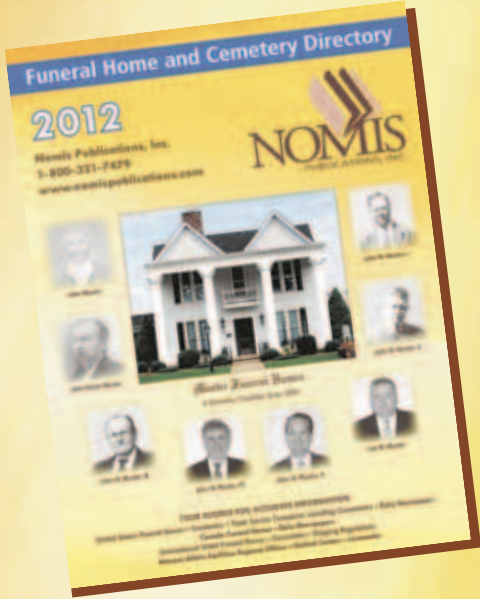
Date of Birth: 1/25/1960
Date Missing: 4/21/1976
Age Missing: 16 Yrs
Age Now: 52 Yrs
Sex: Female
Race: White
Height: 5'1"
Weight: 96 lbs
Hair: Brown
Eyes: Brown

Missing From: Columbia Falls, MT

Circumstances: Nancy's photo is shown age-progressed to 50 years. She went missing when she was 16 years old. Nancy has scars on her shoulders.

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

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



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

SEND TO
FRONT COVER

c/o Nomis Publications, Inc
PO Box 5159 • Youngstown, Ohio 44514

For more information, call Kim 800-321-7479
kim@nomispublications.com
www.nomispublications.com



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

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

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

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

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

MONTHLY FEATURES

Classified Ads	B13
Shipping Directory	B10
Calendar of Events	B2
Association News	A37
Deaths	A46
Educational News	A34
Suppliers News	B1

COLUMNS:

A Proactive Approach to Advance Funeral Planning by Chris Kuhnen.....	A6
Changing Lives Through Laughter by Nancy Weil	A8
Memoires des choix des Jacque by Kate Frediani-Gorman	A40
Greening the Funeral Industry by Jonas A. Zahn	A22
John A. Chew.....	A24
Leadership and Life Enrichment by Ralph L. Klicker, Ph.D.	A42
Legal Speak by Atty Harvey I Lapin.....	A10
Let's Chat by Kristan Dean	A20
Observations by Steven Palmer	A12
OSHA Compliance by Gary Finch	A14
Protecting Your Families and Your Business by Jim Starks.....	A18
The Gift of Aftercare by Sherry Williams.....	A4

NOTICE

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

© 2012 by Nomis Publications, Inc.

ISSN 1944-1126

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

ONLINE DIRECTORIES

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

www.nomispublications.com

Roger Husband Featured in the Detroit Free Press



Roger Husband

WESTLAND, MI—Roger Husband, B.S.,CFSP, and his staff at **Husband Family Funeral Home** of Westland were recently featured by the Detroit Free Press for their commitment to community service and their dedication to improving the lives of people in western Wayne County.

Although the Husband Family Funeral Home is only in its first year of operation, Mr. Husband's compassionate nature, talent and professionalism have been readily apparent in his native Detroit and its surrounding areas for the past 30 years. Mr. Husband, a graduate of *Wayne State University* Department of Mortuary Sciences, has always taken great pride in giving back to his community in a myriad of ways. He shares his knowledge, technical skill and wisdom with future morticians and funeral directors as an embalming instructor at Wayne State, and he

often volunteers his professional services for homeless individuals in the community, based on his belief that no one should leave

the Earth without dignity.

Most recently, he and his staff were lauded for their Thanksgiving donation of 35 turkeys for the needy families of Inkster and their support of needy students in the Westwood Community School District. In response to their query of how they could best support disadvantaged students' educational needs, the district suggested backpacks. 100 backpacks were donated to the district's students in early November.

Perryman's Mortuary purchases First Call Van



LOUISVILLE, KY— Rev. James Perryman and staff member of **Perryman's Mortuary** in Louisville, KY, are pictured with **John Muster** (center) accepting delivery of their new first call van, which was purchased from **Muster Coaches** of Calhoun, KY.

The Judith Roth Studio Collection™

The world's highest quality promotional calendars

NEW!



The Lord's Blessings Calendar

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

Sold exclusively to funeral homes and cemeteries

This Upscale

Christian Promotional Calendar

reflects the quality of service you provide.

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

Absolutely no other charges. Really.

800•413•4455

www.jrcal.com

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

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

Turn this page to see our other outstanding calendars

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

Independent
AUTOPSIES

by Board-Certified Pathologists
Licensed in Your State

AUTOPSY EXPERTS
OF AMERICA, LLC

Over 37 years of Experience

www.autopsyexperts.com

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

NATIONWIDE
SERVICES

1-800-343-2135 7 days

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

SANTA FE, NM— A delegation representing the **Green Burial Council** visited the nation's capitol recently to bring attention to issues impacting the nascent green burial movement. Representatives of the GBC met with senior staff at the Federal Trade Commission to discuss collabora-



tion between the new organizations aimed at protecting consumers from the growing problem of "greenwashing" in the funeral service industry.

The group also met with a staff member of the Senate Energy and Natural Resources Committee to explore a federal tax credit for funeral consumers opting for green burial. They also expressed their concern over a recent IRS ruling that will not allow 501(c)3 organizations to be involved in managing certification programs.

An evening reception took place that included the announcement that the Council was creating a new international platform to serve growing global demand for eco-friendly end-of-life rituals. The program was formed in response to requests from other nations seeking to replicate the Council's successful program of industry engagement, consumer education and verifiable standards.

Individual chapters will be organized autonomously and allowed to evolve existing Green Burial Council guidelines to address the different needs and regulatory requirements within their jurisdictions. Visit www.greenburialcouncil.org to learn more.

Klee Funeral Home adds to Fleet



SHILLINGTON, PA— **Ron Klee** of the **Klee Funeral Home and Cremation Services** in Shillington, PA is shown with his new 2011 Cadillac Eagle Coupe De Fleur. Ron is excited to add this special and unique vehicle to his already outstanding fleet of vehicles. The vehicle was delivered by **John O'Donnell** of **Parks Superior Sales**.

Vatican Observatory
Foundation

PRAYER CARDS

Available exclusively through

MESSSENGER

TWELVE PRAYER CARD
COLLECTIONS AVAILABLE.

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

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

MESSSENGER

Promo Code: 8189



The Gift of Aftercare

By Sherry L. Williams

It is difficult today for me to focus on coming up with some uplifting and encouraging tips for you as funeral directors. I have been bombarded with news flashes and photos regarding the recent tornadoes in the Midwest. Some of them less than 20 miles from my hometown. It seems that many of us are just going about our daily business while people all across the Midwest are just trying to figure out what to do next. It seems that our business and family pressures are so insignificant when you look at what's going on with these survivors.

While it may not seem fair to compare our daily pressure to the pressures that the tornado victims are facing, that is not unlike grieving individuals who try to make their pain seem insignificant when it is compared to someone else's pain. Now I am very aware that the catastrophic events in the Midwest and our daily pressures are marked extremes. My point is, when you are experiencing pain whether it is due to business problems, money problems or the death of a loved one, your pain is very real and feels very intense to you, and it needs to be honored.

In fact, I think there are some very powerful lessons to be learned about grief, the need for viewing the body, ritual and the funeral service itself that can be learned from the tornado disasters. We have seen on the TV, people wandering around in a daze going through the remains of their homes, their belongings and some looking for some connection, a photo or a piece of clothing that belonged to a loved one who

died. They are searching for memories as they are trying to face the reality of what has happened to them and trying to face the reality of the death.

So many times, people aren't really aware that viewing the body is one of the ways that we confront the fact that death has occurred. Even though we know intellectually that death has occurred; as individuals, in our hearts we really want to deny that reality. Our minds need to be convinced. We need to make the transfer intellectually from the living breathing person we knew to the reality that we now only have the memories that we have collected over a lifetime.

For some people viewing the body seems a little barbaric or unnecessary but from a psychological perspective, it definitely helps people move through the grief process more easily. When people have not viewed the body, particularly in cases of trauma or sudden death it becomes more difficult to move to the reality that death has occurred. Facing the reality of the death then becomes the main focus of their grief work and until they are able to come to grips with what has happened they cannot move successfully through the other phases of the grief process. People have to move beyond the memory of the hospital bed with all the machines and equipment, beyond the accident, beyond saying goodbye and never seeing the person alive again to be reality that death has occurred. That reality can be so unbelievable that it impedes the forward movement of their grief work.

The funeral itself has as one of its main functions, helping individuals begin to make the shift from life to death just by giving people a few days before the body is buried or cremated. During the funeral, families have time to make the transition in their minds from life to death. They have time to gather support. They have time to share stories and tell stories that add to their collection of memories. Viewing the body and the ritual of the funeral provide the family a healthy transition into the actual

process of grieving and redefining their lives.

Whenever you think that viewing the body and the funeral are not necessary, just become an astute observer when there is another community or national disaster. Watch how people search for connections to their loved ones. Look for how people grapple to get something to hold onto. Look at how people carry around photos or post photos on fences and walls as they search to know for sure that their loved one has died. Then watch how people light candles, bring gifts and flowers to the site of the accident or tragedy. All of these things are done to help move toward the reality of the death and to remember the person who lived and was loved by many.

You see, viewing the body and having a funeral is not barbaric at all; it is a way to say that a life mattered. That a person was loved and that people want to honor that life and support those left behind. The funeral is about love. Love of a person and love of life.

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

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

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

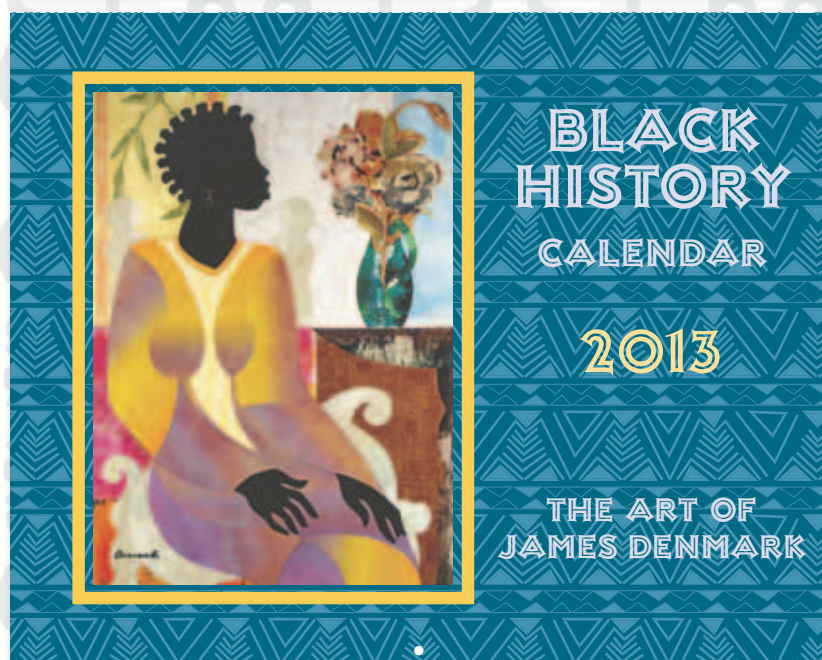
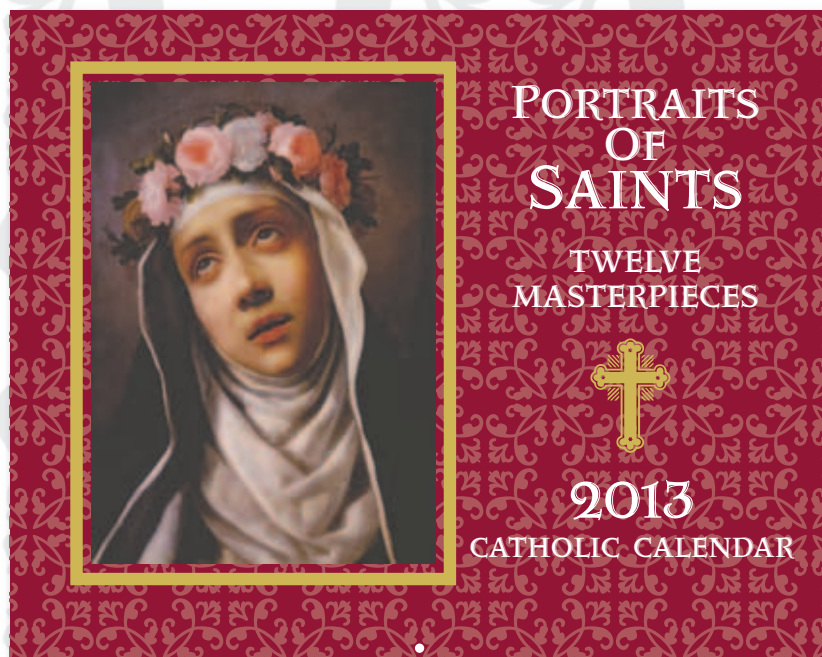
The Judith Roth Studio Collection™

The world's highest quality promotional calendars

Inspirational



Catholic



Christian

Black History

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

NO Set-Up Fee

NO Logo Fee

NO Over-Runs

NO Under-Runs

NO Hidden Fees

Upscale
Promotional Calendars

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

Absolutely no other charges. Really.

800•413•4455

www.jrcal.com

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

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

Funeraria San Juan celebrates the opening of a Second Location

Continued from Front Page

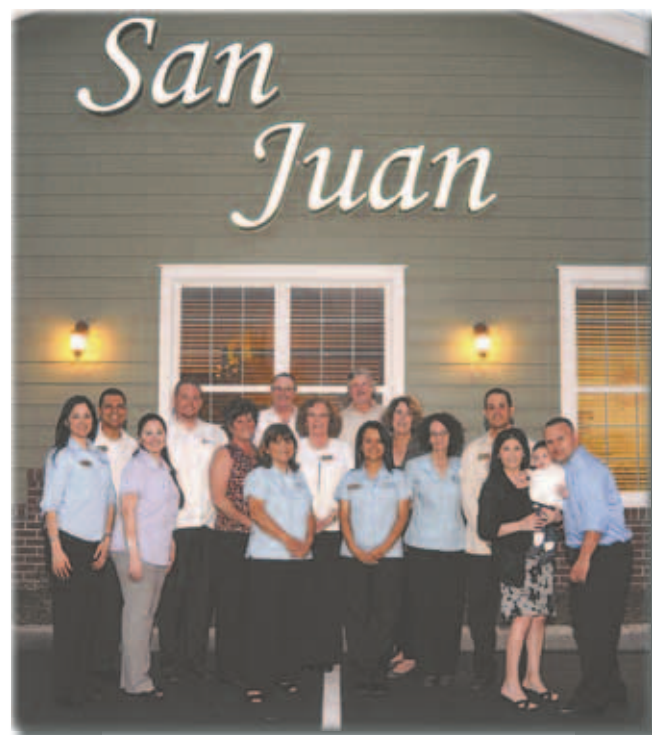
KISSIMMEE, FL—Funeraria San Juan/Funeral Home recently opened a second location in Kissimmee. The new 6,000 sq. ft., million dollar plus facility at 3189 S. John Young Parkway, will allow the firm to offer more traditional services, at even lower prices, to the families of Central Florida.

On January 26, 2012, during the facility's grand opening celebration, San Juan funeral directors, **Bob Healy, Jr.** and **Aracely Carmona** offered personal tours, introduced the new staff, and presented their new services to over 100 guests. Special guests included City of Kissimmee Commissioner *Wanda Rentas* and Osceola County Commissioner *Mike Harford*.



Owners Aracely Carmona and Bob Healy, Jr., with Aracely's grandson, Nathan Perez.

The Funeraria San Juan/Funeral Home is the first Hispanic funeral home in Central Florida. They have been in business in Osceola County for over 10 years, serving the families of Kissimmee, Buenaventura Lakes, St. Cloud, Hunter's Creek and Orlando. From their original location at 2661 Boggy Creek Road, Kissimmee, they have



Staff of Funeraria San Juan

provided more services for the Hispanic community than any other funeral home in central Florida.

Aracely Carmona and Bob Healy, Jr. are committed to following traditions and cultural customs as the new location expands the firm's service area to Poinciana, Haines City, Davenport, Champions Gate, Kissimmee, Celebration and Four Corners.

For more information visit www.funerariasanjuan.com.

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

Funeral Directors Research, Inc.

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



www.amrainstruments.com
www.preproumdirect.com



WEB DIRECT GIFT & PRICING

Run For The Roses

at the
130th Annual Funeral Directors Assn of KY's State Convention & Mid-West Regional Funeral Trade Show
June 18-19-20, 2012
Louisville, Kentucky
Hyatt Regency Hotel & The Kentucky International Convention Center

For more information, contact the Association office
at 1-800-866-3211 or email
markcrawford@fdaofky.com

FUNERAL DIRECTORS ASSOCIATION OF KENTUCKY

Photo by Dan Dry

Collier Funeral Homes purchase new Superior Coach



LOUISIANA, MO— Allen R. Smith (right), President of Collier Funeral Homes Inc. of Louisiana and Clarksville, receives the keys to his Superior Cadillac Statesman Coach from Joe Molina of Royal Coachworks, Inc. in St. Louis, MO. Collier Funeral Homes have been serving Louisiana, Missouri and Pike County area for over 50 years.



A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

A Mother's Story

Last year I invited Ms. Liz Evans, CTBS, Funeral Services Liaison, Tissue Services Coordinator with the Kentucky Organ Donor Affiliates to write a column about the value of organ and tissue donation. Her column received literally hundreds of glowing reviews from my readers. Therefore, I have once again asked Liz, if she would please put me in touch with a special individual whose life has been forever changed by the gift of organ and/or tissue donation. Here is the heartfelt story of Tricia Ricketts, as told in her own words. A photograph of her beloved son Ryan is attached so you can gaze into the face of an extraordinary young man who unselfishly made a colossal and decisive difference in other's lives. Tricia can be reached at trickricketts@windstream.net. I will be back with the second installment of my Birds of a Feather Flock Together column next month. Be on the lookout for it.

My name is Tricia Ricketts. I am a donor mom. I live in Versailles, Kentucky with my husband, John. I am honored to be able to share with you my story and how organ donation has changed my life and the lives of others.

I would like to start by telling you about someone who is dear to my heart and whom I miss more every day. Someone who was full of dreams and possibilities; he had the charm and personality to befriend anyone; no matter the age, gender, or ethnic background. He was a son, grandson, brother, uncle and friend. He is my son, and his name is Ryan Scott Wilson Wright.

Our story begins May 2, 2008 with an early morning phone call and visit from a police officer who told me Ryan had been shot. We arrived at the hospital and were told the news of Ryan's condition and that he would quickly continue to deteriorate to brain death. Ryan's life slipped away early that afternoon.

Many questions began in my head. What could I do to change the course this one phone call had put us on? How can I take this tragedy and turn it into something positive? How could Ryan's death impact this life; how could I give my 25 year old son a legacy that would speak volumes of who he was? And so our ripple begins with the decision for Ryan to become an organ donor. Our decision was based upon Ryan; his love and generosity.



Ryan Scott Wilson Wright

I look at organ donation as a ripple like a stone thrown into a pond. Ryan's "Gift of Life" has rippled into the lives of others; his organ recipients, his family, his friends, complete strangers who make the decision to sign the Organ Donor Registry at the DMV due to Ryan's poster on the wall. Ryan's organ donation is healing for me. It allows me to celebrate his life and to share his story without focusing on the tragedy of his death.

The Gift of Life...it's healing, it's a choice, it's a decision, it's a second chance, it's a legacy... it's my Ryan's legacy. His legacy lives on in his recipients; one of hope, life, love, and second chances! Tragedy into triumph! How far will Ryan's ripple go? It will go on forever until the need for organ donation is gone.

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

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

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

MARKETING IN A NEW ECONOMY SEMINARS:

If you're not competing with a discounter today you will be tomorrow.

**NAPA VALLEY • July 23-24**

How to Compete with a Discounter or Become One

Learn what you have to do to compete with low prices

Should you start a Cremation Society

Maintaining price integrity and keeping the calls

Remodeling vs. building:
Ways to save so you can compete

**SAN FRANCISCO • July 25-26**

Make your Business Pay

Websites are the first place shoppers look: 5 ways to lead them to you

E-commerce - How to sell more from your website. From experts in marketing, floral and web

Use social media to inexpensively build loyalty and brand

Celebrants, receptions, unique products:
What are families willing to spend

Handling Price Shoppers:
On-line & On the phone

**Napa Valley****2 Seminars • 2 Locations • Back-to-Back**

Enjoy Napa, then San Francisco! Attend the seminar in Napa, even come in early and relax over the weekend. Tuesday, check out of the hotel and take a short ride across the Golden Gate Bridge to San Francisco. Almost everyone attends both seminars. This is the third year we have done this fabulous combination.

**San Francisco****FOR FULL DETAILS...**

Visit <http://mkjmarketing.com/seminars/upcoming>

Proud sponsors of the
2012 MKJ Seminars



MKJ
MKJ MARKETING

888.655.1566 ■ www.mkjmarketing.com



©2012 MKJ Marketing

Ellsworth Funeral Home observes 100th Anniversary

By Gale Pifer, Madison Daily Leader Reporter



Ellsworth Funeral Home

MADISON,SD— One of the oldest, continually operated businesses in Madison is the **Ellsworth Funeral Home**, which observed its 100th anniversary on August 24, 2011 with special ceremonies that included a display model of Abraham Lincoln's casket. In 1912, **Andrew G. and Myrta Hallenbeck** moved from La-Crosse, WI, to take over the **Costello Funeral Home**. Originally located on the

corner of 1st Street and Egan Avenue, the funeral parlor was located next to George Beck's Furniture Store. In 1916, the Hallenbeck and Becks moved across the street to 205 N. Egan where the Hallenbecks operated a funeral home on the top floor and Beck ran the furniture store below.

Robert Ellsworth, who with his wife **Cindy** has operated the funeral home since 1979, said the combination of a funeral home and furniture store probably grew out of the early day practice of having families go to the cabinet maker to build a casket for their deceased loved one. Eventually, it became apparent that funeral directors could derive an income from both businesses and while not serving as funeral directors they could sell furniture. In 1919, the Hallenbecks purchased a house at 321 N. Egan, which had been built in 1906 and served as the family residence of J.W. Davison, who was reportedly the first general merchant in Madison. The Hallenbecks opened their funeral business in the home and it has re-

mained a funeral home to this day.

The Hallenbeck family bought out Beck's Furniture in 1925 and added a second store in 1954, the same year that they added a garage and a selection room to the funeral home. The Hallenbecks had seven children: John, Mark, Carol, Robert, Donald, Andrew Jr., who died as a child, and Carl, who died in infancy. **John, Robert and Donald** all became licensed funeral directors, as was John and Lucille's son, **Richard** and Mark and Agnes' son, **Edward**. A.G. Hallenbeck served as president of the *South Dakota Funeral Directors Association* in 1927 and **Myrta Hallenbeck** held one of the oldest licenses in the state when she died in 1968 at the age of 94.

Mr. Hallenbeck died in 1936. Robert and Cynthia Ellsworth took over the funeral home in 1979, following John's death. Ellsworth grew up in Estelline where his parents, **Ray and Blanche Ellsworth** operated a furniture store and funeral home. Bob fol-

CONTINUED ON PAGE A10



Time may be only a moment so keep a memory

Necklace Urn Pendants

for an Everlasting Keepsake.

Urns hold a portion of the cremains.

Sterling Silver and Gold pieces in stock.



CREMATION KEEPSAKES

ORDERS OR CATALOG:

www.cremationkeepsakes.com

cremationkeepsakes@comcast.net

877-303-3144

Order NOW! Sale Ends April 30!

HARWELL BARBER

Collection

STAFF CLOTHING

Staff Clothing Spring Special!

Men's & Women's Suits and Suitable Separates

15% off

Any 2 Suits Plus **Free Shipping!**

Rita Barber INC.
A TRIBUTE WITH STYLE

Go to www.RitaBarber.com to review our extensive collection of styles and colors

800-284-8407



Changing Lives Through Laughter

By Nancy Weil

Our New Slogan

With the rise of cremation, comes an increase in challenges. More options equals more issues and we are called upon to help the families make informed decisions. Several times a week I hear the same refrain: "When I die, just throw me in the garbage or toss me in the sea." My heart sinks and I instantly put on my professor hat and begin my lesson. I explain why that is not the best idea. I tenderly explain the grief process and the desire for those left behind to have a place to visit and mourn. I let them know how many genealogists come into or call our office each day looking up information on long deceased relatives. I implore them to consider the reason why humans have had rituals surrounding death since time began.

Dealing with the same scenario again and again got me thinking. As an industry, we need to create a public information campaign. Who can forget the iconic Public Service Announcement with the frying pan and the voice over saying, "This is drugs." Then an egg is dropped into the sizzling pan and the voice says, "This is your brain on drugs. Any questions?" Or McGruff the Crime Dog urging us to "Take a bite out of crime." I even remember seeing the "real" Smokey the Bear when I was a little girl who warned us on TV that "Only you can prevent forest fires."

These ads are memorable and informative. They were also free to broadcast because the FCC has a require-

ment that stations donate a certain amount of airtime to serve the public and the community. I propose that we begin our own PSA campaign and I have even created our catchy slogan. Just imagine a family sitting down to dinner with the television going in the background when suddenly they hear this:

Cremation is a pain in the ash.
Learn before you burn.

We can even come up with a cute mascot like a smiling garbage can or a fish who doesn't want cremains polluting his clean water.

Imagine the public's response. They would instantly realize the sanctity of their loved one's body. Funeral homes would have their phones ringing with arrangements and cemeteries would have to create new sections devoted to cremation burials.

I wish this were true, however the reality is that there will be no national PSA campaign. There will be no bumper stickers with our slogan on it and we won't have a mascot to remind people that cremation is only one step not a final disposition. It is up to each of us to educate our clients. We need to take the time to lay out all of the options and to explore their feelings and views. Many people start to reconsider placing their loved one in the closet, under the bed or even leaving them behind at the funeral home once they know what alternatives they have.

