Christine Biggins launches Yoga Program for the Grieving

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Rainbow Ridge Pet Memorial at Ridgeview Memorial Gardens

Funeraria San Juan celebrates the Grand Opening of a Second Location

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Endangered Missing

SHANYTHIA MASHELLE GREENE

Date of Birth: 9/30/1975
Date Missing: 8/26/1993
Age Missing: 17 Yrs
Sex: Female
Race: Black
Height: 5’6”
Weight: 120 Lbs
Hair: Black
Eyes: Brown

Missing From: Pompano Beach, FL
Circumstances: Shanythia’s photo is shown age-progressed to 34 yrs. 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

Date of Birth: 8/8/1967
Date Missing: 11/30/1983
Age Missing: 16 Yrs
Sex: Male
Race: Black
Height: 6’1”
Weight: 200 Lbs
Hair: Red
Eyes: Brown

Missing From: Fort Lauderdale, FL
Circumstances: Maurice’s photo is shown age progressed to 43 yrs. 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

Date of Birth: 12/5/1960
Date Missing: 2/21/1976
Age Missing: 16 Yrs
Sex: Female
Race: White
Height: 5’1”
Weight: 96 Lbs
Hair: Brown
Eyes: Brown

Missing From: Columbus Falls, MT
Circumstances: Nancys’ photo is shown age progressed to 50 yrs. She was missing when she was 16 yrs 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.
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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.

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.

Green Burial Council goes to Washington
SANTA FE, NM— A delegation representing the Green Burial Council visited the nation’s capital 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 collaboration between the new organizations aimed at protecting consumers from the growing problem of “greenwashing” in the funeral service industry.

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 exicted 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.

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

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

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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 Renzo and Osceola County Commissioner Mike Harford.

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 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 traditional and cultural customs and 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.

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.

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.
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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 membership, the main impetus was the 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 law. The 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 process of finalizing license application forms and forms for obtaining exemptions.

**Legal Speak**

**By Atty. Harvey I. Lapin**

The former Illinois Attorney General has written numerous articles on the subject of taxation, funeral and continuing education requirements and provided a list of reasons for staying licensed. If there are any questions about the topic covered in this column or in obtaining professional assistance, please contact the author, Harvey I. Lapin, at (800) 321-9040. The author writes articles for CB Legal Publishing Corporation also publishes the "Legal Form Kit," which was prepared by the author and has been recently updated and revised by the author. This kit contains the author’s legal form kit for funeral services, cemeteries and crematories to use in situations where it has been provided a compliant with a customer, and wants to be sure that we will be on action by the customer or their relatives. The forms can be purchased on a custom basis with your business name and address and provided at the top of the form. Call Cheryl Lapin and she will send you an order form that contains the current price. See the number listed.

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

**Scottish Funeral Home takes delivery of new Federal Hearse**

Scotchlas Funeral Home accepts delivery of his new 2011 ½ Federal Hearse. The Scotchlas family owns and operates the Joseph W. Scotchlas Funeral Home, which was founded in 1911. The Scotchlas family and operates the Joseph W. Scotchlas Funeral Home of Simpson and the Oliver Shiffler & Scotchlas Funeral Home of Madison. The Scotchlas is owned by John O’Donnell of Parks Superior Sales Inc.
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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.

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How did this ever happen? Last year when I first heard and subsequently read about the allegations of literal-ly 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 autops-y 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 organiza-tion as the mortuary facility at Dover could fall so far be-low 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 exami-nation. Granted, it has been many years since I took those examinations, but I do recall having seen a mul-tiple 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 parts in the dust bin.

Disgusting as the forgoing question was, it is nowhere as misguided as what has been allegedly occurring at Do-ver.

The obvious questions are: Who is in charge there? Is it a licensed funeral director? 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 recognized and removed from any area of responsibility. The individuals that process re-mains at Dover need to be properly trained and constant-ly supervised.

The soldiers being processed at Dover have given every-thing 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 danrothing@msn.com. Any comments are welcome.
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.

“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 trusting 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, contact Paul Haarer at (813) 225-4650 or by email at phaarer@foundationpartners.com, or visit www.FoundationPartners.com.

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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 ungodified 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.

New England Burials at Sea (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, visit www.newenglandburialsatsea.com, toll free (877) 897-7700 or email OceanBurials@aol.com.

By Gary Finch

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. 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 the vulnerable situation.

To protect Compliance Plus customers and to prove to OSHA that our suppliers are for the most part not presenting needless systems and safe sharps, we have developed a "Supplier 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 the date, company, and signature. As a result, our customers can document that their rep. presented a product.

Before, you might have gotten by on compliance. That was the case for left-behind ashes by the families for the funeral homes. 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.

We have cut that down to three. We have special PowerPoint training and forms for non-manage- rial employees to use to conduct product evaluations.

I have personally subscribed to seven healthcare publications that specialize in this area. I’ll report on re- search the customer can use to do the required con- sideration and implementation of new engineering controls.

Before, you might have gotten by on compliance by watching a video and signing a training certifi- cate. Now, your non-managerial employees that are exposed to sharps must be involved in develop- ing 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 1991. Today, they service over 700 funeral homes and cemeteries in 37 states. Compliance Plus also serves as an advisory consultant for the International Order of Christian Haufler, Jr., D.J. explained, “Essentially, burial at sea or in the earthfulfill the legal closure and complete the obligation to the deceased. Cremated remains are gently scattered in the sea following a service with music, flowers and a beautiful prayer whether the event is attended or unattended by family and friends. The service is photojournaled 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.