So we are the teachers, the educators and the lunch room monitors (well, maybe not that one.) Our families turn to us to advise them and to gently let them know the errors of their plans. We must consider their future needs as they mourn their loss and visit their descendants. We have the perspective, scope and experience to truly understand what their decisions mean in the long run. Yes, we are our own PSAs. State our slogan proudly (not really), put it on a t-shirt to

wear on casual Fridays (probably not a good idea) and put the bumper stickers on your limousines and hearses (double dare you.) Most of all remember our battle cry: **Cremation is a pain in the ash. Learn before you burn.**

I showed an advanced copy of my article to co-worker Matt Roberts, who runs our crematory. He came up with a few more slogans for your consideration:

Our dead matter, please don't scatter.

Memorialize regardless of size.

Cremated remains should remain.

Scattering is not flattering.

Shelves are for pictures of dead people, not actual dead people.

So, what are your ideas on this? Email me your slogan ideas to nancyw@mountcalvarycemetery.com. Of course, none of these will ever be seen by our clients, but it is fun to think about. One lucky winner will receive a free copy of my CD *Laugh for the Health of It*.

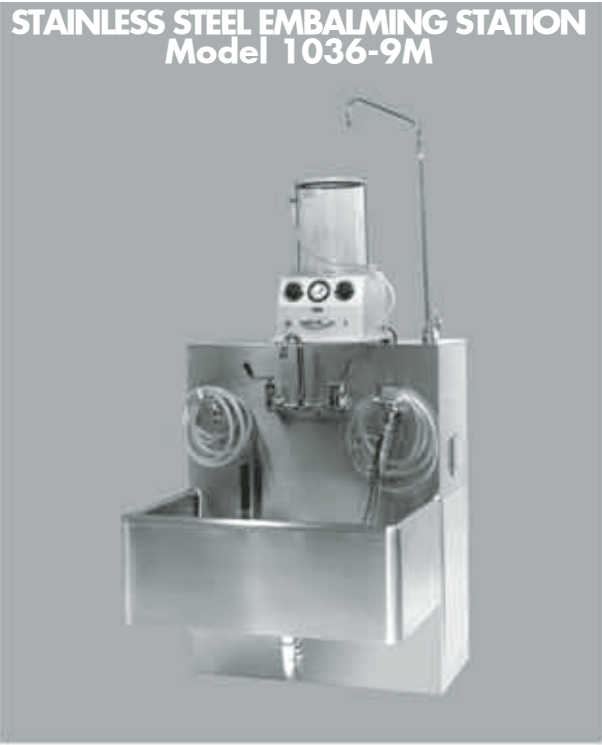


With certifications as a Laughter Leader, Funeral Celebrant, Grief Services Provider and Grief Management Specialist, Nancy Weil is uniquely qualified to bring new perspectives and new ways to help clients heal from the pain of grief as well as reduce stress for professionals in the industry.

As director of aftercare at Mount Calvary Cemetery in Buffalo, NY, Nancy has developed one of the most comprehensive aftercare programs of any cemetery in the country in order to support families following the death of a loved one. A professional public speaker, Nancy is available to speak to your staff, association or conference, bringing her passionate interest in the healing qualities and therapeutic benefits of laughter across the country. Her new book, *If Stress Doesn't Kill You, Your Family Might*, filled with tools that work to reduce stress, can be found through her website, www.TheLaughAcademy.com. You can contact Nancy at nancyw@mountcalvarycemetery.com or visit www.thelaughacademy.com.



FLUSH EMBALMING STATION
Model 1036-13



STAINLESS STEEL EMBALMING STATION
Model 1036-9M

SPECIAL PRICING - \$5,999.00 + freight
MORTUARY WALK-IN REFRIGERATION



- Nominal 8'-0" wide x 8'-0" deep x 8'-0" high indoor walk-in refrigerator with 36" x 78" overlap swing door
- CALL FOR MORE DETAILS 1(800) 410-0100**

7002 CANTILEVER STORAGE RACKS
...2, 3, 4, & 5 Tier Capacities



WORKS TOGETHER AS A PERFECT CADAVER HANDLING SYSTEM WITH
Series M678 & Model 600017-H

HYDRAULIC CADAVER LIFT
Series M678 w/Model T3603 Tray



FREE SHIPPING FOR THE 1036-1 WATER CONTROL UNIT



Available in Left or Right positioning, specify upon order

ONLINE PURCHASE ONLY USE COUPON # YB400

PORTABLE EXAMINATION LIGHT SLSE50



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

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

FREE SHIPPING FOR THE 600017-H EMBALMING CARRIER

online purchase only
use coupon # YB401



AUTOPSY CARRIER SERIES
Model 600017-H w/Model T3603 Tray

SPECIAL PRICING - \$5,199.00
ECONOMY REFRIGERATOR 1036-R114EC



- Ship fully assembled, plug it in and it is operational.
- All quality stucco galvanized steel construction.
- 30" wide door opening to accommodate larger cases.
- Provided w/rolling racks & high density plastic storage boards.
- Add optional casters for mobility

TWO BODY ROLL-IN REFRIGERATOR
Model 1036-R115



WE CARRY INSTRUMENTS-CALL US or GO ONLINE

Headrest

Molded plastic, sturdy, reusable
Only \$38.00 each



Disposable Headrest

Styrofoam, disposable sturdy, head and arm rest



WHILE SUPPLIES LAST
Only \$25.00 per case
24 per case

Premium Gloves

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



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

Pall Bearer Gloves

Quality, Cuffed, White
Small - XL
Only \$12.75 per dozen



Plastic Body Boards

Set of 3 **Only \$ 135.00 per set**



Three Piece Sterilization Sets

Solid Pan, Perforated Pan & Cover
20.75" x 12.75" x 4"H
Only \$79 each
12.75" x 10.375" x 4"H
Only \$45 each



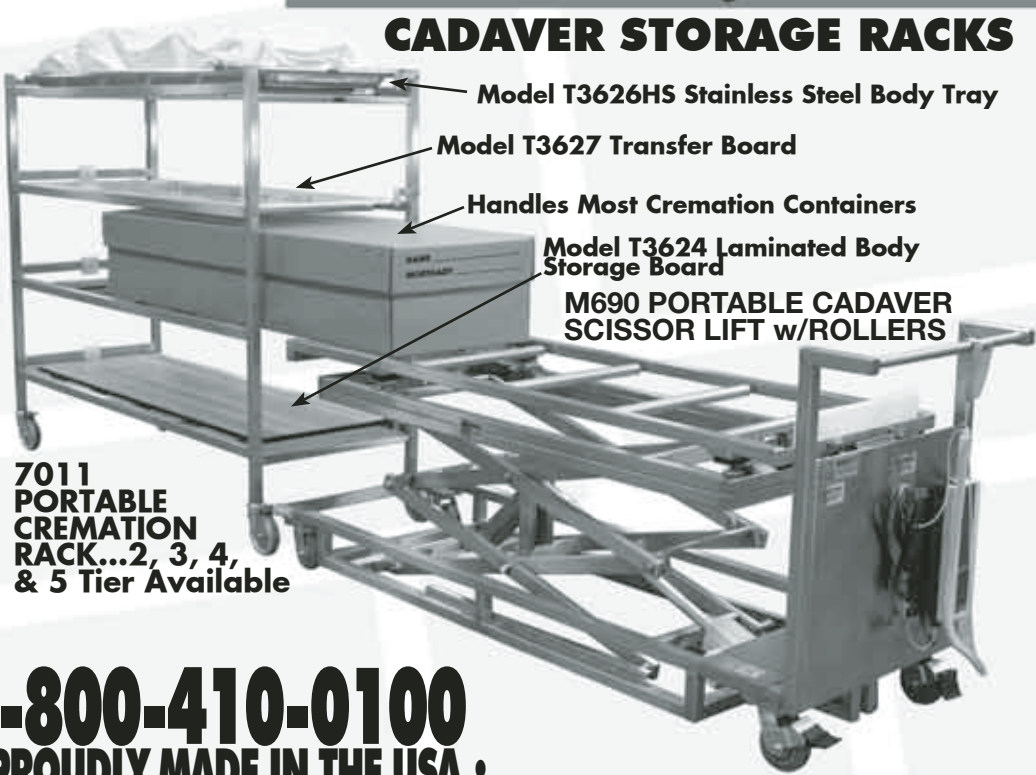
Stainless Steel Hypodermic Needles
Luer Hubs with long lasting points

20 Gauge 1.5" long \$1.65 ea 2.5" long \$1.95 ea	13 Gauge 4.5" long \$5.50 ea 8.0" long \$7.95 ea 10.0" long \$8.95 ea
19 Gauge 3.0" long \$2.05 ea	12 Gauge 3.0" long \$3.75 ea 4.0" long \$4.95 ea 5.0" long \$5.75 ea 6.0" long \$6.75 ea
15 Gauge 3.5" long \$4.25 ea 4.0" long \$4.95 ea 5.0" long \$5.75 ea 6.0" long \$6.75 ea	



Post-Mortem Thread

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



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

CADAVER STORAGE RACKS

Model T3626HS Stainless Steel Body Tray

Model T3627 Transfer Board

Handles Most Cremation Containers

Model T3624 Laminated Body Storage Board

M690 PORTABLE CADAVER SCISSOR LIFT w/ROLLERS

EVERYDAY MORTUARY PRODUCTS GET 10% OFF

online purchase only
use coupon# YB402

1-800-410-0100

• PROUDLY MADE IN THE USA •

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

MORTECHTM
MANUFACTURING INC.

Call us at: (800) 410-0100 Email us at: info@mortechmfg.com
FIND OVERSTOCK & INTERNET ONLY SPECIALS ONLINE AT: WWW.MORTECHMFG.COM

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

Ellsworth Funeral Home observes 100th Anniversary

Continued from Page A8

DERMA-PRO

MORTUARY
COSMETICS

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

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

CALL FOR OUR CATALOG 1-800-531-9744

Fax 903-641-0383 E-Mail: dermapro@wrt.net
www.derma-pro.com

SEND US YOUR NEWS

PO Box 5159, Youngstown, OH 44514

Fax (800)321-9040

press_releases@nomispublications.com

NOMIS

PUBLICATIONS, INC.



The Hallenbeck Family



The Ellsworth Family

Quality Materials and
Excellent USA Workmanship

Guarantees a Top of
the Line Product

PREMIER

Funeral Manufacturing LLC

Serving Our Clients

SINCE 1999

Satisfaction Guaranteed!

Brute 4 Hydraulic Embalming Table

15-yr. Structural Warranty
100% Stainless Steel

REG. \$2,897

ONLY \$2,177



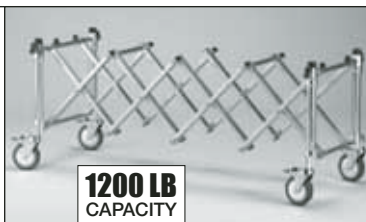
1500 LB
CAPACITY

Church Trucks

Guaranteed Trade-In
Value After 2 Years
5-Year Warranty

REG. \$697

ONLY \$597



1200 LB
CAPACITY

Superb Cemetery Lowering Devices

Lifetime Lubrication
5-Year Warranty

REG. \$2,235

ONLY \$1,697



800 LB
CAPACITY

Multi-Level Stretchers

450 LB
CAPACITY

REG. \$1,706

ONLY \$1,327

Oversized Multi-Level
Stretchers ONLY \$1,637

1000 LB
CAPACITY

All advertised prices
are subject to change.

CALL FOR DETAILS: 561-602-3330

www.premierfuneralmanufacturing.com

Prices shown do not include
shipping and handling.



Legal Speak

By Atty. Harvey I. Lapin

Illinois Legislature Finally Revises Onerous Cemetery Licensing Law

The onerous law known as the Cemetery Oversight Act ("COA") enacted by the Illinois Legislature in 2010 in response to the Burr Oak Cemetery scandal has finally been revised. Many are in agreement that the legislative response to enact COA was too hasty and more problems may have been caused than were cured. Some of these problems related to over licensing, imposing impossible standards, difficult testing and continuing education requirements and the potential for imposing excessive fees that have been discussed in previous columns.

On February 6, 2012, the Governor of Illinois signed Public Act 97-0679 ("Act") that completely revised COA. The Act broadened the exemptions, eliminated standards that were impossible to meet, reduced testing and continuing education requirements and provided for reasonable fees in the law. Many of the requirements are covered specifically in the Act, so it is not necessary for the administrative agency to enact rules.

The Illinois Department of Financial and Professional Registration ("IDFPR") will continue to administer COA and the Comptroller of Illinois will continue to administer the Cemetery Care Fund Law, Pre-Need Trust Laws for Cemeteries and Funeral Homes and the Cremation Regulatory Act. The funding for IDFPR to administer COA will be derived from an increase in the Death Certificate Fee. While the Act is not perfect it is a great improvement on the previous law.

The Illinois Cemetery and Funeral Home Association ("ICFHA") was very instrumental in getting the

Illinois Legislature to enact the Act. While there was occasional support from other industry groups and members, ICFHA was often the sole group requesting changes. ICFHA gave a special award to its Legislative Chairperson, Vicki Hand, for her personal and continual involvement in the successful enactment of the Act. This successful result illustrates that when government enacts onerous legislation, you cannot give up until it is corrected.

The revised legislation can be reviewed on the State of Illinois Legislature site under the Compiled Law section. Under the search site insert Cemetery Oversight Act. The Act itself can be reviewed on the same site by inserting its number where indicated. IFDPR is in the process of proposing rules related to the few areas where rules are still required. IFDPR is also in the processing of finalizing license application forms and forms for obtaining exemptions.

Harvey I. Lapin, P.C., is a member of the Illinois Bar and Florida Bar. He is a member of the faculty at the John Marshall Law School in Chicago and is presently teaching the subject of Tax Exempt Organizations. He is also associated with Florida-based law firm Sachs, Sax & Caplan, leading the firm's Funeral, Cemetery and Cremation Practice Group.

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

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

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

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

Special Announcement: Future Issues of the Cemetery & Funeral Business and Legal Guide is available in an electronic PDF version. The Subscription price is \$99 per year. CB special introductory rate of \$75 to readers of Funeral Home & Cemetery News is being extended until June 15, 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 payable to CB Legal Publishing Corporation along with the name of the subscribing individual and the email address to be used.

lowed in the family business, serving his internship with the **Hermanson-Kahler Funeral Home** in Dell Rapids.

The couple moved to Madison and began making a series of improvements to the old funeral home, including the addition of a chapel which can accommodate 150 people. They also added a garage, a casket selection room and reception area. Completely redecorating the facility, they insisted that the original home be preserved as much as possible to provide a "homelike" feeling. In the past 100 years, thousands of families have utilized the funeral services of first the Hallenbeck and now Ellsworth Funeral Home.

Bob Ellsworth served as president of the South Dakota Funeral Directors Association and was on the executive board of the *National Funeral Directors Association*. He also is associated with the Academy of Professional Funeral Service Practice organization. Active in several community organizations, the Ellsworths remain committed to serving families in their time of need. Cindy is also a third-grade teacher in Madison.

Ellsworth said in August during the 100th anniversary of the funeral home, an open house was held including a display replica of Lincoln's casket, courtesy of the **Batesville Casket Company**, plus other historic funeral items.

Ellsworth is something of an authority on early day funeral practices, saying there have been many changes in the way the industry operates today. In earlier days, he said, many of the services the funeral director provides was done in the homes of the deceased, including preparation of the body. Wake services and sometimes even funerals were held in the homes. In a talk given in 2009 at the Smith-Zimmerman Museum here, Ellsworth shared some of John Hallenbeck's records of causes of death. Included in the list was the flu and being killed by a fall or a kick from a horse. Today the funeral director has to deal with such things as organ donations, cremation and a shifting attitude about death and disposal of a body. "But today as before, our main duty is to assist families in very stressful times. It isn't an occupation many people might decide upon, but it can be very rewarding, especially in being able to help people at a time when they so desperately need it. I enjoy the occupation and am pleased to continue this longtime service in Madison and the surrounding area."

Reprinted with permission.

Scotchlas Funeral Home takes delivery of new Federal Hearse



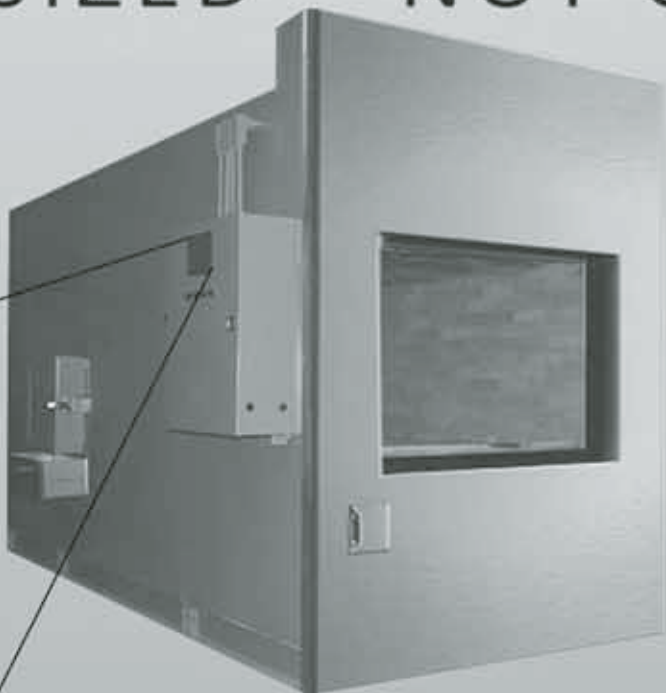
CARBONDALE, PA— Joe Scotchlas of the **Joseph W. Scotchlas Funeral Home** accepts delivery of his new 2011 ½ Federal Hearse. The Scotchlas family owns and operates the Joseph W. Scotchlas Funeral Home of Simpson and the **Oliver Shifler & Scotchlas Funeral Home** of Carbondale. Delivery was by **John O'Donnell** of **Parks Superior Sales Inc.**



Cremation Systems, Inc.

Family Owned & Operated Since 1985

OVERSIZED NOT OVERPRICED..



B&L's interactive color touchscreen can..

- Increase efficiency & decrease fuel.

Phoenix II-1

Specifications:

Length:	156"
Width:	72"
Height:	96"

Features:

- Interactive Color Touchscreen Control
- Extra 46" Wide Chamber
- 1,000 lbs Capacity
- Touchscreen Included



- Accurate body weight is essential for fuel efficiency.



Dual Use Cooler

Specifications:

Length:	96"
Width:	56.5"
Height:	60"

Features:

- 2 regular bodies per shelf /or
- 1 oversized body per shelf
- Holds up to 1,000 lbs per shelf

A recent study from the Centers for Disease Control (cdc.gov) shows that the increase of obesity in the United States has more than doubled from 1980 to today. Similarly since 1980, overweight rates have doubled among children and tripled among adolescents. Now there's no reason to ship oversized cremations to your competitors, B&L's line of oversized equipment will handle obese cases up to 1,000 lbs.



BL-25M HDW

Specifications:

Length:	79"
Width:	33.75"
Raised Height:	54"
Lowered Height:	22"

Features:

- Holds up to 1,000 lbs
- Lift made of 1/4" Steel
- All B&L lift tables have the option to upgrade to a digital scale system.

Visit us on the web at: www.blcremationsystems.com
or call
1.800.622.5411

G. BURNS CORPORATION

Removable Silhouette Landau Bars and Removable Name Plates

No side panels



NO BLIND SPOT

Bars are durable laser cut 18-gauge stainless steel.

Call Don McClintock 1-800-465-7718

Visit our NEW website www.gburnscorp.com

Build a van floor



SAVE MONEY!

DUNCAN STUART TODD

THE PREPARATION ROOM SPECIALISTS

SPECIALIZING IN
DESIGN
PRODUCTS
VENTILATION

Call today for a free brochure.
877.832.6898

duncanstuarttodd.cominfo@duncanstuarttodd.com

Heard Anything From Dover Recently?

By Dan Rohling, CFSP

How did this ever happen? Last year when I first heard and subsequently read about the allegations of literally throwing away body parts of U.S. soldiers at Dover I couldn't believe my eyes and ears. While in the military I worked hand and glove with our hospital lab as an autopsy assistant attending to the bodies of pilots never with any thought of disposing of any tissues or body parts of the deceased.

While we the people of the United States were straining to make sense of this most recent debacle, of what went wrong and why, I was wondering how such an organization as the mortuary facility at Dover could fall so far below any known and recognized standard of care.

I am licensed as an embalmer and funeral director in two states. To become licensed in these two states I took both

the National Board examination and one state board examination. Granted, it has been many years since I took these examinations, yet I do not recall having seen a multiple choice question such as:

You are in receipt of a body at the funeral home that has been severely damaged and mutilated from traumatic injury. Parts of this body although severed from the body have been returned with the body. What is the proper procedure with dealing with severed body parts?

1. Properly preserve the severed body parts and place them with the body.
2. Take these body parts home to feed the dog.
3. Place the body part/s in the dust bin.

Disgusting as the forgoing question was, it is nowhere as misguided as what has been allegedly occurring at Dover. The obvious questions are: Who is in charge there? Is he/she a funeral service licensee? What are the written policies and procedures used in dealing with severed body parts? What are the actual policies followed in dealing with severed body parts? Are the embalmers at Dover funeral service licensees in any state? If so these poor excuses for licensees have forgotten who Gladstone is and what he had to say.

Regardless of any written policies and procedures at the Dover facility every funeral service licensee knows what the right thing to do is.

As a funeral service licensee for over 30 years let me state: Dover needs to be properly addressed. Those in charge need to be completely exposed and removed from any area of responsibility. The individuals that process remains at Dover need to be properly trained and constantly supervised.

The soldiers being processed at Dover have given everything they had for this country. The very least we can do for those that have fallen is the right thing.

Just one man's opinion...

Dan Rohling, CFSP is a licensed embalmer and funeral director in California and Idaho. He works as an expert witness nationally in the funeral, cemetery and crematory industries and may be reached at dan@rohling.us. Any comments are welcome.

Observations

By Steven Palmer



A Clear and Starry Night

"I shall never forget that beauty of that April dawn, stealing over the cold Atlantic, lighting up the icebergs till they looked like giant opals. As we saw other boats rowing alongside, we imagined that most passengers on The TITANIC had been saved, like us; not one of us guessed the appalling truth."

—Lady Duff Gordon (1863-1935), Titanic survivor

Morgan Robertson in his 1898 novelette "Futility, or the wreck of the Titan", foresaw a large liner striking an iceberg on a calm April night in the North Atlantic. Fourteen years before Titanic sailed on its maiden voyage, Robertson was writing about "the largest craft afloat and the greatest work of men". His fictional work described the Titan as "unsinkable". His short novel also describes great loss of life and a shortage of lifeboats.

The RMS (Royal Mail Steamer) Titanic, the largest ship in 1912, was described by Joseph Bruce Ismay, Chairman of the White Star Line Ships, as "unsinkable" as it had watertight compartments that a door could close to seal off leaks. It wasn't prepared for the five main places of damage, 220 to 245 feet in length that breached six compartments. It would have stayed afloat with three; it would have lasted the night with four. Six compartments breached made it obvious that she would sink.

Few passengers felt the iceberg tear through the hull of the massive ship on that calm night at 11:40 PM on April 14, sinking the Titanic less than three hours later on April 15, 1912, one hundred years ago this month. Some survivors described hearing grinding noises as the ship bounced along on the iceberg shelf.

The ship was under the capable command of Captain Edward John Smith, 62, (known to friends as "EJ") who was a 40 year veteran, who had captained 17 White Star vessels and was one of the most highly successful and highly paid captains.

White Star Line is blamed for not having enough lifeboats for the passengers and crew. The board of trade regulating these ships only required 16 lifeboats for a Titanic sized ship. Titanic had 20 total life boats. It was still not enough for all the passengers but in excess of what was required. Many lifeboats went out with much less than capacity.

There were 3,560 life jackets aboard the ship. Most of the victims were wearing the life jackets.

Over 1,500 passengers and crew were killed in the sinking. Approximately 705 people survived. Two of the many dogs aboard survived. The cause of death for most of the victims was not drowning but hypothermia as survival in the 31 degree ocean was not long. One passenger Charles Joughin did survive the time in the icy Atlantic. He reportedly had been drinking heavily.

The Mackay-Bennett, the first ship sent out to recover bodies, carried 100 coffins, embalming fluid, ice, metal grating to weigh down those being buried at sea and a chaplain. The Mackay Bennett recovered 306 bodies, 116 were buried at sea due to decomposition and complete disfigurement. The cable ship Minia found another 17 bodies. The Montmagny found 4 and the Algerine found 1. In all four ships recovered 328 bodies.

Eight bodies were found by other ships: Carpathia found four, Ilford found one and the Ottawa found one. A month after the sinking, a collapsible lifeboat was found by the Oceanic several hundred miles from where the Titanic sank. In it were three victims, all men. One was unidentified, one tentatively identified and one unidentified. Their remains were sewn into canvas sacks, attached to a steel bar, draped in the Union Jack and were committed to the sea after burial prayers were read.

First class passengers were embalmed and kept in coffins, the Titanic crew members were kept on ice. The burials at sea were mainly due to the shortage of embalming fluid and the regulation that unembalmed bodies could not be brought ashore. However there were reports that some of the dead crew were brought ashore unembalmed and later embalmed at the Mayflower Curling Rink in Halifax, the temporary morgue. There were areas at the rink/morgue for grieving relatives and friends to be counseled.

Church bells tolled as the horse drawn hearses made their way from the dock to the curling rink.

The John Snow and Company, Ltd of Halifax and thirty teams of undertakers gathered from all over Nova Scotia to assist in the processing of the victims.

Only 59 of the bodies processed at the curling rink/morgue were shipped by train to their families.

One hundred and twenty one Titanic victims were buried in Halifax in the Fairview Lawn, 19 in the Mount Olivet and ten in the Baron de Hirsch cemeteries. Fairview has 43 unidentified deceased. Graves are being exhumed and DNA testing is being done to give names to these victims. One of those victims, officially known as Body #4, has had a marker on his grave reading, "Erected to the memory of an unknown child whose remains were recovered after the disaster to the Titanic April 15, 1912".

In 2002, Body #4 was given a name: Eino Viljam Panula.

The class breakdowns of the victims were: First class, 32 bodies identified, none buried at sea. First class servants, 3 bodies identified, one buried at sea. Second class passengers, 30 bodies identified, 6 buried at sea. Third class, 63 bodies identified, 29 buried at sea. Crew, 110 identified, 34 buried at sea. 87 bodies listed as unidentified, 46 were buried at sea.

One hundred years later, we are still fascinated by this tragedy, the mix of rich and poor. We still feel deep sorrow for those who perished, some in acts of stoicism and bravery. We honor these lives lost.

"Overriding everything else, the Titanic also marked the end of a general feeling of confidence. Until then men felt they had found the answer to a steady, orderly, civilized life...For 100 years technology had steadily improved...The Titanic woke them up. Never again would they quite so sure of themselves...Here was the "unsinkable ship" — perhaps man's greatest engineering achievement — going down the first time it sailed."

—Walter Lord, "A Night to Remember"

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.

G. David Keller merges with West Tennessee Funeral Associates

MEMPHIS, TN— G. David Keller’s dual-location full service funeral and crematory service provider **High Point Funeral Home & Crematorium** and the **Affordable Cremation Society & Mortuary Service** have merged with **West Tennessee Funeral Associates**.

Keller acquired **Tennessee Mortuary Service** in 2000. The firm, now known as Affordable Cremation Society & Mortuary Service, was founded in 1971. Under his guidance, the firm became well-known for serving the public with tasteful, simple cremation options, as well as offering subcontracting services for funeral homes throughout the U.S.

In 2005, Keller founded High Point Funeral Home & Crematorium. The business has been one of the leading providers in the area, largely due to Keller’s “Memphis Area Cost Comparison Sheet” and the firm’s standing as an official provider for the National Burial Policy and Cosmopolitan Burial Policy.

West Tennessee Funeral Associates is family owned and operated, founded by a group of 5 individual funeral di-

rectors with over 125 years combined experience. With the new merger, West Tennessee Funeral Associates now boasts 17 facilities, strategically located throughout the state, giving the group the ability to provide rapid service statewide while simultaneously reducing operating costs.

Chris Mayberry, managing partner of West Tennessee Funeral Associates, is proud to add the Memphis based duo to their association. The new locations will be the highest volume facilities in their intimate cluster of “small-town” funeral homes. Mayberry is also excited to add the resources of his new business partner. “David Keller’s management expertise and familiarity with the Memphis market, as well as the vast resources that the large operation will add to the group, will be instrumental to our growth in the Mid-South,” Mayberry said. “Keller is ecstatic about the merger as it will

give us a very competitive edge over the competition and preferential treatment from our suppliers.”

Keller stated, “This is a very exciting time! We will have more power to drive down the price of funeral service and merchandise, while maintaining exemplary quality of service and facilities. In these tough economic times, there truly is safety in numbers! My partners in the West Tennessee Funeral Associates were an obvious choice. After they merge with a firm, the staff remains and the cost of operation goes down. It is truly a win-win for my staff, my partners and the public!”

For more information, visit www.highpointchapel.com, or www.affordablecremationsociety.com.

Carter Trent and Scott County Funeral Homes join Foundation Partners Group

TAMPA, FL— **Foundation Partners Group, LLC** is proud to announce that **Carter Trent Funeral Homes** and **Scott County Funeral Home** have chosen to join the Foundation Partners family. These three funeral homes have proudly served the families of the Tri-Cities area of north eastern Tennessee and southwestern Virginia for many years. Foundation Partners is excited to team up with **Dean** and **Martha Trent** and their family to continue their exceptional tradition.

“From our first meeting with **Steve Shaffer**, **Jim Price** and **Paul Haarer**, I knew that Foundation Partners Group was the right partner for me, my family, my community and my staff. Foundation Partners has the financial stability, experience and vision to continue the legacy of our funeral homes well into the future.” shared Dean Trent, Founder, President and owner.

Foundation was the perfect choice for the Trent family with their shared vision of growth, serving the community and treating employees with respect. Foundation is looking for other owners who have similar goals of building a long term relationship through personalized and flexible succession planning.

Foundation Partners Group, LLC, with its home office in Tampa, was established in June of 2010. It currently owns and operates 29 funeral homes and five cemeteries in 12 states, and is actively seeking to acquire premier funeral homes throughout the US.


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.

TAYLOR URNS

Commitment To Service!




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



SOUTHLAND MEDICAL CORPORATION
800-959-9160

Proudly Serving Our Customers



For 21 Years!


April Specials

Prices Good Through May 20, 2012
For Promo Pricing - Reference YB412

SMC BLUE PF LATEX GLOVE

- 15 mil
- high tensile strength
- powder-free latex
- extended 12" cuffs
- fully textured
- non-sterile, ambidextrous, single-use
- comfortable fit for reduced hand fatigue
- improved dispenser box
- packaged 25 pr/bx; sizes S - XL

10 bxs/cs **\$122.00 cs**



Private Label
New Item!


WASHABLE BLOCKADE GOWNS

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

10% Savings

L	tie-neck	\$25.00 ea	\$257.00 cs
XL	tie-neck	\$27.00 ea	\$266.00 cs
L	snap-neck	\$27.00 ea	\$266.00 cs
XL	snap-neck	\$29.00 ea	\$275.00 cs
2XL	snap-neck	\$30.00 ea	\$292.00 cs

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



WASHABLE COMFORT EASE™ UNISEX SCRUBS

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

ONE-POCKET SCRUB TOPS **15% Savings**


- v-neck, reversible pullover top
- left breast pocket w/set-in sleeves

S-XL	\$13.00 ea	4XL	\$23.00 ea
2XL	\$15.00 ea	5XL	\$25.00 ea
3XL	\$17.00 ea		

DRAWSTRING SCRUB PANTS


- reversible drawstring pants with matching ties

S-XL	\$14.00 ea	4XL	\$25.00 ea
2XL	\$16.00 ea	5XL	\$27.00 ea
3XL	\$23.00 ea		



RED HAZARDOUS WASTE BAGS

				15% Savings
33 gallon	1.2 mil	31" x 43"	200/cs	\$58.60 cs
44 gallon	1.2 mil	40" x 46"	100/cs	\$41.65 cs
44 gallon	1.7 mil	40" x 46"	60/cs	\$37.75 cs
33 gallon	3 mil	31" x 43"	100/cs	\$69.70 cs
40 gallon	3 mil	40" x 46"	50/cs	\$50.15 cs
55 gallon	3 mil	40" x 55"	50/cs	\$57.80 cs




RECTANGULAR HAMPER STAND & BAGS

- durable 1" chrome plated steel stand with vinyl-coated metal rim to reduce bag slippage
- pedal operated for easy hands-free use and white poly coated metal cover for combined safety and durability

hamper stand (uses bag #NON022938) **\$140.00 ea**

English/Spanish "soiled linen" bag (shown)


33 gallon	1.5 mil	29" x 41"	150/cs	\$94.00 cs
-----------	---------	-----------	--------	-------------------



FERNO® MODEL 101-H HYDRAULIC OPERATING TABLE

- hydraulic foot pedal adjusts tilt/height
- quick adjustments & individual settings, lower or raise from 28-1/2" to 40-1/2"
- extra deep trough runs perimeter of table eliminating splashguard need
- four, 8" swivel wheels lock instantly with a single foot pedal
- 80" L x 30" W x 34" H; max load - 600 lbs.


\$3448.00 ea



FERNO® MODEL 102 FOLDING OPERATING TABLE

- ideal for embalming, dressing & transfer
- one hand release easily adjusts end of table from 32-1/2" to 38-1/2" with independently adjustable ends
- constructed of a stainless steel top and six-inch, ball bearing swivel wheels that lock during use to keep table stationary
- drain, located in center of foot-end, quickly eliminates fluids from table
- when not in use, folds easily and can stand on end for easy storage
- 80" L x 30" W x 38-1/2" H; max load - 600 lbs.


\$1905.00 ea



FERNO® MODEL 103 COMBINATION OPERATING TABLE

- multi-purpose table is ideal for embalming, transfer and dressing
- ends adjust independently from 32" to 38" for individual working height and drainage
- durable, rigid stainless steel top, and deep troughs for no-splash drainage
- six-inch wheels lock to keep table stationary while in use
- 80" L x 30" W x 38" H; max load - 600 lbs.

\$1760.00 ea



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

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

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

Waves of Support for New Burial at Sea Amendment in Massachusetts

MARSHFIELD,MA— State Rep. *James M. Cantwell* (D-Marshfield) is striving to change the law which requires funeral directors to store unclaimed cremated remains left by families in Massachusetts, indefinitely, or take on the cost of interring them in a mass grave. Rep. Cantwell proposes

giving funeral directors the option of burial at sea, which would provide a less costly, dignified and respectful burial ceremony for unclaimed departed loved ones.

Captain Brad White, founder of **New England Burials at Sea LLC** (NEBAS) headquartered in Marshfield, MA recently testified at the State House with Rep Cantwell in a hearing that was meant to educate the Committee on the need to amend the existing 2008 law to allow funeral directors a legal means to dispose of abandoned cremated remains, by simply including the three words, “or at sea.”

According to Capt. White, “The way the law reads now, funeral directors must either store unclaimed cremated remains or bury them in an undignified mass grave at a cost absorbed by the funeral home. As a result, many Massachusetts funeral homes have dozens or more unclaimed remains. Many people either simply don’t want or are not comfortable picking up the cremated remains of their loved ones,” said White.

“Burial at sea is an easy, low-cost and dignified solution for left-behind ashes by the families for the funeral homes. A burial at sea is approved and paid for by the family or funeral home and not by any state or tax payer dollars,” he emphasized. White also urged the public to contact their State Representative, State Senator as well as the Joint Committee on Public Health, chaired by Senator *Susan Fargo* and Representative *Jeffrey Sanchez* at the State House on Beacon Hill to encourage them pass this bill by the expected July 2012 vote.

White added, “This bill could again be a Massachusetts precedent for national change similar to many public interest laws that the state has recently enacted. This legislation could impact approximately 7,500 Massachusetts families and circumstances are similar in most other states as well.”

The cost of interment with all the proper permits can be as much as \$900 per plot which is currently paid out of a funeral director’s pocket. Under the current law, this is the only option. Burials at sea can cost less than half that amount and are approved and paid for by the family.

Norwell Attorney *Christian Haufler, Jr.*, J.D. explained, “Essentially, burial at sea or in the earth burials fulfill the legal and fiduciary requirement of the executor of a will and will bring proper closure to the family.”

Capt. White is the pioneer of augmenting the law to encourage ethical, dignified, legal and a financially feasible way for family members or funeral directors to obtain closure and complete the obligation to the deceased. Cremated remains are gently scattered in the sea following a private service with music, flowers and a beautiful prayer whether the event is attended or unattended by families and friends. The service is photojournalled and registered with the EPA as required by law.

The amendment of the law is now under advisement. If accepted by mid-March 2012, it will go to the floor for a vote on or before July 2012.

In his experience, Capt. White has found that some families who have opted for burial at sea services did so partly because they were not aware of all of their burial options versus leaving their family member’s cremated remains unclaimed at the funeral home.

NEBAS is the best known company in the U.S. for sea burials. NEBAS burials at sea are legal, meet and exceed USCG and EPA regulations and the events are easy to plan. NEBAS handles all licensing, required permits and filings with the EPA.

For more information images, visit www.newengland-burialsatsea.com, toll free (877) 897-7700 or email OceanBurial@aol.com.

\$ Small Ad Savings Big! \$

Searching For Products? Visit Us At:

Stahmore Chairs
www.Kee-Folding-Chairs.com

General Supplies
www.KeeProducts.com

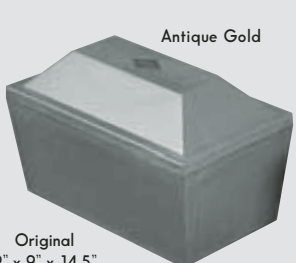
Or Call 1-800-982-0395
KEE Funeral Supply

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

Pyramid
CREMAINS BURIAL VAULTS

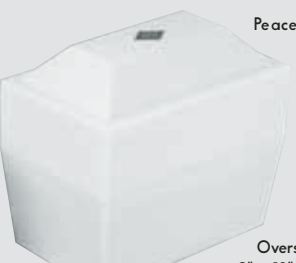
- ◆ Tongue & Groove Connections
- ◆ Green Velour Lined
- ◆ Strongest Urn Vault of its Kind

Antique Gold



Original
9" x 9" x 14.5"

Peace White



Oversized
9" x 13" x 14.5"

Triple H Company
Cemetery, Crematory and Mausoleum Supply Since 1950

UTILITY URNS
• Original Hi-Impact Plastic
IN SIZES AND CONFIGURATIONS TO FIT ALL NEEDS
Cardboard mailers also available

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

ULTRA Flip-Top Plastic Urn

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

32, 78 & 125 Cubic Inches

Sheet Bronze Urns
5 Sizes
Dozens of Styles

Floral Lawn Vases
Dozens of Options Available

Golden-Line Vases

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

MAUSOLEUM VASES • MADE IN THE USA

'Royal Duchess'

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

Resists UV Discoloration

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



OSHA Compliance

By Gary Finch

Supply Reps, Sign Right Here

Funeral homes have been subjected to some stiff fines over the past few months. Most of them can be traced back to the ten year old Needlestick Safety and Prevention Act. Funeral homes have an exemption from the requirement to maintain a “Sharps Injury Log”. The rest of The Act applies to us just as much as it does a large hospital or phlebotomy lab.

Truth be told, it is far more difficult for a funeral home to comply with The Act because your suppliers are not helping you. Let me explain. As a diabetic, I get my blood tested once every six weeks at a large phlebotomy lab. Each time I go, they are testing new products. There is an emerging market for safer sharps and needleless systems. Virtually all of it is found in the healthcare industry.

Both hospitals and phlebotomy labs depend on their suppliers to let them know about new products. They call on them frequently. They set up product demonstrations. Workers follow that up by conducting “Device Evaluation Studies” to determine if the product is useful. Each year, in their bloodborne pathogen training, they review their various studies, and they consider implementing new engineering controls. They do this because it is required by the Needlestick Safety and Prevention Act.

Most funeral homes are not in compliance and some are paying significant fines. It really isn’t fair to the funeral home because their suppliers are not pro-actively

helping them keep up on what new safe sharp products are available. It is not fair to blame our suppliers either. We don’t have instrument reps in the funeral industry. We have fluid reps that happen to job instruments on the side. It isn’t their main calling. We have catalog companies that offer lower prices, but don’t offer expertise in anything. That leaves the funeral home in a vulnerable situation.

To protect Compliance Plus customers and to prove to OSHA that our suppliers are for the most part not presenting needleless systems and safe sharps, we have developed a “Supply Rep Statement”. This is essentially a form to note whether or not the supply rep. presented any new safe sharps on a visit, and if so, what was presented. If not, just indicate nothing was presented. It also requires a date, company, and signature. The funeral home will keep these forms as part of their annual needlestick documentation. We have also prepared as a means of compliance, “Device Evaluation Report” forms for non-managerial employees.

We are not doing this to trick or punish any supply rep. or funeral supply company. They are not required to do anything. We are doing it to help funeral homes prove to OSHA that even though we have the same requirements as a phlebotomy lab, we are substantially different. We don’t have many new products offered. We rely on disinfection as our standard. We are not a sterile workplace. After safe scalpels, the pickings are slim.

Lastly, we have advised our customers that if a supply rep. refuses to sign a statement on whether he presented “safe sharps” or did not, then the funeral home should not do business with that company. The fines being assessed to funeral homes for non-compliance with the Needlestick Safety Act are substantial. The best defense a funeral home can have is the right kind of documentation. We

can all wish for a time when a catalog company will put a product presentation on their web site. That is exactly what instrument reps do for healthcare.

If you are a funeral home and you haven’t been complying with this act, then start. We are asking our customers to do more. In talking to one funeral home that was fined, he ended up with seven new forms. We have cut that down to three. We have special PowerPoint training and forms for non-managerial employees to use to conduct product evaluations. I have personally subscribed to seven healthcare publications that specialize in this area. I’ll report on research the customers can use to do the required consideration and implementation of new engineering controls.

Before, you might have gotten by on compliance by watching a video and signing a training certificate. Now, your non-managerial employees that are exposed to sharps must be involved in developing documentation, testing new products, and making product recommendations. By any measure, this raises the bar on compliance to a new level.

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

Preparing Your Funeral Home for Growth

By Brad Kime, President of On Deck

As a funeral home owner, you know ensuring your facility is in the best condition to accommodate patrons is the first priority. And, opportunities to improve your business and remain competitive occur on a frequent basis. Purchasing top-of-the-line furniture for your arrangement room, or an additional family car for transportation, or even taking on additional employees during an especially busy time are all ways to differentiate your business. However, there are also those times when your phone system or plumbing goes haywire and your bandwidth diminishes overnight. Whether you want to tackle these opportunities, or overcome one of these obstacles, having cash on hand is critical to keeping your business moving forward.

While staying abreast of best practices within the industry is a natural extension of owning your own funeral home, navigating the small business lending landscape is an entirely different task, and one that is often viewed as complex. At first glance, the world of financing can often seem challenging. But armed with the right knowledge, going about securing the financing you need to take your business to the next level of growth can be hassle-free. Consider the outline below to be your tour guide into the world of small businesses loans. By spending the next few minutes reading, you will gain a better understanding of what your financing options are, and how to best take on your next project.

Knowledge is Power

Searching for financing can often be a very time consuming process, which as a funeral home owner, is something you have very little of. Between spending time counseling family members, organizing services and attending to your facility, there is often little time left over to search for financing. However, understanding where you stand credit wise (both for your business and personally) and what your borrowing options are can put you ahead of the curve. Many business owners aren't aware that a bank won't typically make a loan if your personal credit score isn't above a certain threshold (roughly 680). However, you aren't completely disqualified from all forms of financing should you not meet that criteria. There are other options available to you – keep reading to see if what works best for your particular needs.

Below we've outlined the different financing options available to the industry.

- **Bank Financing:** If you're looking to spearhead a full end-to-end renovation, such as the opening of a new location in a neighboring town, then a traditional long term loan is your best fit. In addition to assembling the items below, the approval process

for a traditional bank loan takes a significant amount of time – often anywhere from three to six months.

1. Complete financial records (balance sheet, cash flow income statement)
2. Business plan and pro forma financial statements
3. Complete tax forms for household and business dating back two to three years
4. Very consistent positive cash flow and other necessary diligence
5. And finally, time – long term loans often take months (and delays often come from getting your hands on the right information).

- **Short term small business loans:** These are short term loans that allow you to extend payments over 6 - 18 months at total costs that are similar to long term financing. These loans are for shorter term needs that you don't want to be paying off for years – for example investing in valet parking, upgrading to a digital billing system, or simply extra short term working capital for your business. Ranging from \$5,000 to \$150,000, this option can typically be funded in as few as 7 business days. The benefits are threefold: 1) it's based on your business performance and not just your personal credit score, 2) it requires information that is readily available from your electronic records (bank account, credit card transactions, tax etc.), and 3) the term is designed to allow you to spread out the payment, but also have it paid down before your next opportunity surfaces (you don't want debt stacking up on your business).

- **Using a personal credit card or assets:** The upside: a line of credit or using a personal credit card is fast and easy. The downside: 1) if you've already drawn on your personal credit to build up your business, your score may have been impacted (this is not a reflection of you as a business owner, but rather of the system), and 2) loan programs based on personal credit are designed for household use. So, while you may require \$15,000 to recarpet and repaint your business, you might only receive a \$5,000 credit card. You could borrow against your home; however, this is a difficult and time consuming option that poses potential risk to your household.

When tackling your next project – or urgent situation – remember preparation is half the battle. Knowing exactly where you stand credit-wise, as well as what your financing options are, will help your funeral home through its next transition. For additional information on your lending options visit www.ondeckcapital.com.

Premium Hardwood

Pet Cremation Urns

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



Forever Pets
1-888-450-7727

FREE Wholesale Catalog

www.foreverpets.com

Family owned and operated since 1996

Stacking Pew/Chairs



WHY COMPROMISE!

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



CHANCELLOR REINTRODUCES THE CASKET CHAIR!

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

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

Chancellor Mfg, Inc.

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

SEND US YOUR NEWS

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



YOU WOULDN'T USE OUR LEAK-RESISTANT CREMATION TRAY AS AN UMBRELLA, BUT YOU COULD.

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



1-800-992-1925 | CustomAirTrays.com



Media and the Portrayal of the Funeral Profession (Part 1)

By Todd Van Beck

The media has a consistent history, with minor exceptions, of being critical, disliking, ridiculing, and embellishing the image of funeral directors and funeral service. This phenomenon is not new. I have a copy of a cartoon from an 1880's edition of the British magazine "Puck" which shows four creepy undertakers looking very dejected because Parliament had passed some rule regulating funerals in Britain; the caption read: "THE STARVED OUT UNDERTAKERS."

Have you ever thought about the consistent and predictable way in which the media portrays funeral directors? Which actors are assigned to play the funeral directors in movies and television? Vincent Price, Peter Lorrie, Boris Karloff, Peter Cushing, Basil Rathbone, Bela Lugosi, Crispin Glover, John Carradine, and Christopher Lee, to name a few.

Charles Dickens, who despised undertakers, created the unforgettable, and unforgivable, undertaker "Mr. Sowerberry" who had the habit of taking afternoon naps in his new coffins!

Forty years ago the Omaha World Herald published an article titled "Profiteering in Sorrow." It was bad publicity for the funeral profession. However, what I remember most was the reaction of the local funeral directors; "I don't think many people in town read the World-Herald" and "I know my families. They won't believe that kind of stuff about me."



Todd Van Beck

That may well have been true in 1966 Omaha, but today, we can no longer assume that families don't read a particular magazine. It has always been true that any stain upon any member of our profession affects each of us. It is easy for the media to find anti-funeral people, burned out funeral directors who turn on their own profession, or clergy who are anti-funeral.

I was hopeful that with the Federal Trade Commission Funeral Rule of 1984, the bad publicity issues would slow down. But, bad news regarding funeral and cemetery work continued even in light of mandatory disclosures and Federal Regulations.

Then in 1993 on February 2, NBC's Dateline broadcast painted a horrible and unattractive smear upon funeral service without giving anyone who understood and knew funeral service a chance to offer any rebuttal.

How many times in our careers have you been told, "You don't look like an undertaker?" Although the stereotype is almost part of the cultural fabric of American, no funeral directors carry a tape measure all the time, or wring their hands with delight at the prospect of someone's death.

What the media has often failed to report is that funeral directors have been ranked in the top 10 most trusted and honored professions in the United States by Gallup Poll for fifteen years. One of the greatest compliments to our profession is that no profession receives more unsolicited letters of praise for their services, kindness, sympathy and understanding, than the average American funeral director.

Does good publicity in the funeral service profession exist? Of course it does, but it is rare. Most favorable media coverage is awarded to individual funeral directors within their communities. There have been precious few examples of the funeral profession, as a whole, receiving favorable, nation-wide publicity.

I remember a horrible plane crash in Chicago years ago where hundreds of people were killed. The funeral professionals of greater Chicago volunteered to embalm, restore, dress and casket the victims, free of charge. The article concerning this magnanimous episode was published in one, just one, of the professional funeral service journals. The professional journals consistently tell the story of how good we are and profile up-and-coming funeral students who talk about the honor and sacred trust of funeral service. But, who subscribes to "The United States Mortician Monthly", other than morticians? You will never see a funeral publication in your dentist's office, and so the question can easily be asked, "What good is it to tell ourselves over and over again how great we are?"

Good publicity concerning the entire funeral profession, excluding praise of individual local funeral directors, has occurred. Dear Abby and Ann Landers occasionally gave funeral service a pat on the back. The funeral profession in Oklahoma City received a pat on the back for their work after the horrible bombing. "Women's Home Journal" published a wonderful essay by Lois Duncan about the value of funerals, and the Lifestyle section of a newspaper in Denver lauded the entry of women in funeral service; when a state association convenes in a city, there is usually favorable media concerning that event. When the movie "My Girl" came out, many in funeral service applauded Dan Aykroyd's portrayal of a funeral director. Most recently, my friend and funeral service professional **Tom Lynch** made a great appearance on "Frontline." The program won an Emmy Award and the funeral service community praised it universally. However, even in the light of Dan Aykroyd's performance and Tom Lynch's stellar PBS interview, I doubt that I will ever live to see the day when the likes of Ben Affleck, Alec Baldwin, Antonio Banderas, George Clooney, Brad Pitt, or Leonardo DiCaprio will ever portray a funeral director on the silver screen.

No question about it. Good publicity is rare, not for the individual funeral director, but certainly for the profession on a national scale. I personally do not see any reason that our beloved profession will not continue to draw bad publicity in the future. The mixture of death-anxiety, money, grief, and sentiment arouses powerful negative emotions for many, often due to stereotypical views.


Most people in funeral service are subjected to the death anxieties of their community, friends, family, clergy, hospice nurses, and educators; a whole lot of really nice people who do not like the subject of death. This reliably translates into a dislike of the subject of funerals, and often this anxiety is unconsciously transferred to the funeral director; a living, tangible, symbol of a subject that gives people the creeps.

Of course, most every funeral director has learned to understand this state of affairs, and developed kindly and professional ways of dealing with this glaring injustice.

However, when the media is involved, it means that the funeral director, and hence funeral service, is far more vulnerable to unleashed death anxieties and potential hostilities. We, as people who love funeral service, can get a grip on such situations and hence avoid potential disasters while on the air waves. It is vital to our profession, that each media opportunity portrays the funeral service professional in a positive light. Thus, in this series, we will discuss tips for projecting the true, caring, devoted nature of funeral professionals in a variety of media, and ways in which the funeral profession may reverse an old and inaccurate stereotype.

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, cemeteryans 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.



Funeral Friendly Since 1993

Quick On Site Solution For Floral, Pictures & More.

"We use your pedestals in every funeral/memorial service. We place picture frames and flower baskets on top of the pedestals all around the casket and church. People love the arrangement of the pictures and flowers on the pedestals."

*Xenia Ware, Business Manager,
James Hunt Funeral Home*

**High Impact Plastic
100% Waterproof**

**Contains No
Particle Board**

White, Beige or Black

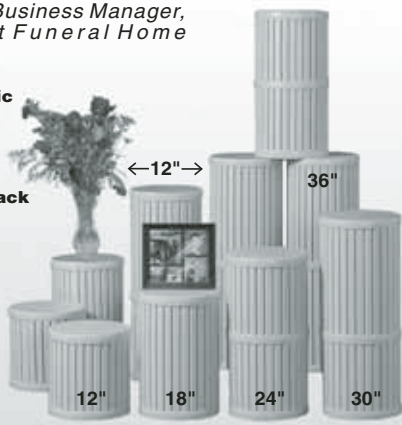
12" Diameter

**FREE Fed-Ex
Ground-
Ships Today**

**Secure On-Line
Ordering**

Made in U.S.A.

**See Videos
on Our Website
for Details**








*** Pedestal Express I (Ten Pedestals)
As Shown: Only \$339 Delivered**

www.pedestalexpress.com

Call 1-888-762-7735

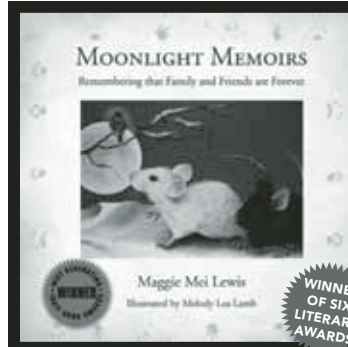
8040 NE Day Rd., Bldg 6A Brainbridge Island, WA 98110



Customize Your Direct Mail Program

Database Files • Reports • Mailing Lists • Email Addresses

Call 1-800-321-7479



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

AWARD WINNING

MOONLIGHT MEMOIRS

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

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

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

WINNER OF SIX LITERARY AWARDS

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



Beautiful and Affordable Memorials

Visit us at www.terrybear.com
for more information.

www.terrybear.com
(888) 588.8767

Terrybear®
Urns & Memorials

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

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

TDA - ON - THE - GO

View service information on your Smartphone

Tributes[®].com

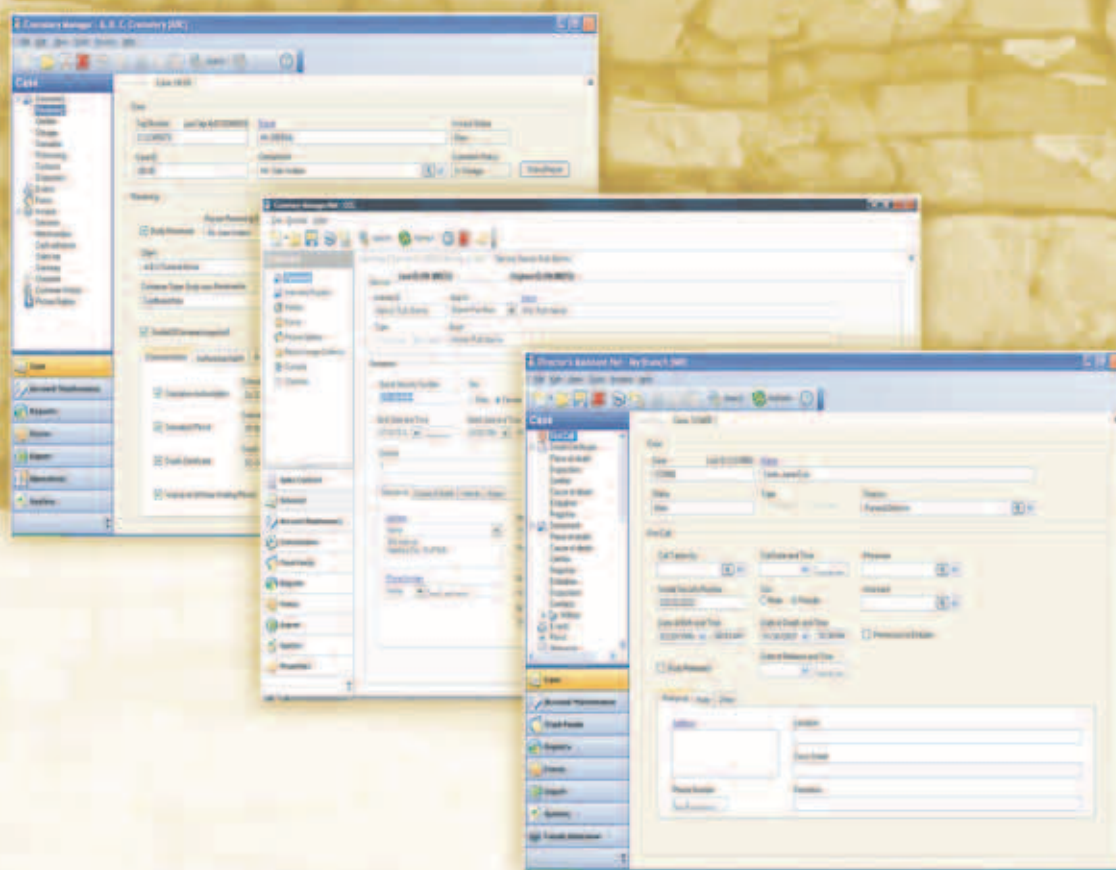
MESSANGER

FrontRunner
PROFESSIONAL

ASD
Answering Service for Directors since 1972
1-800-868-9950 • www.myASD.com
Answering Life's Most Difficult calls!

Unwavering, Rock Solid Commitment To The Death Care Industry

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



Products:

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

**Also Available in Pet Care

Contact Us

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



Microsoft
CERTIFIED
Partner

Microsoft
.net

IBM
Business Partner

business partner
hp

Intuit

CONTINENTAL
COMPUTER CORP.

2011 Continental Computer Corp. All trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.

**Take Advantage
of Your
Casket & Supplier
Discounts!**

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

Reduce Your Receivables!

•

NO Chargebacks!

•

We Deal With Insurance Companies

- No Hassles!



BETA CAPITAL CORP.

(800) 430-7935

Fax: (877) 375-9118

Visit: www.betacapitalcorp.com

Michael Mostofsky - Director of Business Development

Rainbow Ridge Pet Memorial at Ridgeview Memorial Gardens

GRANDVILLE, MI— Ridgeview Memorial Gardens is proud to announce the completion of their new Rainbow Ridge Pet Memorial columbarium. The Rainbow Ridge Pet Memorial was designed and constructed by **Holland Columbarium, Inc.** With an octagonal footprint of less than 75 square feet and unique deep niches, forty of which have a 4,000 cubic-inch capacity to accept between 150-175 placements, the 120-niche columbarium will accommodate the placement of up to 7,500 pets. Organizational, estate, and individual placement niches are offered in a setting that is separated from the conventional cemetery yet still an integral part of the gardens. The memorial site has been provided with electricity for seasonal lighting and a vintage fire-plug to provide potable water for visitors' companions.

Ridgeview Memorial Gardens, a 501(c)(3) organization, is the only Green Burial Council certified green burial site in Western Michigan. They offer traditional and wildlife habitat gravesites amid beautifully landscaped grounds, peaceful pastoral settings, and a stunning panoramic countryside. Amenities include an on-site attendant, paved roads to all burial gardens and memorials, a spacious chapel and visitation area, and a serene scenic waterfall. The Butterfly Garden, dedicated exclusively to children, features a welcoming gazebo surrounded by a delightful variety of shrubs and flowers.

Their 350-niche Garden Wall Columbarium, made of beautiful fieldstone and granite, offers benches for quiet con-



Rainbow Ridge Pet Memorial



Rainbow Ridge Pet Columbarium

templation amid the tranquil atmosphere and lush landscaping of the more formal Traditional Gardens, which offer conventional headstone placement.

The Memorial Gardens cater to those who appreciate a less formal setting. Emerald lawns with flat granite markers welcome guests to enjoy, unimpeded, the striking beauty of the panoramic countryside.

The Natural Gardens, dedicated to green burial, feature abundant animal and plant life. Adjacent to ten acres of dense habitat, this area is home to a variety of wildlife including

CONTINUED ON PAGE A20



***Protecting
Your Families
and Business***

By Jim Starks, CFuE, CCRé

***Routinely Reviewing Cremation
Authorizations Every Few Years
Prevents Liability Risks***

Cremation authorization forms may become outdated without routine reviews every few years, thus increasing the likelihood of exposure to liability. The cremation authorization contains countless disclosures that inform the consumer of what takes place before, during and after the cremation. But these disclosures also protect the funeral home and crematory from litigation risks when the consumer doesn't clearly understand the process.

It's critical that an authorization meet state requirements along with nationally accepted industry standards. Therefore, it is imperative to first verify whether the state where the cremation takes place has specific verbiage or disclosures and if so that they are included on the authorization.

Some nationally accepted standards to include on a cremation authorization include:

- The identity of the decedent, after positive identification, was made by the authorizing agent or his/her representative.
- The identity of the authorizing agent and his/her legal authority for authorizing the cremation was confirmed.
- Removal and disposal of casket/container hardware.
- Authorization to remove and dispose of any medical devices implanted in the remains or a representation that no medical devices are present.

- The casket/container was opened to verify the identity of the human remains.
- Permission to cremate the body and mechanically pulverize the cremated human remains after a detailed explanation of the process was provided to the authorizing agent.
- Acknowledgement that the alternative container or casket will be cremated with the human remains.
- Acknowledgement that some commingling is inevitable and that it is impossible to retrieve all of the cremated human remains.
- Acknowledgement that disposition of residue from the cremation will take place.
- Acknowledgement there might not be any cremated human remains to return on babies and fetuses.
- A designation of the urn and/or container utilized to hold the cremated human remains.
- Authorization to have the medical metal recycled by a third party, as well as what is done with any payment made to the crematory.
- Specific instructions regarding the future disposition of personal property, including clothing, eyeglasses, jewelry, glass containers or items that could harm the cremator, on or with the human remains.
- Specific instructions regarding to whom the cremated remains are to be delivered or, in the alternative, other disposition of the cremated remains.
- Authorization for disposition of cremated human remains if unclaimed as required by state law.
- Certification regarding the accuracy and truthfulness of all statements made in the authorization form and indemnification of the funeral home and crematory by the authorizing agent.

After reviewing an authorization for currency and accuracy regarding both state laws and nationally accepted industry standards, including those above, staff should be retrained. All arrangement staff members must understand what each

disclosure represents and how the authorization must be completed to ensure the authorization decreases the risk of liability.

Further, the crematory staff should know how to properly review the authorization as well as have authority to delay or refuse the human remains for cremation if the authorization is not properly completed.

Addressing the above points in a cremation authorization not only ensures that the consumer is informed of procedures that take place during a cremation process but also protects the funeral home and crematory operator from litigation in the future.

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

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

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

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



Crematory Manufacturing & Service, Inc.



ADVANCED
CREMATORY TECHNOLOGY

Cleaner. Safer. Quieter. Faster. More Fuel Efficient.

1.800.726.6120

www.crematorymanufacturing.com

email: info@crematorymanufacturing.com



Funeral Director's

ANSWERING

SERVICE

www.directorsanswering.net

- Calls recorded for quality assurance
- Customized death call questions
- Caller ID
- Text messaging/email
- Patched calls
- Supervisor on duty 24/7
- Spanish-speaking operators

Try our services **FREE** for 30 days
Plans start at \$40/month

1-877-452-3857



Dustin Cremeans,
Owner & Manager

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



NOMIS
PUBLICATIONS, INC.

Rainbow Ridge Pet Memorial at Ridgeview Memorial Gardens

Continued from Page A18



Rainbow Ridge Hydrant

foxes, raccoons, rabbits, deer, and an extensive array of native birds. Granite markers, level with the surface, identify the resting places of loved ones amid the unmarred nat-

ural surroundings.

Ridgeview Memorial Gardens is located at 5151 8th Ave SW, Grandville, MI. For more information visit their website at www.ridgeview-memorialgardens.com.

For more information on Holland Columbarium, Inc. visit www.hollandcolumbarium.com.



Pet Columbarium Engraving



Rainbow Ridge Memorial Bricks

John P. Feeney Funeral Home purchases Eagle Hearse

READING, PA— Michael F. Feeney, pictured in front of the **John P. Feeney Funeral Home** in Reading where he took delivery of his new 2011½ Eagle Echelon Hearse. The Feeney family has been serving residents of Reading and the surrounding communities since 1941. The Hearse was delivered by **John O'Donnell** of **Parks Superior Sales**.





NEW LOAD SCALE! Fully Retractable Straps



Lifting



Casketing FREEDOM PIVOT™

THE ULTIMATE 1000™ LIFT

ALL-IN-ONE LIFT SYSTEM

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

MORTUARY LIFT™ COMPANY

1-800-628-8809

WWW.MORTUARYLIFT.COM



Let's Chat

By Kristan Dean

As many of us say hello to the possibilities of Spring I wonder why I have been so remiss in asking you to grow your relationships with businesses in your community. Every month I ask you to reach out and use your skills to bring people together, yet I have forgotten to ask you to look outside your doors and ask your fellow business owners to join your efforts. Why?

Is it because there is no other business or organization, in your community, that can help bring people together? I think we both know the answer to that is no. Could it be that your funeral home or cemetery is the only one that can help people along their path to healing? Again, I think we can agree and be thankful that you are not your community's only resource.

The question is: are you doing everything you can to be the one your community looks to when they have a loss? Are you the funeral director, cemetery manager, or aftercare provider who brings businesses and organizations together to help you serve families better? Do you do more than connect people with the flowers, gifts, food, lodging, and services they need to help make the service the celebration they hope for?

If you are like **Bob Biggins**, former NFDA president, and his wife **Christine Biggins** of **Magoun-Biggins Funeral Home** in Rockand MA, you understand that to be the one families look to, you must be "the leader in healing." You go beyond earning NFDA's Pursuit of Excellence award, and bring what helps you personally

to the community you serve. Like Chris, you know that "your greatest challenges are your greatest teachers" and you find a way to share the gifts these challenges bring you.

How? Well if you are Chris Biggins, you reach out for training and form business alliances that let you do more than tell people what helped you get through challenges such as multiple sclerosis, loss of a child, loss of parents, depression, anxiety disorder, breast cancer, mastectomies, and chemotherapy. You complete hundreds upon hundreds of hours of training to become a registered yoga instructor so that you can bring the strength of gentle movement and peace to your community one class at a time as an instructor. You also do not stop there – and neither does Chris.

With the encouragement of her teachers, Chris has created the program "I Walked With You! Won't You Sit With Me? Moving Thru Sadness, Depression, Anxiety, Grief, and Loss with Grace!" This program brings people together to find their strength and discover their power through meditation, breath work, and gentle stretching. It will launch in April at Open Doors Yoga Studio thanks to Magoun-Biggins Funeral Home and their relationship with Open Doors.

Now there may be a few of you who are thinking yoga and meditation are too "New Age" for your funeral home or cemetery. You are not alone. Bob was right there with you, which is one of the reasons why Chris's program takes yoga off the mat and into the chair. The added bonus is that anyone who can sit can participate regardless of their age or physical limitations.

Bob and Chris believe that "...there is a benefit in continuing care that brings comfort to a new level and improves our outreach to clergy, hospice..." as well as community. As funeral professionals, you understand that the hardest part of grieving is more than the pain of loss. According to Chris, the hardest part is answering the question, "How do we allow ourselves to feel pain so that we may move with it and heal without becoming a victim to it?" Please do not let fear of "New Age" stand in your way.

Though some may say this program is only for the most progressive, I agree with Chris and Bob that "Helping people find their breath, their being, and their core is yet another tool we can use to help people heal and grow be-

yond their pain." With this in mind, please consider reaching out to Chris at her website christinebiggins.com or giving her a ring at Magoun-Biggins, 781-878-1775, knowing you are not alone.

Thanks to the relationship the Biggins began with the Wappners when **Bill Wappner** and Bob went through NFDA's chairs, **Wappner Funeral Directors and Crematory** of Ashland, OH will be the first to help Chris' program expand nationally. Like Magoun-Biggins, Wappner Funeral Directors and Crematory is a leader in providing care for their community. Bill estimates that there will be 200-300 people participating in Chris' program, based on participation in the many aftercare and continuing care events he sponsors.

Not up for a complete program? No worries. Consider reaching out to your local yoga studios and begin to explore how you can work together to help people in your community who are suffering to heal. And don't stop there. Expand your abilities to help those you serve by enlisting the expertise of others. Make this the Spring you grow your business relationships.

I look forward to your thoughts. Please give me a ring at 781-331-5308 or if you prefer email me at kristan@mooneytunco.com.

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.

Need a Loan?



Loan sourcing now available through Johnson Consulting Group

SBA, Real Estate and Cash flow loans available to funeral businesses
considering refinancing and acquisitions.

Contact Jake Johnson at 888-250-7747
or email to jjohnson@johnsonconsulting.com



*Johnson
Consulting
Group*

888.250.7747

8095 N. 85th Way, Scottsdale, AZ 85258

Visit our website today & sign up for our free newsletter.
www.JohnsonConsulting.com

"A Total Solutions Company"

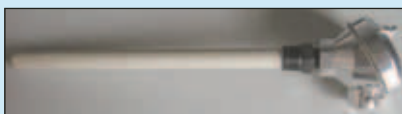
Mergers & Acquisitions • Valuations • Accounting • Management Services • Financing • Customer Surveys

CrematoryParts.CO

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

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

Offer Valid for a Limited Time




Nelson-Frazier Funeral Home takes delivery of new Eagle Lincoln




HINDMAN, KY— Greg Nelson, son of Roger and Sandy Nelson of Nelson-Frazier Funeral Home, takes delivery of their new 2012 Eagle Lincoln Icon. The Nelsons' with locations in Martin and Hindman, KY have a motto "Our Family Caring

For Your Family." They are joined in the family by sons Greg and Rod, and daughter, Christy. They have been serving families since 1968. Gary Broenneke, of Jones Coach Sales, congratulated the family in the purchase of their new Eagle Icon.




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


STERLING SILVER KEEPSAKE PENDANTS



Sterling Silver Sliding Teardrop



Sterling Silver Bone



Sterling Silver Paw

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

QUALITY SERVICE AND REPUTATION SINCE 1993

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

Customize Your Direct Mail Program

Database Files • Reports
Mailing Lists • Email Addresses

Call 1-800-321-7479



SCI announces Fourth Quarter Results

HOUSTON, TX— Service Corporation International has reported results for the fourth quarter 2011. Tom Ryan, the Company's President and Chief Executive Officer, commented on the fourth quarter of 2011: "We finished the year strong with results for the quarter and full year reaching the top end of our previous guidance. Continued favorable preneed sales production trends, higher average revenue per funeral service, and effective cost containment were keys to the fourth

quarter's success. As we enter 2012 we are optimistic about our outlook and affirm our previous guidance of \$.66 to \$.74 of diluted earnings per share excluding special items and \$375 to \$425 million of recurring operating cash flow. We expect to maintain our momentum of growing preneed sales while refining our customer experience and developing a more productive operating platform. At the same time we will continue to apply a balanced approach to using our free cash flow to grow our company

and to enhance shareholder value."

Service Corporation International is North America's leading provider of deathcare products and services. At December 31, 2011, the company owned and operated 1,423 funeral homes and 374 cemeteries (of which 214 are combination locations) in 43 states, eight Canadian provinces and the District of Columbia. For more information about Service Corporation International visit www.sci-corp.com.



Greening the Funeral Industry

By Jonas A. Zahn

Message in a Water Bottle: Carbon Offset Claims under Scrutiny

Last month we discussed the growing practice of greenwashing and the FTC crackdown on retailers for making unsubstantiated or misleading claims about how their products benefit the environment. Thank you to those of you who wrote with questions about the FTC Green Guides and how to avoid claims that could be subject to FTC action or legal recourse. Several readers commented on "biodegradability" claims on caskets and asked for more examples of misleading claims that we can learn from.

Some concerned readers asked if we should avoid "green" claims altogether. We need not avoid making claims about products and practices that benefit the environment as long as they are true. Given the growing concern for the environment among Americans it is a good idea for any business to find ways to be more environmentally conscious. The issue with greenwashing is not that "green" claims should be avoided, but rather that any such claims should be clear and substantiated. It's a matter of being both helpful and honest—two things professionals in the funeral service industry are generally very good at being.

One green topic that's becoming part of American vernacular is carbon counting. Marketers use many terms including carbon offsets, carbon neutral, carbon negative, and carbon footprint in claims about benefits to the environment. These carbon-related terms illustrate the scientific concept that all activity on the planet can be classified as either releasing carbon or sequestering carbon. We can explain carbon sequestering with high school chemistry. As a tree grows it uses energy from the sun to change car-

bon dioxide from the earth's atmosphere into wood. Wood is an organic compound that contains carbon. Conversely, photosynthesis stops when a tree dies. The wood in the tree decomposes (or is burned for fuel) releasing carbon back into the earth's atmosphere in the form of carbon dioxide. A living tree sequesters carbon. When we turn a tree into furniture or flooring, the tree does not decompose thus it continues to sequester carbon. There is much science in the relationship between the amount of carbon dioxide in the earth's atmosphere and climate change—too much science to explore here today.

Carbon offsets occur when the carbon releasing activities used to make a product are matched with carbon sequestering activities, thus offsetting the effect. Variations include claims to be carbon neutral or carbon negative. These claims suggest there is as much, or more, carbon sequestered as released so the net impact of the product is neutral or negative. These claims are difficult to substantiate due to the wide range of methods used to measure carbon impact and varied opinions among the scientific community as to the validity of these different methods. Without scientific evidence these claims could be in violation of the proposed Green Guides. The evidence to substantiate a claim that a product is carbon neutral requires extensive cradle-to-grave analysis of every component of that product and every step involved in the manufacture, transport, and storage of that component. No product can be carbon neutral, or negative, without carbon offset activities that sequester carbon. The most common carbon offset activity is planting trees, but it's difficult to substantiate exactly how much carbon is offset. The carbon sequestered by a tree varies by species, climate, soil type, and the life expectancy of the tree.

Consider the scrutiny experienced by Fiji Water Company since it began marketing its bottled water with green messaging in 2007. The company's "carbon negative" campaign is the target of a class action lawsuit filed in January 2011 alleging the claim amounts to false and misleading advertising. Fiji's claim to produce "the world's only carbon negative bottled water" is printed on the product label. The largest component in the company's initiative to green its image is derived from the purchase of carbon offsets. At the center of the lawsuit is

the fact that the purchased offsets are future impact—extending the "negative 20 percent" carbon impact out to 2037. But consumers of the product don't see that on the bottle—the label suggests that each bottle of water is carbon negative at the time it's produced.

Consider a very different claim made by Ozarka that boasts "Doing More With Less" on its bottled water. The label reads:

"Did you notice this bottle has an Eco-Slim cap? This enabled us to reduce the amount of plastic! Now this bottle and cap contain an average of 40% less plastic—making it the lightest 500 mL bottle we've ever produced. Be Green."

Ozarka's claim specifically identifies the product component and substantiates the claim with a measure that is neither misleading nor deceptive. The message concludes with the simple directive to "Be Green" avoiding altogether use of words suggesting the carbon impact, biodegradability, or toxicity of the product. The consumer must conclude that "less plastic" is a good idea.

At the Northwoods Casket Company we avoid direct claims of carbon neutrality, or carbon negativity, and simply state that we plant 100 trees for every casket we build. We let the families who support us recognize that planting 100 trees is a good idea for the environment. As for being truthful, we maintain documentation and testimony to substantiate our tree planting initiatives. While planting 100 trees for every casket we produce just might make our casket the greenest on the planet, we won't make such a claim until we have the scientific evidence to substantiate it.

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

Annie Hue Robertson celebrates 20 Years of Service in the Funeral Industry

AUSTIN, TX— The **Phillip-Upshaw and Richards Funeral Home** is proud to celebrate two decades of dedicated funeral service with **Annie Hue Robertson**.

After working for the IRS for 30 years, Mrs. Robertson was able to pursue her first love, the funeral business. Upon her retirement she enrolled in and graduated from the Mortuary Science Department of *San Antonio College*. While working at Phillip-Upshaw and Richards Funeral Home, Mrs. Robertson has assisted numerous families with pre-



Annie Hue Robertson

paid funeral insurance, funeral planning, memorial service arrangements and the difficult time of the loss of a loved one, all with a warm smile and a friendly personality.

A reception was held to honor Mrs. Robertson's 20 years of service. Annie Hue Robertson and her sweetheart Nathan J. Robertson Sr. celebrated their 50th wedding anniversary in 2011. They are the proud parents of one daughter, Angela Bigham, and two sons, Rev. Huland Robertson, and Rev. Dr. Nathan Robertson, Jr., as well as five grandchildren.

Fitting for her decision to pursue a second career in funeral service, Mrs. Robertson's favorite poem is Don't Quit:
When things go wrong, as they sometimes will,
When the road you're trudging seems all uphill,
When the funds are low and the debts are high,
And you want to smile, but you have to sigh,
When care is pressing you down a bit
Rest if you must, but don't you quit.

Carriage Services enters Pennsylvania Market

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced that it has acquired **James J. Terry Funeral Home, Inc.** in Downingtown, PA. Founded by **Jim Terry** in 1997, the business under Jim's leadership quickly became one of the most highly respected funeral homes in Chester County, Pennsylvania. The firm serves approximately 260 families per year with an emphasis on traditional burials and memorials. Given the family's local visibility and community ties, Carriage is very pleased to announce that Jim Terry will continue to be actively involved as the business' Managing Partner.

Melvin C. Payne, Chairman and CEO of Carriage stated, "The reputation that Jim has built within the local community will be a tremendous asset for us and we are thrilled that he is going to stay actively involved. This business exemplifies much of what Carriage stands for, most importantly its commitment to being the most professional, ethical and highest quality funeral service organization in our industry. As our first acquisition in the state of Pennsylvania, we are excited that James J. Terry Funeral Home will stand out as an example of Carriage's professionalism and entrepreneurial model."

In addition to entering the Pennsylvania market in the first quarter of 2012, Carriage acquired six businesses during 2011. The Board of Directors also declared a quarterly dividend of 2.5 cents per share payable on March 1, 2012 to common share record holders as of February 13, 2012. The Company also established a dividend reinvestment program that is available so that shareholders may elect to reinvest their dividends into additional shares of the Company's common stock.

In other news, fourth quarter results were reported. "After reporting record results in 2009 and 2010, we are pleased to report our third straight record performance in 2011. After the management reorganization in October 2011 and the roll out of an updated Funeral Standards Operating Model with new long term incentives, our funeral operating performance increased substantially and sequentially during the fourth quarter, position-

ing our funeral portfolio for a strong 2012 starting in January. As a result, our 2012 Outlook reflects another record performance based on substantially higher funeral operational performance, recent acquisitions and significant earnings from our trust portfolios," stated Payne.

Carriage Services is a leading provider of deathcare services and merchandise in the United States. Carriage operates 160 funeral homes in 26 states and 32 cemeteries in 11 states.

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

Funeral Directors Research, Inc.

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

www.amrainstruments.com
www.preproomdirect.com

WEB DIRECT GIFT & PRICING

The Boston Prayer Card Company

SERVING THE FUNERAL PROFESSION FOR OVER 17 YEARS

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

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

Prayer Cards • Portrait Cards • Acknowledgments • Bookmarks

WWW.NOMISPUBLICATIONS.COM

CCS

CHICAGO CREMATION SUPPLIES

From Presentation To Cremation

Rental Caskets
Oak, Cherry or Poplar

Rental Inserts
for all major casket brands

Full Couch Pro View
for budget presentations

Easy Jack
makes your presentation a snap

Budget Caskets
metal, wood or fiberboard

Cremation Boxes
4 types to choose from

Air Trays
casketed or non-casketed

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

Nadene
Cover-Up Cosmetics Ltd.

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

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

NOMIS
PUBLICATIONS, INC.

**Customize
Your Direct
Mail Program**

**Call
800-321-7479**



Fathers and Daughters

As a licensed funeral director and embalmer, I have had many influential people in my life – both men and women – from the time I first became intrigued with the profession. Some of the men encouraged me to get involved and one felt it was not a woman's job. I overcame the negative by learning as much as I could about death and dying. My mentor was a family friend who kept me encouraged and informed. He was a legend in the profession and saw a bright future for women in funeral service. He helped me understand that the profession needed me as much as I needed it. I would help keep it sacred and I would be upright, honorable and able to comfort the bereaved. He told me to be faithful to those who placed their trust in me.

As I reflect on my experiences over 30 years ago, it is wonderful to see women today influenced by strong successful male figures in their lives. If we came from a funeral service family, we learned early that our fathers were very responsible and respected on every street corner. They were knowledgeable about people and their community and had a very charismatic way of dealing with them. I remember the late Felicia Winston telling me that she wanted to spend time with her dad growing up and the only way she got it was going to the funeral home with him on a daily basis. Her toy box was stored in the casket room and she sat her Barbie dolls inside the casket to play with them. So she had no reservations in being a part of the House of Winston Mortuary legacy created by her dad.

Women today wear many different hats as the funeral director, embalmer, manager, counselor, owner, etc. The funeral profession is a very important and respected occupation and we are proud to be a part of the industry. Let's meet a few of my sisters who were influenced by their fathers as mentors and are keeping the legacy alive all over the nation.



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

Edwina Loche Barrett – Houston, TX

In deciding to join in the family business, I not only stepped into my father's shoes, but I was also deciding to put on one grandfather's worn undertaker boots and another grandfather's winged tipped Stacy Adams. As a child growing up in the midst of two family funeral homes, when I heard the words "we're going to the funeral home," it automatically meant going to work with my mother, my father, my grandfather, and my aunt and being responsible for passing out funeral programs to funeral goers. Visiting Louisiana in the summertime meant yet again spending time at the funeral home hanging with my grandfather's office playing on the adding machine, falling asleep on my grandmother's office couch or riding alongside my uncle as



Edwina Loche and Edward C. Loche at the National Funeral Directors & Mortician Association National Convention in Los Angeles in 1986.

he collected insurance premiums. It wasn't until I was 28 years old, when I realized that although teaching was rewarding, it wasn't where I belonged. There was one true place for me: I went back to my roots, back to the funeral home. I remembered the words of my father, "There will always be a place for you here." I remembered the work of my grandfathers, both pillars of their perspective communities; activist and servants to their trade and my uncle's humble dedication to this trade. And today the influence of my father is the greatest, servicing his community, his church and his trade; gently guiding me into my place here at Ross Mortuary. Daily teaching me tricks of our trade and allowing me to create some of my own. All of these share a common belief, to "Be of Service." This is their legacy; it's the legacy I will follow and one I plan to pass to my girls. I am **Edwina Loche Barrett, M.Ed.**, granddaughter of the late **Burnett and Helene Ross**, founders of **Ross Mortuary** in Houston, TX and granddaughter of **Lee Edward** (deceased) and **Opeary Loche**, founders of **Loche's Mortuary**, Bastrop, LA. I am the daughter of **Edward Loche** and **Burnell Ross Loche**, owners of Ross Mortuary in Houston. My parents, both products of funeral home families, met at *Commonwealth Institute* in Houston, TX fell in love and later married.



Edward C. Loche and Edwina Loche in 2010

Jarvis "Robin" Barnes – Statesboro, GA

Growing up in the funeral home was never an option. When I was born my father was a licensed funeral director and embalmer and operated our family funeral home. By the time I was five, my mother was licensed, also. I have been going on funerals since I was one month old. As an infant, my parents said, the people attending the funerals would literally race to my parents and quickly snatch me up while my family directed the funerals. By the time I was 5 years old, I was driving the hearse. Well, the truth is, I was sitting on my daddy's lap steering the wheel while he pressed the gas and operated the brakes. I must say that he had to operate the brakes quite often. By the time I was 10 years old, I was able to help my daddy push the casket up and down the aisles. Once I reached an age of full understanding, I knew that I did not want to go to college. I just wanted to follow in my

CONTINUED ON PAGE A26

"The Tuxedo of Funeral Cars"

*Memorable and unique funeral cars custom designed
for your brand and trademark service.*



Production is very limited, reserve yours today.

Rosewood Classic Coach
501-477-2228

Ask for Richard

www.rosewoodclassiccoach.com

SEND US YOUR NEWS

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



The Basics of 21st Century Temporary Preservation Technology (Part 30)

By John A. Chew

Over the years we have examined and compared various manufacturers of preservative agents used in embalming fluids. The quality of basic chemicals may vary in accordance to availability of these chemicals.

As embalmers, we have no control over the initial base formulation ingredients and the sequence of mixing. Our responsibility is to take the concentrate and dilute it into a working solution. To me a working solution is a minus one percent dilution for the first gallon.

I believe in the use of a pre-injection treatment based on senses of observations such as visual, smell, touch and hearing. It is important to understand some concentrated formulations contain proprietary agents which are specific in their interaction and compatibility with other chemicals.

Embalmers must evaluate every body on a continued basis. Successful embalming is a matter of properly adapting materials and methodology to the individual body and environment.

Temperature variations are of concern to the embalmer because of their effects on the diffusion process. When the body is cold, diffusion and distribution are limited. Compensation may be the use of increased pressure and in preservative volume.

Early preference of fluids was the use of those that would completely coagulate protein which would result in firm tissue. Early preservation was measured in terms of rigidity or hardness of tissue.

Today chemical manufacturers have developed well-balanced, disinfectant/preservatives which, when diluted properly, will provide depth preservation without swelling of soft tissues. Well-balanced formulations incorporate incandining dyes (pink/tan) to restore natural tissue color.

The well-balanced formulation passes through the single cell wall of the capillaries which simulates the phenomena of osmosis, diffusion and surface tension reducer. At death, as much as 85% of the blood may be contained within in the capillary network. As cells cease to function, they become engorged with body fluids and blood.

The major concern is that the body fluids will pass through the capillary walls leaving the solid blood components to form a sludge thus blocking the avenues of preservation or drainage.

Part 31 will continue to review the basics associated with body preparation.

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.



Holly Mattie



Jasmy Du Bois

PHILADELPHIA, PA— Funeral Divas Social and Support Group has elected chapter presidents for Washington and Illinois. The Funeral Divas Corporation has over 500 members located in the United States, New Mexico, Canada, Germany, England, Australia, South Africa and Bermuda. Chapter presidents are responsible for members and events in their state.

Jasmy Du Bois never really had an interest in the funeral industry growing up, but she did like hanging around in cemeteries, enjoying the peacefulness and researching local history. After getting laid off from a customer service position she was offered the chance to go to college through a state program. In looking through the course listing the only one that sparked any interest was Funeral Science, so she signed up. She then had to fight with the program head for 6 months over whether or not the degree qualified for the program. She eventually won her case, completed an AAS in 8 months and entered the MATC Funeral Science program in 2005.

Jasmy moved to Chicago after graduating in 2006, and being unable to find a job in her field worked in various occupations while pestering every funeral home she could get to answer a phone. In 2007 she found a position as the Resident Embalmer of the *Anatomical Gift Association* of Illinois. There she provides cadavers for anatomical dissection and medical research for the medical institutions of Illinois.

Jasmy is a member of *The Omega Group*, the *Cook County Funeral Directors Association*, and the *Trocars*.

Washington Chapter President **Holly Mattie** is currently working at **Solie Funeral Home** in Everett, WA. Holly has served at Providence Regional Medical Center's disaster relief staffing committee. She has a studio at 3231 Creatives, an artist community in Everett, WA.

In 2004, Holly combined her love of art, community, and celebration of life to create A Northwest Natural Design LLC, a hobbyist company which includes creating art in many medi-

ums – flowers, botanicals, India ink, paper, wood, and metal.

Transitioning from health-care to the deathcare industry in 2010, she saw a need for unique and handmade wood urns. She enjoys the journey life offers and hopes to help support others along their path with art and remembrance. Combining her abilities and resources, and enlisting the support from local wood working artists in the Puget Sound and other

areas, she founded www.naturalurn.com late last year.

If you would like more information about Funeral

Divas Social & Support Group visit www.FuneralDivas.com or email admin@FuneralDivas.com.

MEMBER

CFSA
CASKET & FUNERAL SUPPLY
ASSOCIATION OF AMERICA

Golden Frost®

McCord®

Child Caskets & Vaults
“The Original Casket & Vault Combo”
Sizes 12”/ 18”/ 21”/ 24”/ 30”/ 36”/ 42” & 48”



1 - 8 0 0 - 7 8 2 - 8 2 4 9
Independent & Family Owned Since 1945
www.mccordcasketsandvaults.com

 *We Ship World Wide* 



Faithful Friend®
PET CASKETS
12”/ 22”/ 28”/ 34”/ 40”/ 52” & 18” Octagon



1 - 8 0 0 - 5 6 7 - 7 3 8 7
www.faithfulfriendpetcaskets.com

 *We Ship World Wide* 



**ADVERTISING WORKS
FUNERAL HOME &
CEMETERY NEWS**



*A moment of reflection
and a special tribute
to a life remembered....*

....simply the highest quality photo books
available in the funeral industry!

**PERSONAL
PHOTO BOOKS**



- Currently 20 themes available to coordinate with exclusive Messenger stationery products (including several from Thomas Kinkade, Rick Kelley, and Danny Hahlbohm)
- Easy to create and order through Make It! Personal application
- Highest quality output available in the industry
- Delivered to your Funeral Home carefully packaged
- Lead time 5-7 days – perfect for following up with the family



- Optional hinged binding allows pages to lay flat



11" (w) x 8.5" (h)

- Includes 20 standard photo-grade pages
- Two Cover Styles Available: 4-color printed cover with personal photograph (shown above) or Black leatherette cover personalized with foil stamped name

 Follow Us on
[Twitter.com/messengerllc](https://twitter.com/messengerllc)

 Find Us on
[Facebook.com/messengerstationery](https://facebook.com/messengerstationery)

800-827-5151
www.messengerstationery.com

Promo Code: 8181
MESSENGER®
A Peaceful Retreat © 2002 Thomas Kinkade
The Garden of Promise © 1993 Thomas Kinkade
© 2002 Rick Kelley

BURIAL CRADLES™
 PROPORTIONALLY SIZED CASKETS
 FOR MISCARRIED, STILLBORN
 & NEWBORN BABIES
 Available in 10", 20" and 30"
 sizes allowing you to tastefully
 care for even the smallest baby
 with all the compassion
 every parent desires and
 for as low as \$36.00

321 S. 15th St. • Escanaba, MI 49829
 (906) 786-2609 • Fax (906) 786-2692
 www.baymemorialsbabycaskets.com

Zerbel's
Bay Memorials

EDGAR ALLEN PAUL

AIA, EMERITUS
 Funeral Home Architect



Over 35 Years Experience In
 New Building Design • Additions
 OSHA, H.C. Compliance

150 Old Farm Road
 Marietta, Georgia 30068

(770) 971-8972

Do you have a new
 Email Address or
 Website?

LET US KNOW!

1-800-321-7479

info@nomispublications.com

**Fathers and Daughters**

Continued from Page A24



Jarvis "Robin" Barnes and her father James "Jimmy" Barnes

dad's footsteps and be an undertaker. I can remember going into the embalming room and asking "what's that?" or "why do you do that?" Daddy always said "in due time you will learn." I always looked forward to that day.

I did not want to go to college, but my parents insisted. Therefore, I went kicking and screaming. My only consolation was...I was able to complete my apprenticeship while I was enrolled in college. I earned a degree in Accounting and within six months after graduation, I enrolled at *Ogeechee Technical College* in the funeral service program. With my daddy's encouragement, I passed the National Board on the first attempt and was licensed in 2006. I still look towards being a second generation funeral home owner. I am **Robin Barnes** and my dad is **James "Jimmy" R. Barnes** of Statesboro, GA, a proud member of the *Georgia Funeral Service and Practitioners Association* and Epsilon Nu Delta Mortuary Fraternity who guided me all the way and handed me his shoes to follow in. I love wearing his shoes.

Andrea Brookins – Chicago, IL

"How can I say thanks for the things you have done for me? Things so undeserved yet you gave to prove your love for me. The voices of a million angels could not express my gratitude, all that I am and ever hope to be I owe it all to thee."

To God be the glory, for the things he has done...

I'm **Andrea Brookins** and my father **Howard B. Brookins, Sr.** founded our family owned business, **Brookins Funeral**



Andrea Brookins and her father Howard B. Brookins, Sr.

Home of Chicago, IL after he attended the historic *Worsham College* and was licensed in 1967. I give God the Glory and the praise for having been raised by a man with a firm foundation in the Lord and a passion for the ministry of service. My dad's life work reflects that of service to others. I grew up admiring him as a police officer charged with the purpose to serve and protect, as a politician who fought for the rights of others, many who could not speak for themselves, and as a funeral director who shares of himself by empathizing with what one faces due to the loss of a loved one and serves them with unrelenting compassion and professionalism.

Because of my dad's love for family and ministry of service, I accepted the call to funeral service. My father helped me through mortuary science school with encouragement when facing a difficult class. His presence was felt in prayer when feeling overwhelmed with self doubt. I delighted in gifts as he burst at the seams with pride when I passed all the board exams and relished the excitement of framing my license. I count the success of my children as one of my biggest accomplishments among many. I have received numerous civic awards. I have served in numerous offices, sat on the board of community service organizations, and I have been gifted in diversity of the many work skills needed in order to manage a successful family owned business. Because of my beloved and dynamic dad, Howard Brookins, Sr., I have learned how to remain a proud daughter and yet partner with him as a viable employee and team member. To God be the glory, for all the things he has done!

Why did my *free* website cost me \$4,000?!?

You've heard the old adage "You get what you pay for." Well, sometimes "free" can cost you money. How? If you are using a free website provided by a vendor such as your casket manufacturer or insurance provider, you may be missing out on revenue streams that are actually turning your free website into something that is costing your business thousands of dollars each year.

You may also be missing out on cutting edge technology that dramatically increases search engine effectiveness and drives more families to your business.

Stand out as the leader in your community.

Learn more about how your website can start increasing your revenue and so much more at frontrunner360.com or call 866-748-3625.



FrontRunner
 PROFESSIONAL

*Staying In
Business To
Serve Your
Families*

By Christie K. Winn

In mortuary school, students are taught the primary and secondary objectives of managing a funeral home. Firstly, to fulfill the needs of the client, families and community, which result from death or related need. Secondly, to insure the availability of funds



Christie K. Winn

for meeting expenses, providing a reasonable return on investment and making capital improvements.

These two objectives are important to keep in mind when managing the day-to-day operations of a funeral home. The select few who have chosen the funeral service industry as a career have based our decisions on the love of people and help facilitate their grieving process. Therefore, the primary objective, for most, is considered a no-brainer. Most times, it is the secondary objective that is the hardest to put into practice, which in turn causes many funeral homes to have more times in the red than the black and eventually close for good.

It takes more than compassion and the “gift of gab” to be successful in our industry. It takes having business acumen and common sense. Strategic business planning is essential not just for those who are opening their first firm but for those who have been in existence for five, ten, twenty years and beyond. What have you done as a funeral home owner/manager to prepare your business for the next month or fiscal year? If you continued your present business practices, will your funeral home still be in existence five years from now?

Christie K. Winn is a licensed embalmer and funeral director in Texas and Oklahoma. Christie has conducted seminars around the country regarding strategic business planning and the value of team building in the funeral service industry. In addition she develops business proposals and formulates restructuring efforts as co-owner of TC Consultant Group (christiekwin@gmail.com).

Castillo Mission Funeral Home purchases two new Limousines



SAN ANTONIO, TX— Pictured with one of two new 2011 Cadillac S & S 6-door Limousines are (L to R) **Mario H. Camargo, Marina P. Reyna, Silvia Cordero** and **Arturo Gandar** of **Castillo Mission Funeral Home**.

In 1984, **Mr. Antonio Castillo Jr.** and his wife **Fina** founded Castillo Mission Funeral Home. Many years of hard work and putting families first has the Castillo Mission very well known, respected and loved by their community for their complete com-

passionate funeral care.

Anna Vaughan Lax, President of **Vaughan Specialty Automobiles** of Alvarado, TX, says “It has been a pleasure to watch the Castillo Mission Funeral Home grow over the past 15 years. Moving forward from used cars to new cars and moving to their newest location. Castillo Mission is one of our best customers with a beautiful fleet of S & S Hearses and Limos.” **Stacye Giramonti** of **Vaughan Specialty Automobiles** made the delivery.

*Precious Memories*TM
Keepsakes

**Fingerprint Keepsakes
in Gold and Silver
Because Simple is Better**

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

*Heart
Pendants*

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

We Use
Genuine Birthstones
Proudly Crafted In The USA
Contact us for more information or a FREE Display Kit!

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

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

Funeral Source One

SUPPLY & EQUIPMENT COMPANY Toll Free 1-888-792-9315

FOLDING STAINLESS STEEL EMBALMING TABLE

100% STAINLESS FRAME AND TOP

NEW

\$1645.99

FS1 SST HYDRAULIC EMBALMING TABLE

\$2985.00

FS1 MODEL 087 CHURCH TRUCKS

\$519.99

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

FRAMELESS CHURCH TRUCK DRAPE SYSTEM

\$309.99

FS1 MORTUARY COOLERS

\$4854.00

\$4649.00

FOLDING DRESSING TABLE

\$989.99

OVERSIZED REMOVABLE ATTACHMENT 35" \$499.99

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

Phones answered 24 Hours a day! Call 1-888-792-9315 or Email: tr@FuneralSourceOne.com

what inspired you?

“My interest in funeral service began at a young age, and I have many mentors to thank for that. Among them was my childhood neighbor, Ralph Jones, who owned the local funeral home. After my grandmother’s death, I began visiting Mr. Jones each day at the funeral home after school. From there my passion for funeral service started. Mr. Jones and others opened my eyes to the opportunity to have a servant’s heart when assisting families during their most difficult times of loss.

I want to show others the tremendous opportunity that exists in this profession, and the Funeral Service Foundation allows me to do that. Supporting the Funeral Service Foundation is my way of giving back to a profession I love, and encouraging others to join me in it.”

Bob Arrington
Arrington Funeral Group, Jackson, TN
\$10,000 Donor
Tennessee State Honor Fund Volunteer Fundraiser

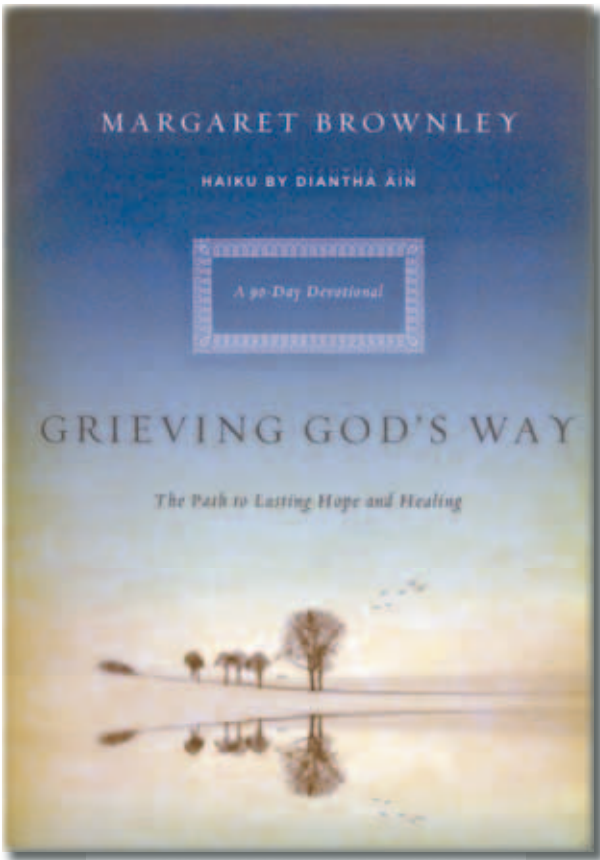
*Give back to a profession
that’s given so much.*



(877) 402-5900
www.funeralservicefoundation.org

Bob Arrington
FUNERAL DIRECTOR

Best-Selling Novelist writes guide to Grieving – God’s Way



NASHVILLE, TN— This past decade has brought more grief-worthy news than Americans want to hear. A down economy has accounted for loss of jobs, futures and hope, and a time of war has resulted in untimely deaths of soldiers overseas. Visit any street in any neighborhood and there you will find someone grieving.

Author **Margaret Brownley** knows about grieving. She lost her oldest son to a lengthy illness, and afterwards, didn’t know if she would feel inspired to write again. A novelist by trade, Brownley’s return to writing was surprisingly not fiction. Instead, she shared her experience with grief through *Grieving God’s Way: The Path to Lasting Hope and Healing*.

This book offers 90 days of practical and spiritual advice. From the seemingly simple things like how to breathe to complex questions like “Why did God al-

low this to happen?” Brownley tackles grief from all angles. Along with daily meditations, this guide to grieving includes healing Haiku poetry written by poet **Diantha Ain**. Repeating these easy-to-remember poems is another unique way this book will accompany the griever on his way to hope.

Brownley knows that grieving is a process with purpose. She says, “Grief creates a need in us to start over, change the way we do things, and seek a more mature faith, a more meaningful life, and more loving relationships.” No matter the cause of grief, *Grieving God’s Way* will help readers see their sadness as a journey toward a hopeful future.

Margaret Brownley is a New York Times best-selling author who has penned more than twenty-five historical and contemporary novels. Her books have won numerous awards, including Reader’s Choice. Happily married, Margaret and her husband have three grown children and live in Southern California.

Diantha Ain is an award-winning writer, poet, actress, songwriter, artist, and educator. She has written haiku, seventeen syllable verse, for thirty years.

For ordering information visit www.ThomasNelson.com.

Veterans Memorial Wall & Fallen Heroes Memorial Program

Dramatically increase search engine effectiveness and drive more families to your business while offering your families a better way to honor veterans.

The Veterans Memorial Wall & Fallen Heroes Memorial Program is an extension of the Book of Memories™ online program, giving funeral homes and cemeteries a dedicated place on their websites to honor those who stood proud.

With the Book of Memories Program from FrontRunner Professional, you provide world-class memorialization products to the families and communities you serve in minutes. Best of all—you offer your families a permanent memorial tribute page for their loved one...at no extra cost to your firm. Include it with the FrontRunner web solutions, or treat it as a stand-alone Book of Memories Program that can work with the website you have today.

When it’s time to grow your business further, add new service offerings and revenue generators—how you want, and when you want with the new OS-5 platform.

Stand out as the leader in your community.

Learn more about this new service offering and so much more at www.frontrunner360.com or call 866-748-3625.



FrontRunner
PROFESSIONAL



Book of Memories™
—Honoring Life. Sharing Forever.—

American Funeral Director announces Call for Entries for 2012 Funeral Director of the Year Award

WALL,NJ— *American Funeral Director* magazine is accepting submissions for the 2012 Funeral Director of the Year Award. The award recognizes the unsung heroes of the funeral profession who provide exceptional service and serve as role models for funeral service.

Kenneth Howe, recipient of the 2011 Funeral Director of the Year Award, was pleased to be recognized as the top funeral professional last year. “It has been a wonderful honor for me personally, my family, staff and our company,” Howe said. “I was thrilled how our community gathered to celebrate the honor in the form of a charity roast. It has become a win for everyone involved.”

This award program is open to all funeral professionals who were employed as a licensed funeral director at least one year and encompasses all funeral director job titles from embalmer to funeral home manager. All entries are treated with the strictest of confidence.

“We are looking for nominees who are forward-thinking, love what they do and deliver excellent service,” said **Allison Sullivan**, publisher of **Kates-Boylston Publications**. “There are thousands of great funeral directors, but only nominees who enter can win this prestigious award.”

Finalists will be featured in the November issue of *American Funeral Director*, and the ultimate winner will be featured on the cover of the December issue. Finalists should be prepared to be interviewed.

To nominate yourself or someone you know, visit www.katesboylston.com/awards to review the submission requirements. If you have any questions please call 800-500-4585 and ask for **Tanya Kenevich**. The deadline for entries is July 31, 2012.

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

Wade Family Funeral Home takes delivery of new S&S Coach



ARLINGTON,TX— (L to R) **Keely Wade Gillham**, **Michael Wade**, **Blake Wade** and **Chris Scott** of **Wade Family Funeral Home** in Arlington recently took delivery of a 2011 Cadillac S & S Medalist Funeral Coach from **Anna Vaughan Lax**, President of **Vaughan Specialty Automobiles** of Alvarado, TX.

Michael Wade, owner, funeral director and licensed embalmer opened Wade Funeral Home in 1985. As a very close, family owned and operated firm, the family stays active in community outreach and

is very well known throughout the surrounding areas for participation in civic, service and charitable organizations. All are members of the community and take this involvement seriously, working to make their community a better place to live by being experienced, knowledgeable and highly professional community leaders, taking pride in everything they do. Mike is a graduate of the *Dallas Institute of Mortuary Science*. The Wade family operates locations in Arlington and Hubbard, TX.

Honor Vase, Inc.

1-877-556-5454
HONORVASE.COM
HONORVASE@ATT.NET

FLAT VASES FOR MAUSOLEUMS
OR UPRIGHT HEAD STONES

AVAILABLE IN
BROWN • COPPER • PEWTER • WHITE

CHOICE \chois\ n. 1. selection. 2. alternative. 3. solution..

Pittsburgh Institute where CHOICES become solutions!

1-800-933-5808

- PIMS OnLine Distance Education Alternative
- BS/BA co-op programs
- ASB Degree (Funeral Service Management)
- AST Degree (Funeral Service Arts & Sciences)
- 12 month Diploma (Embalming & Funeral Directing)

PITTSBURGH INSTITUTE OF MORTUARY SCIENCE
5808 Baum Boulevard
Pittsburgh, PA 15206
(412) 362-8500 • FAX (412) 362-1684
www.pims.edu
email: pims5808@aol.com

PIMS does not discriminate on the basis of race, color, sex, religion, national origin, age, or disability.

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

Church & Chapel Your Chair Source

WIDOWS CHAIR



The Widows Chair is made of Solid Maple Wood with Cherry Finish.
Overall Height: 45"
Seat Height: 30"

PADDED STACKING CHAPEL CHAIR



Padded Steel Frame Stacking Chapel Chair has a 3.5" thick cushion graduation to 4" waterfall edge. Included Ganging clamps for attaching several chairs together. Available in various colors.

VINYL FOLDING CHAIR



The Vinyl Folding Chair is made of tubular black R7 Steel frame, providing a lighter weight chair. Seat and back are manufactured of 100% virgin injected molded polypropylene. Available in various colors.

STAKMORE FOLDING CHAIR



The Comfort Folding Chair legs and supports are constructed of solid wood with steel folding mechanism. Padded upholstered seat and back. Available in various colors and styles.

Contact your local Church & Chapel representative for best pricing

Church & Chapel Metal Arts, Inc.

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

Ph: 773-489-3700

Fax: 773-489-3434

info@church-chapel.com

Toll Free: 1-800-992-1234

Toll Free Fax: 1-800-626-3299

www.church-chapel.com



Filbeck-Cann & King Funeral Home and Crematory has provided the Finest Service for over 75 Years

Continued from Front Page

BENTON, KY—Filbeck-Cann & King Funeral Home & Crematory is the oldest family owned funeral home in Marshall County Kentucky. For more than seventy-five years, the establishment has provided the finest service, tempered with dignity and compassion.



Tim and Becky King and their professional staff believe that each funeral or memorial service should be a reflection of a unique life.

When **Fred Filbeck** took a clerk's job at J.D. Peterson and Company in 1924, he had no idea how much his life would change. Filbeck worked in a company-owned general merchandise store, which also sold caskets. After a year behind the counter, Filbeck bought an interest in the casket division, went to school in Nashville, earned his professional license, and opened his first funeral service business. He and his wife, **Genoa Culp Filbeck**, the third female Kentuckian to become a licensed funeral director, quickly established a reputation for compassionate and personal service. By 1936, the business was thriving and a new facility was built on the southeast corner of Benton's courthouse square.

In 1927, **Otto Cann**, who was married to **Lillian Morgan Cann**, began working for Morgan and Heath General Merchandise and Caskets, the company which would eventually become **Morgan & Cann Funeral Directors**. In 1939, Otto purchased his father-in-law's interests, and the firm became known as **Cann Funeral Home**.

Shortly thereafter, Fred Filbeck and Otto Cann formed a partnership, and the firm was rechristened the **Filbeck & Cann Funeral Home**. Under their direction, Filbeck & Cann prospered, establishing a tradition of excellence in their service to the people of Benton.

In 1952, Fred Filbeck died, and **Neal Tolbert** joined Filbeck & Cann as a licensed embalmer. Originally holding only one share of stock, to comply with the state law requiring at least one owner to hold an embalmer's license, Neal Tolbert proved his dedication to the firm's legacy and became equal partners with Genoa Filbeck and Mr. and Mrs. Cann in 1964.

In 1970, **Jerry Bennett**, another longtime employee, and Neal Tolbert purchased the remaining stock from Mrs. Filbeck and the Canns. Tolbert and Bennett remained partners until 1990, when Jerry Bennett became the sole proprietor of **Filbeck-Cann Funeral Home**.

Tim and Becky King, both licensed funeral directors and embalmers, are now the owners of the Filbeck-Cann & King Funeral Home and Crematory. The Kings purchased the funeral home in 2001 to continue on with the family owned tradition. They added their name King a few years after purchasing the funeral home. They have worked diligently to preserve and continue what the Filbecks and Canns created. The funeral home operates out of the original building and stands in its original location on the southeast corner of the court square. It was the first funeral home built in Western Kentucky to be a funeral home, not a home converted over. The Kings continue to update the landmark funeral home and provide quality service to the community. Filbeck-Cann and King Crematory was added in 2004 on the family farm just outside the city limits. As the cremation rate continues to increase the Kings felt it was necessary to make this addition. The Crematory is modeled after the funeral home. It is equipped to conduct a funeral service or committal service in a chapel with the option of viewing the start of the cremation through a window.

Tim is a native of Marshall County and began working at Filbeck & Cann Funeral Home in October of 1992. He attended Union University and graduated from *John A. Gupton Mortuary College*. He is a member of Hardin Baptist Church and T.L. Jefferson Masonic Lodge #622. He maintains active membership in: *West Kentucky Funeral Directors Association*, where he is past President; *Funeral Directors Association of Kentucky* and *National Funeral Directors Association*. He has also served as Deputy Coroner for the previous two Marshall County Coroners.

Becky is one of the few female licensed funeral directors and embalmers in the region. Becky, a graduate of *Mid-America College of Mortuary Science*, is originally from Benton, Illinois. She began working at Filbeck & Cann Funeral Home in November 1997. She along with her husband attends Hardin

CONTINUED ON PAGE A32



CALL JARVIS IF...

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

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

Jarvis Incinerator Co., Inc.

Quality service since 1876

Phone: 617-957-6092 • Fax: 978-458-5816

www.jarvisincinerator.vpweb.com

We service all crematory makes and models - both human and animal.

Funeral Exclusive Answering Service



ASD is the Needle in the Haystack



1-800-868-9950
www.myASD.com

Thousands of Answering Services
Only ASD has Solutions for You!

**30 Day
FREE Trial**



Save 50% or more on your
Answering Service cost.

FULL COLOR PRINTING

•

INVITATIONS

•

BUSINESS CARDS

•

PROMOTIONAL ITEMS

•

CARBONLESS FORMS

•

GRAPHIC DESIGN



8570 Foxwood Court
PO Box 5159
Youngstown, Ohio 44514
1-800-321-7479
www.boardmanprinting.com

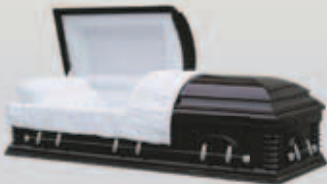


HORNELL,NY— Bill Bishop of **Bishop & Johnson Funeral Home**, Hornell, NY is shown taking delivery of the firm’s new all wheel drive MKT Lincoln Coach at the Federal Coach factory in Amelia, OH. The unit was purchased through **Muster Associates, Inc.** of Calhoun, KY. In addition to the Hornell location, which Bill founded in 1979, along with associate **Steven DeSanto**, they also operate the **Avoca Funeral Home** in Avoca, NY.

CASKETS OF WATERFORD

Producers, Importers and Distributors of quality hardwood caskets and other funeral supplies.
We strive to offer the best wholesale prices.
Warehouse stock or factory-direct Christian and Jewish caskets.
Optional storage and fulfillment services for Funeral Homes.

DirectFuneralProducts.com
10% Discount with this Ad
(518) 708-8190
PO Box 363
Waterford, NY 12188



ICCFA

LIVE. LEARN. LEAD.

UNIVERSITY

July 20-25, 2012 • Fogelman Conference Center • University of Memphis • Memphis, TN

Ready to move to the next level and deepen your commitment to your career? Enroll today in one of these “colleges”:

21st Century Services
Dean Mark Krause, CFuE
How do you respond to a family who says, “We don’t want a traditional funeral?” You’ll learn how to go beyond tradition with innovative offerings and become certified as a funeral celebrant trained to provide meaningful alternatives to clergy-led services. Includes:

- Celebrant training and certification by Doug Manning and Glenda Stansbury from the In-Sight Institute.
- Course on Creating Exceptional Services taught by grief expert Alan Wolfelt, Ph.D.

Cremation Services
Dean Jim Starks, CFuE, CCrE
You’ll receive three certifications: Operator, Arranger and Administrator.

- Operator Curriculum: Includes a 12-chapter operations manual.
- Administrator Curriculum: Covers business and legal aspects of cremation services.
- Arranger Curriculum: How to create meaningful tribute and memorialization and add value to cremation services.
- Crematory tour: A real-world look at all aspects of a cremation provider.

Funeral Home Management
Dean Todd Van Beck, CFuE
Too many managers consider “creativity” someone else’s department. In funeral service, creative management is the key to differentiation. You’ll learn Dr. W. Edwards Deming’s creative service management system and its specific applications to our profession. All courses are taught by Todd Van Beck, CFuE:

- ‘Management’ is Not Having the Title of Manager; It’s Being Creative in Vision
- Application of Creative Management
- Implementation of Creative Management

Leadership, Administration & Management
Deans Nancy Lohman, CCFE, and Gary Freytag
The cemetery, cremation and funeral service profession is changing, and so are the skills needed to manage and lead effectively. You’ll receive results-focused training targeted at today’s required core competencies. Classes include:

- Adjusting to Issues, Trends and Changes
- Community Outreach
- Employee Reviews and Incentives
- Business Law
- Web Presence and Social Media

J. Asher Neel College of Sales & Marketing
Dean Gary O’Sullivan, CCFE
The principles of sales and marketing don’t change; only technique and application do. Learn how to take the tried-and-true principles of cemetery and funeral sales and apply them within today’s highly mobile, multi-cultural, high-tech, information-driven marketplace. Classes include:

- Marketing to Multi-Cultural Markets
- How to Create Positive Teamwork
- Conducting Influential Sales Meetings
- Top-Down Selling
- Finding Top Sales Talent
- High-Tech Lead Generation

Land Management & Grounds Operations
Dean Gino Merendino
Exceptional cemetery service starts with the grounds and operations department. Without effective land management and a commitment to an attractive, well-maintained property, there will be no sales or service. You’ll learn how to succeed and excel in your role as “keeper of the grounds.” Classes include:

- OSHA & Graveside Safety
- Cemetery Master Planning Strategies
- Cemetery Liability Issues
- Landscaping and Pruning
- Maintenance and Customer Service
- Memorial Park Tour

Class sizes are limited, so register early!

Attend for just one or two years in the college most relevant to your job, or complete four years and graduate!

Tuition includes all classroom training materials, meals and breaks

Earn up to 24.5 CE credits (pending state approvals)

For more information, visit www.iccfa.com or call 1.800.645.7700

Veterans & Family Providers Send Troops Thousands of Valentine Cards

SANIBEL, FL—Veterans & Family Memorial Care’s fourth annual Operation Valentine initiative was a huge success yielding more than 30,000 Valentine cards, handmade by elementary school students, Boy Scouts, Girl Scouts and other youth organizations across America. VFMC funeral home providers sponsored the event which gives our kids the opportunity to show their support and appreciation to the brave men and women stationed overseas.

VFMC providers have found the initiative very rewarding. **Cheryl A. Smith** of the **E. Merrill Smith Funeral Home**, located in Altoona, PA, stated, “...our local TV station has been running Public Service Announcements all week promoting Operation Valentine, and our local newspaper ran a story about it, as well. We have reached out to several schools and the public is responding very favorably to our plea for Valentine’s Day cards. We are extremely proud to be a part of VFMC!”

Robert Nunnaley, of the **Fry & Prickett Funeral Homes** of Carthage, NC, said, “We have had a lot of success with VFMC this year. VFMC has done a remarkable job for us. Over 1,000 Valentine cards went out last week. I am looking forward to renewing my membership! Thanks!”

JP Ducro of **Ducro Services** in Ashtabula, OH, stated, “I collected 300 Valentines from our local elementary school. The director of our local VA asked if she could give them to the vets at the Erie, PA VA Hospital, instead of sending them overseas. They go there weekly to provide services and visitation for veterans, and she thought

it would cheer them up!”

Rob Crouch of **Crouch Funeral Home** in North East, MD, said, “We enlisted the help of 2 schools in our area and received 446 valentines to send to our troops. We are proud to be able to participate in these wonderful programs provided by VFMC. It is fabulous that we can show our unwavering support for those that protect our country so well! Thanks!”

Sarah Hutton D.S. of **Temrowski & Sons Funeral Home** in Warren, Michigan, stated, “This program was a huge success! It was extremely fun for all who were involved. Thank you so much for the opportunities that VFMC pro-



vides to us! Out of the three elementary schools that we asked to participate, we were able to collect 957 Valentines. Seeing the children’s faces was absolutely priceless when we came to pick up their Valentines. They were all made with love...each and every one of them. Awesome!”

To learn more about Veterans & Family Memorial Care and their community outreach programs, visit www.VeteransHonored.com or call toll free at 866-770-6791.

Thompson Funeral Home takes delivery of new Lincoln Icon



TRUMANN, AR— **David Thompson** (left) of **Thompson Funeral Home** in Trumann, Arkansas, receives his new 2012 Eagle Lincoln Icon from **Tommy Jones** of **Jones Coach Sales**, Bowling Green, Kentucky. The Thompson family has been serving their community since 1941. While David and his wife **Judy** operate the funeral home, their son, **John Paul**, operates their other business, **Doric of Northeast Arkansas**.

Filbeck-Cann & King has provided the Finest Service for over 75 Years

Continued from Page A30

Baptist Church. Becky is an active member of the West Kentucky Funeral Directors Association, the Funeral Directors Association of Kentucky and the National Funeral Directors Association.

The Kings are assisted by Licensed Funeral Director and Embalmer **Michael Green**, Funeral Directors **Ryan Graham** and **William Roberts** and their daughter **Abby King**.

Michael began working at Filbeck & Cann when he was 16 in 2001. He is a graduate of Marshall County High School, Paducah Community College and John A. Gup-ton Mortuary College. Michael is a licensed funeral director and embalmer and is a certified crematory retort operator. He manages the operations of Filbeck-Cann & King Crematory.

Ryan began working at Filbeck-Cann & King in 2006. He is a graduate of Marshall County High School and Paducah Community College. He is a licensed funeral director and a certified retort operator.

William is a native of Marshall County, and began his career at Filbeck & Cann Funeral Home in 1967. He worked there until 1997, when he and his wife, Cindy, moved to Lexington, where he worked at **Kerr Brothers Funeral Home**. Upon returning to Benton, William re-joined the firm where his career in funeral service started.

The Filbeck-Cann & King Funeral Home & Crematory family strives to offer the same personal, caring service that has so long been a part of the Filbeck & Cann legacy. Filbeck-Cann & King combines affordability and flexibility with many options for funerals and memorial services, from cremation to traditional services. The Kings and their staff believe that each service should be a personal memorial tribute. They provide many options for families to consider in personalizing the service to reflect the unique life of the honored loved one.

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

www.tiesforyou.com

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

100%
WOVEN
SILK

AS LOW
AS
\$15.00

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

**Personalize memorial folders,
prayer cards, & programs!**
PrintPRO™
From A.C.S.

**Analyze accounts receivable
& bill at-need calls!**
ARPRO™
From A.C.S.

**Organize your cases & print
government forms & obituaries!**
NEW! Enter data by clicking
on-screen copy of form!
LedgerPRO™
From A.C.S.

**Analyze preneed financial
arrangements!**
PINPRO™
From A.C.S.

**New!
Ask About
Flexible
Payment
Options**

Free Demo

1.888.ACS.9411

FOR AN EXTRA DISCOUNT USE PROMOTION CODE: NOMIS 412
www.FuneralHomeSoftware.info

professional

**Association Computer
Services, Inc.**
Four key to productivity
The Best Funeral Home Software Since 1985

VERMONT CHAPEL EQUIPMENT

Elegant, Affordable, Custom-Crafted Devotional Furnishings

Since 1989
800.937.3071
vermontchapelequipment.com

**Our Most Popular Kneeler
ON SALE
for the FIRST
TIME EVER!**

Hard Maple Construction
Highest Quality Velvet • Professional Upholstered
8lb and 16lb Density Foams
See Website for Wood & Velvet Colors
43”L x 30”H x 18.5”D
Custom Sizes Available

**Limit 2
at this GREAT PRICE**

**Regular \$1499
Only \$999**

**Urn Bier with
Center
Display**

Baltic Birch
Construction
Velvet Display Area
On Wheels
45”L x 50”H x 20”D
Can Be Shipped
FedEx Assembly Required
or OTR Completely Set Up

**Regular \$1299
Only \$899**

**Vermont Chapel Equipment Wants New Customers....
So we are going to do it the old fashioned way by cutting our prices!**

The sale will continue until we get 35 New Customers! Satisfaction Guaranteed 100%, As Always

Terms: 60% deposit/Balance upon delivery – Shipping: FedEx Ground/FOB Rutland, VT – Visa and MasterCard accepted

SAINT PAUL,MN—Following the funeral, after everyone has left and you return to the empty residence of the departed, where do you begin? *Begin Here: Helping Survivors Manage* is a hands-on manual to help individuals manage practical tasks after a death.

For whatever reason, death has never been a topic of discomfort for me. Everyone dies and I always thought of it as a completely natural transition and part of life. In 2006, our mom complained about something that was bothering her on the inside of her mouth “like a pimple that would not go away”. It turned out to be oral cancer and in July of 2007, my mother died. Everyone asks “did she smoke?” my reply, “Never, she was in excellent health throughout her life, she never drank, nor smoked, was always thin, she never even cussed and she died just a month after her 66th birthday. Way too young.” After she died, I stayed with my dad to help him with the business of death. He was completely distraught and unable to function without the love of his life. In the following days and weeks, I searched for a resource that would tell me what to do after the death of a loved one. I knew there must be something available to tell me what I needed to do and how to close credit card accounts, notify credit reporting agencies and such. I did not have much luck and found only a few lists online. Being a list driven person, I decided to create my own task list in an Excel spreadsheet. Every day, my dad and I would look at each other and question, “How do people manage all this when they don’t have five strong, able-bodied, hardworking surviving children?”

The following year, typical of many couples after one dies, my dad passed. I was holding his hand when he died in the hospital. The following day, August 8, 2008 would have been our parents’ 49th wedding anniversary; I was convinced he could not bear one more day without my mom. My fiancé and I had planned to elope on their anniversary, as it was also his parents’ anniversary. We didn’t share our plans of eloping with anyone until after my dad died. When I told my sister-in-law, she said “why don’t you still do it?” Frankly, it had not entered my mind, but after some thought, I asked my sister if she thought it would be a good idea. She was really happy and said we should. We did. My siblings handled all the business matters of my dad’s death back in Illinois while we started our married life in Minnesota.

While establishing myself as a bookkeeper in my new surroundings, I met a woman through a networking event. While getting to know each other, we shared our similar experiences with our parents’ deaths. We talked about how we were clueless as to what to do and how there wasn’t anything available to help people through this troubling time. I told her about my Excel spreadsheet and she said “you should write a book about it” I promptly replied, “you’re crazy!”

That night and the following days, I searched everywhere; online, libraries, bookstores, there must have been something that I missed. I found incomplete lists, suggestions, but nothing comprehensive. My mind’s eye was showing me: an 88 year old widow who not only did not balance or use the check book, but did not even know what bank the family used; or people with no children or support system to help them. I saw the worst case scenario, empathized with these people and felt compelled to help them somehow.

I proceeded to contact everyone I knew who had lost a loved one and had to handle all the administrative details for the decedent. Did they find anything? I contacted funeral directors, Hospice, clergy, healthcare professionals, death-care professionals, and financial planners. I got the same answer “there isn’t anything and I wish there was... Yes, I would buy it if you wrote it.”

So I did. I titled the book/toolkit *Begin Here: Helping Survivors Manage*. I self-published it and have sold over 1,600 copies to date.

According to the Centers for Disease Control and Prevention, the average number of deaths per day between 1990 and 2007 in the US was 6,109. I think of all these people, struggling with the issues my dad and I faced, and I want to help each and every one of them. No matter how much people prepare for death, few have letters ready to send to creditors to cancel their own accounts, or have made plans to have someone get their mail, or handle their pet’s medication schedule at a moment’s notice. These are not tasks we put in our will. They are tasks that fall to the survivor of the decedent and they are very important.

This toolkit is valuable for anyone who has the burden of managing these tasks when it is all you can do to keep your head above water, let alone try to think of everything you need to do. Part checklist, part appointment calendar, part address book, all you need wrapped up in one book. The goal is to eventually provide customized books/tools for different religions, and specific death circumstances, in several languages, all over the world; and perhaps, to provide an online version. Complementary to all the other tools available, I hope *Begin Here: Helping Survivors Manage* will help anyone manage this most difficult of times. This book will not make the journey easy; but I assure you, this toolkit will make it less difficult.

Kat Reed has over 25 years of experience in the financial/business world. Her background in book-keeping and office management gives her the

unique ability to address both details and the big picture. She has been a hospice volunteer and has an amazing affinity for the elderly. To purchase her book *Begin Here: Helping Survivors Manage*, visit www.helpingsurvivorsmanage.com.

“We Repair All Makes & Models”



AMERICAN
CREMATORY EQUIPMENT CO.

SALES • SERVICE • REPAIRS • SUPPLIES

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

“SERVICE IS EVERYTHING”™



got odors?

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

Also Kills Insects



www.FuneralHomeOdors.com

1.800.474.0105



Insurance Assignments have your cash flow tied up?

C&J FINANCIAL, LLC can HELP!

C&J’s FAST FUNDING program is your answer to eliminating the hassle and cash flow delay in processing insurance death claims.

Fast Funding Benefits

- Reduce administrative costs
- Eliminate accounts receivable
- Funding within 24 hours of verification
- Death Certificate not required prior to funding
- Beneficiary cash advances available
- Very competitive factoring rates

Deal with only one company for all your assignment cases

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



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

800.785.0003
www.AssignmentFunding.com
fastfunding@securitynational.com

Classifieds Online



NOMIS
PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS



To Place Your Classified Ad

Call **1-800-321-7479**
or visit our website at
www.nomispublications.com

Educational NEWS

The Academy at the Outlook Group, Inc. announces a New Self-Study Product

FRANKLIN, OH— The Outlook Group, Inc. is proud to announce a new option for students enrolling in their popular program *Advanced Funeral Planning-The DEER Way*, Outlook's process for approaching prearrangement conferences. In addition to traditional classroom-based immersion training at the OG Academy's training facility and on-site whole-staff training with OG's dedicated professionals, the program will now be offered in a self-study format. *Advance Funeral Planning-The DEER Way* was developed in 2006

to meet the needs of the funeral professional interacting with the changing demographic of prearrangement clients. The arrangement conference format is designed to provide a structure for communicating the value of funeral service, educating the client about the benefit of pre-need planning, planning a service-focused funeral, and finding the right financial solution for each individual client.

Despite challenging economic times, pre-need sales at The Outlook Group have steadily increased over the last five years. This is in large part

due to the use of this innovative prearrangement conference process.

The self-study program includes a study guide/manual with practical application exercises, a process demonstration DVD with guidelines, and access to three one-hour online sessions.

For more details regarding the self-study program for *Advance Funeral Planning-The DEER Way* and other Outlook Group Academy programs, visit their website at www.theoutlookgroup.com or call Temeika Love at 800-331-6270.

CCMS Board Begins Search for President

CINCINNATI, OH— Jon Deitloff, Chair of the Board of Trustees of *Cincinnati College of Mortuary Science*, has announced a national search for the college's next president. The Board expects to have

the seventh president of CCMS on the job by July 1, 2012.

For additional information, contact Jon Deitloff via e-mail at Jon.deitloff@dignitymemorial.com or by phone at 513-236-6407.

Shun Newbern returns to Northern California for Three Education Sessions

MENIFEE, CA— Shun Newbern, MS, BS, CFSP invites you to experience instructive professional development seminars in Fresno, June 28, Sacramento, June 29 and San Francisco Bay, June 30. The full day seminars will focus on *Challenges for the 21st Century Embalmer*. According to Shun, "As 21st century practitioners we must have the leverage to retain the families that we serve and safeguard our future business." Attendees can earn up to 6 CEUs from each seminar toward their CFSP certification. Attendees seeking CEUs for state licensure should contact the host directly before registering.



Shun Newbern

"I enjoy teaching as much as I enjoy embalming. As with any session, I have put my heart and soul into these seminars," declared Shun. "The responses from the 2011 seminars were very positive and we wanted to keep the momentum going. At the conclusion, we will have tapped into the commitment of every embalmer,

outlined an action plan to improve family satisfaction, and expanded the practitioner's level of skill. If we are not committed to the business of successful open casket viewings, we will be soon out of business. There is always more to learn."

Shun's session, "Mastery of Embalming: the Value of Modern Embalming," will explore some basic concepts on embalming as well as many of the challenges that occur. "The Embalmer and His Staph: Disease in your Preparation Room" informs the embalmer, as well as any staff that enter the preparation room, of the dangers that exist. The final session is "More RA Methods when there is Trauma to the Head." This workshop will remind attendees why they attended mortuary school and encourage them that all things are possible with time, skill and effort.

Shun is the President of Nu Chapter, Epsilon Nu Delta Mortuary Fraternity, Past President of *Los Angeles County Funeral Directors Association* and Past National President of Epsilon Nu Delta. He is a motivational speaker on personal leadership and has published a series of articles on embalming, funeral ethics, prep room management and various funeral service related matters. He has been a presenter for the *National Funeral Directors Association*, *American Society of Embalmers*, Epsilon Nu Delta Mortuary Fraternity, *International Cemetery, Cremation, and Funeral Association*, *National Funeral Directors and Morticians Association* as well as several state associations.

For a detailed agenda, location for each city, rates and registration go to <http://newbernseminar.eventbrite.com>. Seating will be limited. Registration will include light refreshments and session materials. For questions about obtaining CEUs, email shunnewbern@aol.com.

Wendy Hoffman Fisch Certified as CFSP

CINCINNATI, OH— Wendy Hoffman Fisch, CFSP, Licensed Funeral Director and Embalmer at Neidhard-Snow Funeral Home in Mt. Healthy, OH has recently qualified

for the designation of Certified Funeral Service Practitioner (CFSP), by the Academy of Professional Funeral Service Practice.

The Academy of Professional Funeral Service Practice, since its 1976 founding, has had as its goals: 1) to recognize those practitioners who have voluntarily entered into a program of personal and professional growth, 2) to raise and improve the standards of funeral service and 3) to encourage practitioners to make continuing education a life-long process in their own self-interest, the interest of the families they serve, and the community in which they serve.

Certified Practitioners may use the CFSP designation with their names for business letterheads, professional cards, and other appropriate uses. Certification is for individuals only and is not sued to imply certification of a firm.

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

2-Piece • Flat Corrugated Cremation Casket

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

While Supply Lasts HURRY!

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

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

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

CFSA
Cremation Funeral Service Association of America

Success Starts at Simmons...

FUNERAL SERVICE EDUCATION

Excellent Careers Begin With An Excellent Education From Simmons:

- ☐ Earn Your Associate In Occupational Studies Degree In Funeral Service Arts And Sciences
- ☐ Weekend Study Program Now Available
- ☐ Exceptional Practical Training Program

THERE'S MORE TO SIMMONS...

Call 315-475-5142 or 1-800-727-3536 Fax: 315-475-3817

Simmons Institute
OF FUNERAL SERVICE, INC.
1828 South Avenue, Syracuse, NY 13207



**Simplicity...
simply
affordable**

The Simplicity Urn Series



NEWMAN BROTHERS INC.

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

"Family owned and operated since 1882"

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

**SEND Us
Your News**

NOMIS
PUBLICATIONS, INC.

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

**FUNERAL HOME &
CEMETERY NEWS**

Educational NEWS

CONTINUED

FINE Mortuary College announces Dean's List

NORWOOD,MA— FINE Mortuary College, LLC: A Private Two Year College, located at 150 Kerry Place in Norwood, is proud to announce the Dean's List for the Winter 2011 Term.

The following full time students earned High Honors: **Ryan Belcher** and **Christen Bergeson**.

The following part-time students earned High Honors: **Eric Fay**, **Diane Leitao**, **Armand Roache** and **Juliann Zinsner**.

Three full time students received the academic level of Honors. These were **Kenneth Kirkland**, **Alexandra Manasas** and **Grainne O'Leary**.

Part-time students who earned Honors were: **Tabitha Branchaud**, **Larissa Christiansen**, **Aimee Eckersley**, **Nathan Fetterhoff**, **Jeffrey Gigliello**, **Courtney Gird**, **Stephanie Grinvaslsky**, **Lee-Ann Laorenza**, **Lee Lavoie**, **Carolyn Lewis**, **Erik Mattson**, **Tara McCarron**, **Sarah Miller**, **Christopher Northrop**, **Joseph Pavao**, **Jamie Quattromani**, **Heather Reiter**, **Karalyn Rodrigues**, **Christopher Todd**, **Romeo Turgeon**, **Mercedes Valdez**, **Brian Veras**, and **Arden Wallace**.

FINE congratulates all these FINEst students for their achievement.

AAMI Fall Students Recognized

NEW YORK,NY— American Academy McAllister Institute is pleased to recognize the following students for their academic success in the Fall 2011 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 Abatissis**, New York, NY; **Charlene Brenes**, Bayonne, NJ; **Dawn Carson**, Staten Island, NY; **Salvatore Culuso**, Bronx, NY; **Salome Figaro**, Brooklyn, NY; **Victoria Freiert**, Kenmore, NY; **EunJeong Park**, New York, NY; **Eduardo Ruiz**, Bronx, NY and **Sean Scillieri**, Patterson, NJ were named to the Dean's List.

Located in the heart of New York City, AAMI has 80 years experience as a leader in funeral education.

— FOR PROFESSIONAL EMBALMERS —
Fountain National Academy of Professional Embalming Skills 2nd Biennial
INTERNATIONAL EMBALMING AND RECONSTRUCTIVE SURGERY CONFERENCE
 Holiday Inn Convention Center
 August 2-5, 2012
 Springfield, Missouri, USA
 Conference begins Thursday August 2nd at 5:30 pm – Ends Sunday August 5th at Noon

At our first Conference in 2010 we had 10 countries and 25 states in attendance. Attendance is accepted on a first-come-first-served basis and is limited to the first 200 registrations. Open to all licensed or qualified embalmers and apprentice embalmers and Mortuary Science Students. *Mortuary Science Students are accepted based on space availability*

Save on fees and insure space availability by registering early!
All registration fees are 100% refundable if you can't attend

The entire conference is focused on Embalming and Specialized Reconstructive Surgery Techniques
 The Conference Theme is: "Dedicated to The Value of Open Casket Viewing"
 In addition to Mr. Fountain's presentations he has hand picked 10 additional Speakers from across the United States and abroad.

For more information contact:
Vernie R. Fountain, Founder, Embalmer, Reconstructive Surgery Specialist, CFSP
 E-Mail: vrffountain@earthlink.net – Phone: 417-833-5130

Customize Your Direct Mail Program

Database Files • Reports • Mailing Lists • Email Addresses

CALL FOR COUNTS AND COSTS
1-800-321-7479



DON'T LEAVE UNCLE HARRY STUCK IN SPAIN.



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

After his unfortunate accident in the bull ring, it was Inman Shipping Worldwide that brought Uncle Harry home. Funeral directors and families depend on Inman to handle all the details of getting Uncle Harry back home—for one low price.

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



Inman
SHIPPING WORLDWIDE®

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





- STANDARD SIZE
(8½" x 11")

ONLY \$125⁰⁰
- POCKET SIZE
(5" x 7")

ONLY \$85⁰⁰
- U.S. Funeral Homes

U.S. Cemeteries

Populations; State Boards; Air Shipping Points

Where to Get Certified Certificates

Canadian Funeral Homes and Daily Papers

International Funeral Homes

Consulates and Shipping Regulations

Trade Service Companies

Veterans Affairs Facilities

U.S. Daily Papers *including websites & email addresses*

Over 2000 Death Care Industry Supply Companies are listed by the product or service offered to Funeral Homes and/or Cemeteries

Also includes: Pet Funeral Homes, Cemeteries, Crematories and Supply Companies

U.S. Daily Papers *including websites & email addresses*

Funeral Service Education Programs

Industry Associations - national, state, local *including websites & email addresses*

ONLY \$30⁰⁰

With The Funeral Home & Cemetery Directory

ONLY \$40⁰⁰

Without The Funeral Home & Cemetery Directory

2012 EDITIONS — ORDER TODAY!

Publication Date November 2011

2012 FUNERAL HOME & CEMETERY DIRECTORY

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

QTY		TOTAL
_____	2012 STANDARD SIZE (8.5" x 11") \$125.00 ea.	\$ _____
_____	2012 POCKET SIZE (5" x 7") \$85.00 ea.....	\$ _____

2012 BUYER'S GUIDE

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

STUFFED ANIMALS

Check them out at www.nomispublications.com

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

SUB TOTAL \$ _____

Up to \$40.00	add	\$5.00
\$41.00 – \$85.00	add	\$8.00
\$86.00 – \$150.00	add	\$9.00
\$151.00 – \$215.00	add	\$10.00
\$216.00 – \$300.00	add	\$11.00
Over \$300.00	add	\$15.00

Shipping / Handling \$ _____

(Ohio only - Sales Tax) \$ _____

FUNERAL HOME & CEMETERY NEWS

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

GRAND TOTAL \$ _____

MAILING ADDRESS

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Ordered by _____

SHIPPING ADDRESS - IF DIFFERENT

(must have physical address for UPS shipping)

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Ship to ATTN: _____

PAYMENT INFORMATION

☐ Check ☐ Money Order

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card # _____

Exp. Date _____ CID (3 or 4 digit code) _____

Signature _____

(Required on Credit Card orders)

RETURN TO

Nomis Publications, Inc., PO Box 5159, Youngstown OH 44514

phone 800-321-7479 fax 800-321-9040 www.nomispublications.com



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

PO Box 5159 Youngstown OH 44514 800.321.7479 fax 800.321.9040

info@nomispublications.com www.nomispublications.com



Association NEWS

2012 NFDA Convention Registration Now Open

BROOKFIELD, WI— Registration for the 2012 **National Funeral Directors Association** International Convention & Expo, which will take place October 7-10 in Charlotte, NC, is now open. NFDA's annual convention is the world's largest gathering of funeral directors and helps attendees achieve more in their businesses.

NFDA has invited leading experts to present on a comprehensive array of topics designed to help funeral professionals grow their business and better serve families. These inspirational and informative workshops will offer practical ideas to help funeral directors manage many of the challenges they face every day. Workshop topics will include:

- Embalming the Bariatric Case
- Everything You Need to Know about Social Media and Web 2.0
- Redefining Service in a Technology Driven World
- Embalming Risk Management
- Shoestring Marketing

The NFDA Convention also features the world's largest funeral expo. Attendees will have an opportunity to meet with vendor partners offering a wide array of products and services that will help them save time and money, and help families honor their loved ones in personal and meaningful ways.

The NFDA Convention attracts more funeral professionals than any other gathering in the world – a network of experts with whom attendees can exchange ideas and have fun. NFDA's exclusive social and networking opportunities will include the President-elect Party to kick off the Convention, tours of Charlotte, the Funeral Directors Under 40 Party and the President's Reception and Dinner.

The latest information about the 2012 NFDA Convention workshops, Expo Hall, and social and networking events can be found by visiting www.nfda.org/charlotte2012.

Funeral professionals planning to attend the 2012 NFDA Convention can take advantage of early-bird pricing by visiting www.nfda.org/charlotte2012 or calling 800-228-6332 to register.

Individuals planning to attend the NFDA International Convention & Expo can also begin making their hotel reservations. There are five hotels attendees can choose from, all of which are just steps away from the Charlotte Convention Center. The official Convention hotels in-

clude: Westin Charlotte (co-headquarters hotel), Hilton Charlotte Center City (co-headquarters hotel), Omni Charlotte, Hilton Garden Inn Charlotte Uptown, and Hampton Inn Charlotte Uptown.

NFDA encourages attendees to secure their hotel rooms early because room blocks are expected to sell out. Attendees can find additional information about these hotels and how to make reservations by visiting www.nfda.org/charlotte2012 and clicking on the "Hotel/Travel" link.

As the largest and most accessible city between Washington, DC and Atlanta, GA, Charlotte is the ideal setting for the NFDA Convention. From the thrilling races at Charlotte Motor Speedway and the adrenalin-pumping Carowinds Theme Park to the enchanting Broadway performances at Blumenthal Performing Arts Center and art galleries to suit any taste, there are so many ways for attendees to enjoy Charlotte.

Charlotte was named one of the "Top 50 Cities that Sizzle" by *Restaurant News* magazine; there are more than 150 restaurants within walking distance of the Convention Center. The city's nightlife will help attendees unwind after a long day of workshops and paint the town red at venues featuring everything from boisterous rockabilly tunes to sophisticated wine lists.

NFDA is generously supported by **Federated Insurance, Batesville Casket Company, Facultatieve Technologies, Madelyn Company, Nomis Publications Inc., American Funeral Financial LLC, Deaton-Kennedy Company, Doric Products, Director's Select Retirement Plan (DSRP), Funeral Home Gifts, Homesteaders Life Company** and **Messenger**.

Indiana Funeral Directors Association holds annual Mid-Winter Conference

INDIANAPOLIS, IN— The **Indiana Funeral Directors Association** (IFDA) held its Annual Mid-Winter Conference on February 15-16, 2012 at the highly regarded JW Marriott in downtown Indianapolis.

NFDA Past President **John Carmon** spoke on accounting topics for funeral directors. NFDA Senior Director of Operations, **Mike Watkins**, discussed how to communicate the benefits of cremation, and **Lacy Robinson**, CFSP, explored four generations in the funeral home. Also on hand were financial advisor/investor **Harold Grubbs**, discussing today's economy

and personal investing in the land of bulls and bears, **Karen Giles**, talking about a sacred trust – returning the war time fallen, and **Wally Hooker**, speaking on difficult embalming cases.

Founded in 1880, the Indiana Funeral Directors Association is the professional organization serving Indiana's funeral service professionals with member services, advocacy and education. One of the oldest funeral service associations in the nation, IFDA represents 1600 licensed funeral directors in Indiana. IFDA members subscribe to the highest ideals of ethics and professionalism.

Queen Anne Collection



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



Roberts & Downey
Chapel Equipment, Inc.

robertsanddowney.com

Argenta, IL 62501 • 800-331-9093

Your authorized Howard Miller, Hekman and Woodmark dealer.

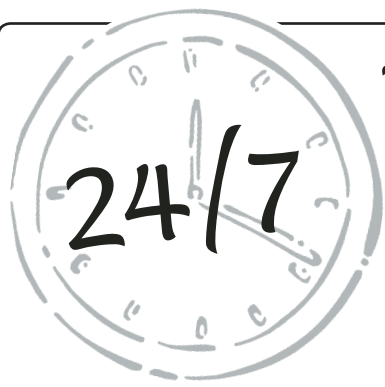
Invigorate Your Funeral Business Go From Being Just Another Choice To Being the Only Choice!

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

www.Cremation-With-Care.com

Changing the way people think about cremation.

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



**FUNERAL HOME &
CEMETERY DIRECTORY**

The Funeral Industry's #1 Trade Directory
FAMILY OWNED AND OPERATED SINCE 1974

For complete advertising rates contact Nomis Publications, Inc.

1-800-321-7479 • Fax 800-321-9040 • E-mail kim@nomispublications.com • www.nomispublications.com • PO Box 5159 • Youngstown, Ohio 44514

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

Association NEWS CONTINUED

NFDA announces Meet the Mentors Attendees

BROOKFIELD, WI— The **National Funeral Directors Association** (NFDA) has announced the names of the 50 young funeral professionals who will have an opportunity to learn from three leading funeral directors and network with like-minded peers during the Association's second Meet the Mentors Program, which will take place March 26-27 at Emory University in Atlanta, GA. Meet the Mentors is being held in cooperation with the *Funeral Service Foundation*.

Throughout January and early February, NFDA-member licensed funeral directors and embalmers under the age of 40 could enter for a chance to participate in this exclusive program. The names of the 50 participants were announced the week of February 13 through videos posted on the NFDA website and social media sites. The attendees are:

- **Justin Michael Applegate**, Holt Memorial Chapel, Harrison, AR
- **Dominick J. Astorino**, Wujek-Calcaterra Funeral Home, Sterling Heights, MI
- **Thomas Bateman**, George Funeral Home & Cremation Center, Aiken, SC
- **Robert Lon Bates**, Bates Family Funeral Home, De Kalb, TX
- **Tammy Breitfeller**, Trexler Funeral Home Inc., Al lentown, PA
- **Megan Broekemeier**, Livingston, Malletta & Geraghty, Missoula, MT
- **Timothy A. Brown**, Brown Funeral Home, Niles, MI
- **Virginia F. Bryant**, CFSP, Smith Funeral & Cremation Service, Maryville, TN
- **Ashley N. Buirley**, Wappner Funeral Directors, Mansfield, OH
- **Zachary Clayton Carnley**, Arlington Funeral Home, Arlington, TX
- **Brooke Tenille Chadd**, Smith Family Mortuaries, Derby, KS
- **Desi Corley**, Greenlawn Memorial Park & Funeral Home, Columbia, SC
- **Jacob DeLeon**, Memorial Funeral Home, San Juan, TX
- **Jason Denton**, Irwin Chapel Inc., Granite City, IL
- **Jason Dixon**, Memorial Park Funeral Home, Memphis, TN
- **Claire L. Edsall**, Lake Lawn Metairie Funeral Home, New Orleans, LA

- **Isabel C. Espinosa**, Ourso Funeral Home, Donaldsonville, LA
- **C. Brad Evans**, Harris Funeral Home & Cremation Services, Abbeville, SC
- **William Faircloth**, McWilliams Funeral Home Inc., Alpena, MI
- **Alfred W. Ferguson**, Ferguson Funeral Home Inc, Syracuse, NY
- **Adam Alexander Findley**, Allnutt Funeral Service/Hunter Chapel, Loveland, CO
- **Justin Michael Ford**, Jenkins-Soffe South Valley Funeral Chapel & Cremation Center, South Jordan, UT
- **Stephen Gantt**, Blyth Funeral Home Cremation Services, Greenwood, SC
- **Keri R. Haines**, Henninger-Hinson Funeral Home, Enid, OK
- **Bradley Neil Howdyshell**, Thacker Bros. Funeral Home Inc., Scottsville, VA
- **Alan Iverson**, Anderson Funeral Home, Alexandria, MN
- **Jennifer Jacka**, O'Brien Chapel/Ted C. Sullivan Funeral Home, Novi, MI
- **Thomas Andrew Keith Jr. CPC, CFSP**, Hightower's Memorial Chapel, Douglasville, GA
- **Price Kennedy**, The Kennedy Mortuary, Laurens, SC
- **Jillian M. Koehler**, Pollock-Randall Funeral Home, Port Huron, MI
- **Arthur W. "Kippy" Lang IV**, Bradford-O'Keefe Funeral Home, Gulfport, MS
- **Eric Manuel**, Westbrook Funeral Home, Beebe, AR
- **Erin Masich**, Horan & McConaty Funeral Service, Denver, CO
- **Mark McKenzie**, Mulhearn Funeral Home Inc., Monroe, LA
- **Stephen A. Mello Jr.**, Urquhart-Murphy Funeral Home, Warwick, RI
- **Marcus A. Myers**, Myers Mortuary, Ogden, UT
- **Chad A. Qualkenbush**, Flanner and Buchanan Funeral Center Floral Park, Indianapolis, IN
- **Melissa Resich**, Green Hills Memorial Park, Rancho Palos Verdes, CA
- **Nicholas Stevenson**, Stevenson Funeral Home, Dickinson, ND
- **Joseph Stone**, Bring's Funeral Home Inc., Tucson, AZ
- **Joel L. Swisher**, Hixson Brothers LLC, Pineville, LA
- **Craig Patrick Stires**, Dwayne R. Spence Funeral Home, Canal Winchester, OH
- **Jennifer L. Tomon**, Tomon Funeral & Cremation Services, Sharon, PA
- **Matthew J. Vincentini**, Buranich Funeral Home Inc, Camillus, NY
- **Casey V. Ward**, Goldfinch Funeral Home - Loris Chapel, Loris, SC
- **Wesley Warren**, Dixon-Rogers Funeral Home, Magnolia, KY
- **Erin C. Whitaker**, Whitaker Funeral Home Inc., Newberry, SC

Association announces the date and location of a second Meet the Mentors event in 2012

- **Brian L. White**, White Funeral Home, Independence, IA
- **Lisa Knieriem Wright**, Shannon Funeral Service, Shelbyville, KY
- **Colin Luke Yoder**, Yoder-Culp Funeral Home Inc., Goshen, IN

The 50 selected attendees will have an opportunity to meet and learn from three of the country's leading funeral directors: **Glenn P. Taylor** of the **Glenn Funeral Home** in Owensboro, KY; **Valerie J. Wages** of **Tom M. Wages Funeral Services Inc.** in Snellville, GA; and NFDA Past President **Mark Musgrove** of **Musgrove Family Mortuary** in Eugene, OR.

During the program, each mentor will give a presentation in which they share lessons they have learned about how to build a successful and fulfilling career in funeral service. After the presentations, participants will break into groups and personally interact with each mentor.

There is no cost to participate in the program itself; the 50 selected attendees only need pay for their transportation to the program. The cost of the registration fee, access to the mentors, one night of lodging, a reception and dinner the night before the program, and continental breakfast and lunch the day of the program – a \$599 value – has been generously covered through a grant from the Funeral Service Foundation.

Complete details about the NFDA Meet the Mentors program, including the videos announcing the winners, can be found on the NFDA website, www.nfda.org/mentors.

Second Meet the Mentors Added

During the final attendee announcement video, NFDA announced that a second Meet the Mentors event would take place in 2012; it will take place August 27-28 at the Faculty Club on the Harvard University campus. Information about that program, including details on how young funeral professionals can enter for an opportunity to attend, will be released in the coming months.

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

NFDA Professional Women's Conference: Learn, Network, Be Inspired

BROOKFIELD, WI— The 2012 **National Funeral Directors Association** (NFDA) *Professional Women's Conference* will bring together funeral directors, educators, expert presenters and suppliers in a unique, intimate gathering to generate new ideas, foster professional growth and create lasting friendships. This conference, which is the leading gathering for women in funeral service, will take place April 27-29 at the Crowne Plaza Hotel at Bell Tower Shops in Ft. Myers, FL.

In addition to the popular roundtable discussion session, attendees can look forward to these additional conference sessions covering a wide range of topics.

- Keynote speakers **Mel Pennington** of **Brown-Pennington-Atkins Funeral Home** in Hartsville, SC, and **Walker Posey** of **Posey Funeral Directors** in North Augusta, SC, will present "Real Directors, Real Technology, Real Results." During this session, they will share the ways in which technology has boosted their businesses – both of which have been in existence for more than 100 years – and helped their firms better connect with today's families.
- During "Myth, Mania & Misconception: Unearthing the Secrets of Cremation," presented by **Larry Stuart Jr.** of **Crematory Manufacturing & Service**, at-

CONTINUED ON PAGE A40



THE FAN MAN

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



THE FAN MAN

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

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



Joseph A. Scarano

SCARANO SHIPPING

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

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

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

**ANYWHERE
IN FLORIDA!**

Family Owned & Operated

NO CASKET SALE



1-800-423-5901

www.scaranoshipping.com



Worsham

College of Mortuary Science

COMMITMENT. COMPASSION. CAREER.

Educating a legacy of funeral directors for over 100 years



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

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

-Jay Smith

Association NEWS CONTINUED

Fourth Annual JCANA Conference June 3-5 in New York City

NEW YORK, NY— **Jewish Cemetery Association of North America's** Fourth Annual Conference is set for June 3-5 in New York City. The keynote speaker for the Sunday night opening event will be **Dr. Jonathan D. Sarna**, Joseph H. & Belle R. Braun Professor of American Jewish History at Brandeis University.

Dr. Sarna, the Chief Historian of the new National Museum of American Jewish History, will give a speech titled, "Exploring Jewish History Through Our Sacred Burial Grounds."

Dubbed by The Jewish Daily Forward newspaper in 2004 as one of America's 50 Most-Influential American Jews, Dr. Sarna was Chief Historian for the 350th commemoration of the American Jewish community, and is recognized as a leading commentator on American Jewish history, religion and life. In 2009, he was elected to the American Academy of Arts and Sciences.

Dr. Sarna will open the



Dr. Jonathan D. Sarna

conference Sunday night with his address about Jewish life, history and demographics since the great wave of immigration into North America from 1880-1920. These immigrant groups founded many of the Jewish cemeteries we care for today and will care for forever.

The conference will be held at the Hampton Inn New York - LaGuardia Airport. Full conference information and online registration can be found at www.jcana.org.

Major topics to be explored during the conference are: Endowment Fund Investments/Best Practices, Jewish Ethics and Religious Practices, Cemetery Management Workshops, Dealing with State and Federal Regulations, JCANA's Vision of the Past, Present and Future and Pre-need Family Financing Options.

The 2012 conference is co-sponsored by the *Jewish Funeral Directors of America* (JFDA).

JCANA is organized for charitable, educational and religious purposes. It is our mission to preserve and maintain Jewish cemeteries, by assembling, organizing and sharing information relative to the Jewish cemeteries of North America. JCANA is also committed to sustaining community awareness relating to end of life issues, and maintaining Jewish burial practices.

NFDA Professional Women's Conference: Learn, Network, Be Inspired

Continued from Page A38

tendees will learn about the ways in which the design of crematory equipment effects efficiency, operational costs and its impact on the environment.

- **Renee Sheth of The Dodge Company** will present "Embalming Accessory Chemicals: Their Uncommon Usage." During this session, she will review the dangers of viral and bacterial infections in the workplace, such as MRSA; alternate uses for embalming chemicals; and best practices for preparing donor cases.

- During the keynote address "Success Tips for Women in Business," **Debra Schmidt of Loyalty Leader** will show how strong negotiation skills can enhance one's ability to deliver service, resolve customer complaints and build cooperation with employees or vendors. She will also discuss the ways one's leadership style impacts others in the workplace.

To benefit women in funeral service and kick off the conference, the annual

Funeral Service Foundation Fund Day event will take place April 27. Following a welcome reception, attendees can enjoy a relaxing sunset cruise through the Matanzas Pass in the heart of Ft. Myers Beach. Guests will enjoy tempting desserts, champagne and a beautiful sunset. The proceeds for this optional event will support the Funeral Service Foundation fund of attendees' choice: the Professional Women's Conference Scholarship Fund (supports scholarships to the conference) or the Women in Funeral Service Fund (benefits programs that support women in funeral service).

For more information about the NFDA Professional Women's Confer-

ence or to register, visit www.nfda.org/pwc.

The 2012 NFDA Professional Women's Conference is generously supported by **Nomis Publications Inc., Foundation Partners Group, Messenger, Funeral Home Gifts, Homesteaders Life Company, Deaton-Kennedy Company, The Dodge Company, Crematory Manufacturing & Service Inc., Memoriams.com, Worsham College and Kelco Supply Company**. The Funeral Service Foundation Professional Women's Conference scholarships are generously supported by: Deaton-Kennedy Company, **Messenger**, **Nomis Publications Inc., Trigard and Wilbert Funeral Services**.

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

Funeral Directors Research, Inc.

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



www.amrainstruments.com
www.preproumdirect.com



WEB DIRECT GIFT & PRICING

Memoires des choix des Jacques

(Memories of Jack's Recipes)

Original Recipes from Dottie and Jack Frediani

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

GREEN CHILI STRATA

6 Flour tortillas
4 4-oz cans chopped green chilies, drained
4 cups (1 lb) grated Monterey Jack cheese
5 eggs, beaten
2 cup milk
1 tsp salt

Grease a 13 x 9 inch baking pan. Cover bottom of pan with half of the tortillas, cutting them to fit without overlapping. Sprinkle with half of the chilies, then half the cheese. Repeat layers ending with the cheese. Combine eggs, milk and salt in a medium size bowl. Pour over the layers. Let stand, covered in refrigerator at least ½ hour; overnight is fine.

Preheat oven to 350 degrees. Bake for 30 minutes or until strata is slightly puffed and bubbly. Cool 5 minutes, then cut into square.

BROILED GRAPEFRUIT

½ grapefruit per person
Dark brown sugar

Preheat broiler. Sprinkle cut grapefruit with a tablespoon of sugar. Broil until sugar melts and top looks a little crusty.

HONEY CREAM FRUIT SKEWERS

¼ cup honey
2 Tbs fresh lemon juice
¼ tsp paprika
¼ cup heavy cream, whipped
2 kiwis, peeled, cut into thick slices
¼ cup cantaloupe, cut into chunks
¼ pineapple, cut into chunks
Bamboo skewers

Blend honey, lemon juice and paprika in a small bowl. Fold in whipped cream. Cover and chill before using...it can even be made the night before. Divide fruit among 4 skewers, beginning and ending with a piece of kiwi. Puddle a little sauce on a plate and lay the skewered fruit on top.

Good Eating!

Cars4Kidneys



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

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

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

Classifieds Online



To Place Your Classified Ad ...

NOMIS
PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

CLASSIFIEDS ONLINE

Call **1-800-321-7479**
or visit our website at
www.nomispublications.com

Advertising Deadline is the 5th of the Previous Month!

Association NEWS CONTINUED

Professional Car Society 36th Annual International Meet in Daytona Beach hosted by the Florida Chapter

LAFAYETTE,NJ— The Professional Car Society, touting more than 1,100 members world-wide who are devoted to the preservation, restoration and general appreciation of automobile-based ambulances, hearses, flower cars, “first call” coaches, hearse/ambulance “combinations” and livery vehicles, has elected to stage its 36th Annual International Meet in Day-



John and Patti McCulloch's 1939 S&S LaSalle carved panel hearse received the Senior Award, as well as its third consecutive Funeral Directors Choice award at the 2011 meet held in Hudson, Ohio.

tona Beach, Florida from June 18-22, 2012. Having devised a novel, Monday-Friday schedule that promises long-distance attendees added driving time between their workweeks, PCS Florida Chapter President **Richard Vyse** and Vice-President **William F. Wright** are expecting dozens of vintage “pro-cars” from all over the US and Canada, plus a substantial number of West Coast and overseas visitors taking advantage of the nearby International Airports at Orlando, Jacksonville and Daytona. As more professional cars have been built on Cadillac chassis than any other brand, the event is also anticipated to attract enthusiasts departing the Cadillac-LaSalle Club 2012 Grand National that’s taking place one hour north in St. Augustine, Florida from June 13-16.

Having successfully staged a previous PCS International in Daytona Beach during 2004, William F. Wright declares “I’m truly thrilled and honored to be hosting this event again. Not only will this year’s meet give my pro-car friends a unique opportunity to experience two tremendous, national level car shows taking place less than one week and two hours apart from each other, I guarantee repeat guests will find the tours just as fresh and exciting as the first-timers. Volusia County has changed a lot in the past eight years, and any attractions we visited last time have been dramatically improved and expanded. Since the last time we used it, our host hotel has also been completely upgraded under new ownership and is now the only AAA Four Diamond Resort in Daytona.”

PCS Daytona 2012 will be headquartered at The Shores Resort & Spa, which is situated directly on the World’s Most Famous Beach at 2637 South Atlantic Avenue. In addition to a heated salt water oceanfront pool with outdoor cabanas; on-site masseuse and restaurant facilities; a Kid’s Club Activity Center; and a dedicated PCS show field accessed by a covered walkway over Florida highway A1A, this pet-friendly, AAA Four Diamond hotel is offering a \$99 nightly pre-tax special group rate that will be in effect for three days preceding and following the formal meet dates (phone 866-396-2217 or 386-767-7350 for reservations, or use code PRACSH when booking online at www.shoresresort.com)

Following a private viewing of local classic car collection for “early birds” who can reach Daytona by Sunday, June 17, the official itinerary commences 5 pm Monday, June 18 with a catered welcoming barbeque at the **Volusia Memorial Funeral Home**, where a “light and sound” show by the ambulanc-

April Special – Marble urn 2 pack

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

PROMOTION VALID THRU APRIL 30, 2012

Call: 866-603-2182

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

Professional Grounds Management Society looking for the Best Managed Landscapes

BALTIMORE,MD— The Professional Grounds Management Society (PGMS) is searching for the best managed landscapes and is now accepting entries for its acclaimed Green Star Awards Program. The deadline for entries is Friday, August 3, 2012.

While Hollywood has the Emmys and athletics has the Olympics, the grounds management profession has the PGMS Green Star Awards. This exclusive program brings national recognition to grounds management programs, managers and crews responsible for landscapes that exhibit a high degree of excellence in certain areas including sustainability practices and policies, turf management, landscape design and more. This awards program honors “the best of the best” in landscapes and winners boast about the recognition they receive.

To enter, simply fill out the entry form, submit it along with the payment and the entry to PGMS headquarters at 720 Light St., Baltimore, MD 21230. All entries must be submitted by CD.



There will be 15 entry categories and three classes of awards: Grand Awards, Honor Awards and Merit Awards. Each winning entry will be recognized at the 2012 Awards Banquet in Louisville, Kentucky as part of the annual School of Grounds Management & GIE+EXPO set to take place October 24-27, 2012.

An official entry form for this year’s contest and other details can be found at www.pgms.org/greenstars.htm.

Serving the profession for nearly 100 years, PGMS is an individual membership society of grounds professionals dedicated to advancing the grounds management profession through education and professional development.

es’ sirens and rooftop beacons should prove a most-exciting bonus. Tuesday’s calendar features an all day chartered bus tour of the Kennedy Space Center, which will be followed by a dinner stop with a choice of five entrees at the renowned Dixie Crossroads Restaurant in Titusville. When the participating pro-cars convoy to Daytona International Speedway on Wednesday, June 20, they’ll be given three parade laps with lights and sirens blazing on the 31-degree banking of the legendary, two-and-half-mile tri-oval, after which they’ll proceed to Bruce Rossmeyer’s Destination Daytona in Ormond Beach for an encore light and siren demonstration at the world’s largest Harley-Davidson motorcycle dealership. Thursday’s itinerary – preceded by a breakfast buffet and the annual PCS General Membership Meeting – will present a choice between a scenic, one-hour drive up A1A to meet the dolphins at Marine Land, or a shorter, south-bound trip to Florida’s tallest lighthouse at Ponce de Leon Inlet, which can be packaged with a two-hour boat tour of the Halifax River’s elegant estates and wildlife aboard the 1890s-style launch THE MANATEE.

As it will take until mid-afternoon to complete the intensive, Concours-style judging of the entrants, the professional car show taking place at The Shores Resort on Friday, June 22nd will offer Daytona Beach residents and tourists alike their best opportunity to admire the aesthetics and skilled workmanship of such funeral coach and ambulance body builders as **Eureka, Flxible, Henney, Miller-Meteor** and **Superior**. The squeamish need not shy away since the PCS strictly prohibits all displays of caskets, skeletons and other morbid decorations, and all vehicles admitted to the show field must also have wheel chocks and a 2.5-pound minimum A-B-C fire extinguisher (pro-cars converted into campers will not be judged either, though examples with unmodified bodies can still participate). Following the presentation of Best-in-

CONTINUED ON PAGE A42

COACH NAMEPLATES



	SATIN ALUMINUM	POLISHED ALUMINUM
1.5" Letters		
16" Bar, 12 spaces	\$39.50	\$43.00
26" Bar, 20 spaces	\$48.00	\$53.00
36" Bar, 29 spaces	\$63.00	\$69.00
2" Letters		
16" Bar, 9 spaces	\$44.00	\$48.50
26" Bar, 14 spaces	\$54.50	\$60.50
36" Bar, 20 spaces	\$71.50	\$78.00
3" Letters		
16" Bar, 8 spaces	\$54.50	\$60.50
26" Bar, 13 spaces	\$65.50	\$72.50
36" Bar, 18 spaces	\$80.00	\$89.00
4" Letters		
16" Bar, 6 spaces	\$59.50	\$66.50
26" Bar, 8 spaces	\$71.50	\$79.50
36" Bar, 12 spaces	\$89.00	\$98.00

Choose a standard style or we duplicate your letter style/logo. Single or Double Line Nameplates.

Car License Plates also available



NAMES UNLIMITED CORP.

P.O. Box 464 Caledonia, OH 43314
Phone: 419.845.2005

Email: info@NamesUnlimitedCorp.com
Web: www.NamesUnlimitedCorp.com

The Ideal Technological Solution

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

To make this all possible MHC offers:

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



Thumbies... the first name in fingerprint keepsakes



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

Professional Car Society 36th Annual International Meet in Daytona Beach

Continued from Page A41

Show, various class trophies and the popularly-voted Medics Choice and Funeral Directors Choice awards at Friday evening’s Grand Banquet, PCS Daytona 2012 will officially conclude with a dramatic, dignified Light Finale where the sirens will be silenced. Attendees who can remain in the region through the weekend can also strap themselves inside a 165 mph race car at the Richard Petty Driving Experience; head an hour southwest down Interstate 4 to visit Mickey Mouse at Walt Disney World or the Blues Brothers at Universal Studios Orlando; or take part in Old Town Kissimmee’s Saturday evening cruise-in for classic autos 1974-and-older.

A registration package for PCS Daytona 2012 can be requested from Florida Chapter President **Richard Vyse** by e-mailing rcv0387@msn.com or phoning (386) 427-3634, while Vice-President William F. Wright can field tour and itinerary-related questions at (386) 212-7008 or bowling3000@hotmail.com. General info on joining the PCS is available from National Membership Secretary **Jeffrey Hookway** at (973)862-6047; hookjch@ptd.net; or 64 Mudcut Road, Lafayette, NJ 07848-4607. An electronic application that can process PayPal also appears on the official PCS website at www.professionalcarsociety.org.

SEND US YOUR NEWS

PO Box 5159
Youngstown, OH 44514
Fax (800)321-9040

press_releases@nomispublications.com



Leadership and Life Enrichment

By Ralph L. Klicker, Ph.D.

A Leader’s Personality

In this month’s column I would like to share some leadership insight from a little book entitled, The Art of Leadership by Donald Walters.

Great leaders lead people: they do not drive them. It involves them: it doesn’t force them. It never loses sight of the most important principal governing any project involving human beings; normally, that people are more important than things. Great leadership implies running at the head of the pack, not viewing it from behind. Great leadership is accomplished by working with people, not over them.

Leadership is a “we” game not an “I” game. You cannot be a leader if you don’t have followers. Arrogance is the first temptation of leadership. A great leader’s focus isn’t on himself but on his followers and the task to be completed. Great leaders do not get their thrill thinking of others looking up to him waiting to hear his words of wisdom, waiting to do his bidding. He gets his thrill from turning his vision into reality and empowering others to join him in creating the new reality.

Great leadership is an art to be learned and applied sensitively. It is not to be confused with mere position. It is supportive and not coercive. It is

getting the job done through persuasion and inclusion not by commanding and bullying. The great leader involves others in his vision and inspires them to also be visionaries.

Most great leaders are really humble people. Of course throughout history there are examples of just the opposite. General George Patton is an example. He was bold, blustery, and conceited but he got the job done. His leader, General Dwight Eisenhower was a humble man but a man who led the allies to victory and winning World War II. He did it just the opposite of the way Patton did. A good example of a great spiritual leader’s humility was Mahatma Gandhi. When he was asked why he always traveled third class on trains, he said because there is no fourth class.

Humility doesn’t mean a leader must always act like Gandhi. A person who has earned the position of leader is entitled to some of the perks associated with the position. I used the word some because I have a personal bias to certain perks. Perks such as when a leader does not do the job he was hired for and the employees and/or stock holders lose positions or money and yet the leader leaves the company with a golden parachute.

Humility is a strength not a weakness as some believe. It is not false modesty. The stronger the leader the fewer the symbols he will need. The weaker the

leader the more he will need. Great leaders do not need to receive all the credit for a job well done. He knows he did not accomplish the success alone. He will give credit and praise to the people who helped him whether it is one person or a thousand people. Andrew Carnegie revealed his humility when he attributed his success to his ability to attract a good team of workers.

Do you give credit to those people who deserve it?

Leadership Quotes:

“The function of leadership is to produce more leaders, not more followers.” –Ralph Nader

“The growth and development of people is the highest calling of leadership.” –Harvey S. Firestone

“There is no limit to what you can do if you don’t care who gets the credit.” –Coach John Wooden

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

STAKMORE®

The folding chair with the permanent look.®



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

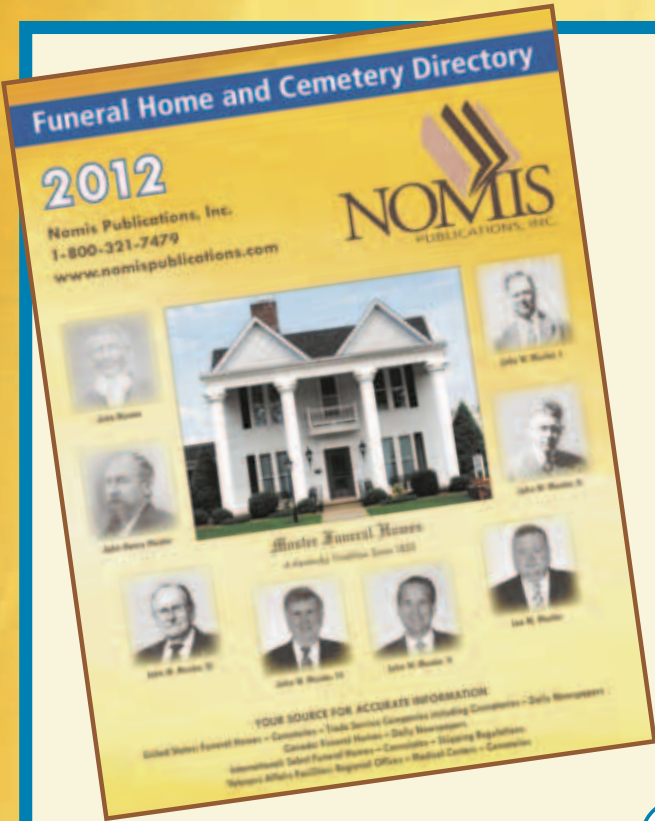
CHOICES—the key word describing the numerous chair styles, wood finishes and upholstery options offered by STAKMORE.

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

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

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

STAKMORE • 30 Elm Street • Owego, NY 13827



FUNERAL HOME & CEMETERY DIRECTORY

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

In Print
Online

**YOUR SOURCE
FOR ACCURATE
INFORMATION**

www.nomispublications.com

Your source for industry information on the web. Updated *daily*, the Online Directories offer immediate access to current listing information for funeral homes, cemeteries, trade daily newspapers, and so much more. Guide offers current for industry suppliers. Home & Cemetery sifieds are updated all new Hearsehub.com for searching vehicles nationwide. If you can find it in our print publications you can find it on our website – *plus so much more!*



Family Owned and
Operated Since 1974

**NOMIS**
PUBLICATIONS, INC.

**FUNERAL HOME & CEMETERY
NEWS**

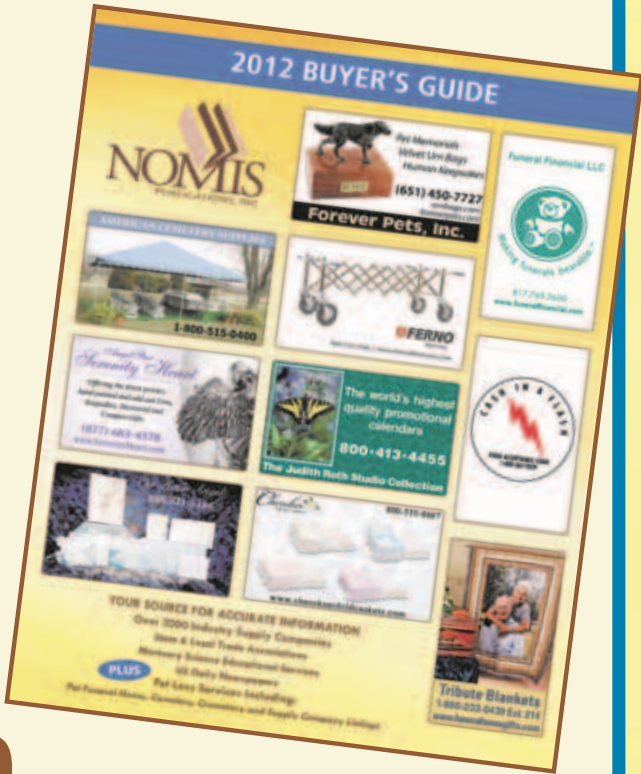
Previously Published as the YB News • Still the Place for Your News!

Published monthly, FUNERAL HOME & CEMETERY NEWS is a compilation of news articles and press releases provided by the funeral and cemetery industry. There are no journalists on staff – no editorial calendar. The news provided by funeral directors, cemeterians, suppliers, mortuary colleges and trade associations is published, offering the industry a forum to share firm accomplishments, community programs and exchange ideas.

The only Trade Newspaper received by over 20,000 U.S. Firms

BUYER'S GUIDE

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



1-800-321-7479



PROGRESSIVE ENVIRONMENTAL SERVICES

Environmentally Compliant Recycling of Dental Materials, Titanium and Pacemakers

*Are you receiving the value for all
metal contained in materials sent for recycling?*



Dental Materials • Titanium • Pacemakers
Contain Significant Value

*Easy, cost-effective process
to refine your precious metals*

CALL TOLL FREE FOR YOUR
FREE PRE-PAID SHIPPING CONTAINERS!
1-800-323-9785 Ext. 8811

1531 South Grove Ave. Suite 104, Barrington, IL 60010
www.progressive-enviromental.com

Members of:

CANA; NFDA; ICCFA; APPOINTED TO THE FEDERAL EPA TASKFORCE COMMITTEE ON RECYCLING;
MY HEART YOUR HEART RECYCLING PROGRAM FOR PACEMAKERS FROM THE UNIVERSITY OF MICHIGAN



**Dental Implants
and Fillings**



**Orthopedic Implants
Remaining Post- Cremation**



Pacemakers



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

THOMAS NORTON SEFTON of Decatur, IL died February 25, 2012 at the age of 86. In 1962, he purchased **Gillig-Doan & Sefton Funeral Home**. In 2005, he retired from the funeral industry after 57 years of service, with his last position being at **Haggard-Sefton & Hirschy Funeral Home**. He was a graduate of the *Indiana Mortuary College*.



DIANN F. PLAMP of Mitchell, SD died December 8, 2011 at the age of 72. In May of 1992, she founded **Cemeteries Aglow, Inc.**, to market the patent Peace Light solar-powered memorial light.

LAVENIA BRYANT JACOBS of Indianapolis, IN died February 18, 2012 at the age of 80. She co-owned and operated **Jacobs Brothers Funeral Home**. In 1980, she became a licensed funeral director and embalmer and in 1986 she founded **Lavenia's Home for Funerals**. She graduated from *Mid America College of Funeral Service* in 1985.

MICHAEL "MIKE" PATRICK MURPHY of Palmyra, NY died February 10, 2012 at the age of 41. He was a New York state licensed funeral director and owner of **Murphy Funeral Services** of Ontario, Palmyra and Macedon.

ROBERT HUMORE FAULKNER of Deltaville, VA died February 10, 2012 at the age of 89. He was a former funeral director and co-owner of **Bristow-Faulkner Funeral Home** in Mathews, **Tri-County Vault Co.**, and **Foster-Faulkner Funeral Home**, both located in Saluda. He spent more than 50 years serving Virginia's Middle Peninsula families before retiring in 1984.

SAMUEL E. HOOKER of Clarksville, TN died February 21, 2012 at the age of 87. He served his apprenticeship with **K. Gardner Funeral Home** in Nashville, serving as chief embalmer from 1952 until 1955. He went on to work with **Lewis & Smith Funeral Home** in 1956. He set up his own grave service company named **Hooker Funeral Service**. He helped start **Atena Funeral Home** with **Will Henry Johnson**, and later sold his share in that funeral home. After working at **Roberts, Ivey & Vance Funeral Home** for nine years, in 1968, he purchased the firm. After two years he changed the name to **Hooker Funeral Home**. He was owner and part owner of several other businesses including: **Serenity Funeral Home** in Springfield, TN; **House of White** in Gallatin, TN; **Algood Funeral Home** in Cookeville, TN; and **Kilgore Funeral Home** in Murfreesboro, TN. After several successful years of business; he decided to concentrate solely on the **Clarksville Funeral Home**. He was a graduate of *John A. Gupton College of Mortuary Science* in Nashville, TN. He was a former president of the *Tennessee Funeral Directors Association*.



WILLIAM ELRED RICE of Fordyce, AR died February 22, 2012 at the age of 89. He was a retired manager, funeral director and embalmer for **Benton Funeral Home** for over 50 years.

WILLIE MORRIS HENDERSON of Union Church, MS died March 2, 2012 at the age of 85. He was a funeral director, examiner and president of **Hartman-Henderson Funeral Home** for 40 years. He served as Coroner of Lincoln County for many years before retiring in 2002. He was a member of the *National Funeral Directors Association* and the *National Funeral Directors and Morticians Association* for 30 years.



CAROLYN AKINS BRADFORD of Moulton, AL died February 3, 2012 at the age of 78. She was a funeral director and co-founder of **Lawrence Funeral Home** where she worked for 30 years.

NORMAN A. GEESEY of Montpelier, OH died February 11, 2012 at the age of 73. In 1972, he and his wife, **Lorna**, purchased **Wilson Funeral home**, renaming it **Wilson-Geesey Funeral Home**. He and his wife also partnered with **James Thompson** and his wife, **Janice**, in operating the **Thompsons Funeral Home**. He was a member of the *Ohio State Funeral Directors Association* for 50 years and a graduate of the *Cincinnati College of Mortuary Science*.

WALLACE C. RETTIG of Leetonia, OH, formerly of Holgate, OH died February 20, 2012 at the age of 80. In 1977, he and his wife, **Neddie**, moved to Leetonia, OH where they partnered with their son, **Jon Rettig** in the ownership and operation of the **Woods-Rettig Funeral Home**. He received his funeral directors license in 1984. Although he retired in 1998, Wally continued to help at the firm up until last year.



MOSES LATIMORE RICHMOND of Bogalusa, LA died February 24, 2012 at the age of 89. He was the owner of **Cook-Richmond Funeral Home** and **Richmond's & Son's** properties. He graduated from *Gupton-Jones School of Mortuary Science* and he furthered his studies at the *Cincinnati School of Mortuary Science*. He was a member of the *Louisiana Funeral Directors & Morticians Association* where he served as president in the 1960's. He also served on the *Louisiana State Board of Embalmers and Funeral Directors*.

CRAIG O. WASHINGTON of Tappahannock, VA died February 21, 2012 at the age of 38. He was a licensed funeral director, embalmer and owner of the **Washington Funeral Home Inc.**, which was founded by his parents **Oliver "O.D."** and **Blanche Washington**. He was also employed at the **J.K. Redmond Funeral Home** in Shackelfords. He was a member of the *National Funeral Directors and Morticians Association*, *Richmond Funeral Directors Association*, *Virginia Morticians Association*, recently serving as past president and chairman of the board; he also served as president of the *Northern Neck Funeral Directors Association*. In 1993, he graduated from *John Tyler Community College of Mortuary Science* in Chester and the *Virginia Commonwealth University* in 1997.



HAROLD M. WILSEY of Saugerties, NY died January 21, 2012 at the age of 85. He was a New York State licensed funeral director for 62 years. In 1955, he and his partner, **Willett C. Overbaugh**, purchased the **Seamon Funeral Home**, renaming it **Seamon-Wilsey Funeral Home, Inc.** One year later, he moved the firm to its current location on the corner of John and Lafayette Streets, where they have been for over fifty years. In 1948, he graduated from the *Renouard School of Embalming* in Manhattan. He was a member of the *New York State Funeral Directors Association*.



GIVE A LITTLE, GET A LOT!

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

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

For families that don't want an urn...
SCATTER TUBES™
Eleven Designs • Two Sizes

Only \$25 each
when ordered in a case of 12

PASSAGES® COLLECTION OF ECO-FRIENDLY SCATTERING TUBES
The Natural Choice®
www.PassagesInternational.com 888-480-6400
Leaders in Environmentally-Friendly and Green Funeral Products

Green America APPROVED FOR PEOPLE AND PLANET

If you have an Obituary you would like to see listed here, send information to:



PO Box 5159, Youngstown, OH 44514
Fax 1-800-321-9040
E-mail info@nomispublications.com

Say hello to selling online. Simplified.

The effortless ^{free} way to sell flowers & gifts on your website.



Introducing The Sympathy Store

Meet The Sympathy Store, the effortless way to selling online. Give your families the convenience of shopping the world's largest assortment of heartfelt memorial gifts and flowers - directly on your website.

The best part is, we handle everything – there's no additional work for you!

Plug in The Sympathy Store. Pull in revenues. It's that simple!

✿ Use your preferred local florist

✿ We handle all of the details

✿ Earn up to 25% commissions

✿ Works with ANY website

Add The Sympathy Store to your website for FREE!

Visit funeralone.com/onlinestore or call 1-866-670-4759

AMAZING GRACE.

Introducing the all-new 2011 LINCOLN **FUNERAL COACH**.

More than just graceful lines and understated elegance, it's also the most technologically advanced Funeral Coach on the market. It features a smooth six-speed transmission, all-wheel drive, and even an available rear view camera. Features both functional and aesthetic combine to make the 2011 Lincoln Funeral Coach the leader in its class.

Visit a Qualified Vehicle Modifier to see the full ranges of offerings, features and styles.



Find out more

at fleet.ford.com/limo or contact a QVM upfitter to learn more.

Accubuilt, Inc.
S&S and Superior
www.accubuilt.com
419-222-1501

Krystal Enterprises
www.krystal.cc
714-986-1200

Eagle Coach
www.eaglecoachcompany.com
513-797-4100

Federal Coach
www.federalcoach.com
800-292-6210

20" wheels shown not available; 19" wheels standard. See QVM for details.



LINCOLN