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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. 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 the vulnerable situation.

To protect Compliance Plus customers and to prove to OSHA that our suppliers are for the most part not presenting needless systems and safe sharps, we have developed a "Supplier 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 the date, company, and signature. As a result, our customers can document that their rep. presented a product.

Before, you might have gotten by on compliance. That was the case for left-behind ashes by the families for the funeral homes. 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.

We have cut that down to three. We have special PowerPoint training and forms for non-manage- rial employees to use to conduct product evaluations.

I have personally subscribed to seven healthcare publications that specialize in this area. I’ll report on re- search the customer can use to do the required con- sideration and implementation of new engineering controls.

Before, you might have gotten by on compliance by watching a video and signing a training certifi- cate. Now, your non-managerial employees that are exposed to sharps must be involved in develop- ing 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 1991. Today, they service over 700 funeral homes and cemeteries in 37 states. Compliance Plus also serves as an advisory consultant for the International Order of Christian Haufler, Jr., D.J. explained, “Essentially, burial at sea or in the earthfulfill the legal closure and complete the obligation to the deceased. Cremated remains are gently scattered in the sea following a service with music, flowers and a beautiful prayer whether the event is attended or unattended by family and friends. The service is photojournaled 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, visit www.newenglandburialsatsea.com, toll free (877) 897-7700 or email OceanBurials@aol.com.
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 - one that is often viewed as complex. At first glance, the world of financing can often seem challenging. But armed with the right knowledge, and 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 new end-to-end renovation, such as the opening of a new location in a neighborhood, or understand why 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.onddeckcapital.com.

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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 1880s 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 Lorre, 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 unforgiveable, undertaker “Mr. Sowther.”

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 ever since. I have written on death anxieties and Federal Regulations. Then in 1993 on February 2, NBC’s Dateline broadcast a horrible and untractable smear upon funeral service that nobody saw coming. Who watched 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 past cultural 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 unaddressed letters of praise for their services, kindness, sympathy and understanding, than the average American funeral director.

How good is the portrayal in the funeral profession exists? 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, nationwide 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 magnificent 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 Funerals and American 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 give 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 funeral service professionals 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 interviews, 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 unconscious transferred to the funeral director; a living, tangible, symbol of a subject that gives people the creeps.

I think in the future, we as funeral professionals, will face even more difficult 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.

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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 focus tips for projecting the 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 has written over 200 articles and 65 books and authors and presenters. From simple staff development at the smallest funeral home to large seminars to keynotes 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 authors and presenters. From simple staff development at the smallest funeral home to large seminars to keynotes 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 authors and presenters. From simple staff development at the smallest funeral home to large seminars to keynotes at the largest of gatherings, Mr. Van Beck tailors each presentation to suit any occasion.
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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 consumer of what takes place before, during and after the cremation. It's critical that an authorization meet state requirements if unclaimed as required by state law.

Authorization for disposition of cremated human remains.

Authorization for the medical metal recycled by a third party, as well as what is done with any payment made to the crematory.

Permission to cremate the body and mechanically pulverize the cremated human remains.

Permit to cremate with or without routine reviews every few years, thus increasing the risk of liability.

The cremation authorization must be completed to ensure the authorization decreases the risk of delay or refusal of 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 the procedure that takes place during a cremation process but also protects funeral home and crematory operators from litigation in the future.

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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.

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, сотry 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 gravestones amidst beautifully landscaped grounds, peaceful pastoral settings, and a stunning panoramic countryside. Amenities include an on-site pet elegant, 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 contemplation amidst 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 approach to the eternal memorial and who want to 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 thousands of dollars of profit.

Jim Starks, CFuE, CCrE, is President of J. Starks Consulting in Lutz, FL, and a nationally-recognized trainer on funeral home and crematory risk management. He used his experience in both funeral home and crematory operations and risk management, combined with his involvement with funeral homes of all sizes and geographies, to become an authority on 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 hundreds of dollars of profit.

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Routinely Reviewing Cremation Authorizations Every Few Years Prevents Liability Risks

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Thanks to the relationship the Biggins began with the Wappners when Bill Wappner and Bob went through NFDAs 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.

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 TanCo, Inc. Kristan worked with companies nationwide helping them build revenues by creating greater sales opportunities through the use of sales intelligence and marketing alignment.
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
SCI announces Fourth Quarter Results

HOUSTON, TX—Service Corporation International® has reported results for the fourth quarter of 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 general and administrative expense trends, higher average revenue per funeral service, and effective cost containment were key to the fourth quarter’s success. As we enter 2012 we are optimistic about our plans and affirm the previous guidance of $6.66 to $7.00 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.”

Nelson-Frazier Funeral Home takes delivery of new Eagle Lincoln

NOMIS, KY—Greg Nelson, son of Roger and Sandy Nelson of Nelson-Frazier Funeral Home, takes delivery of their new 2012 Eagle Lincoln. The Nelsons’ 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 1986. Gary Bronencke, of Jones Grand Sales, coordinated the family in the purchase of their new Eagle Icon.

Message in a Water Bottle: Carbon Offset Claims under Scrutiny

Last month we discussed the growing practice of greening 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 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 greening 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 carbon 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 bears “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 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 his first casket in 1968 and recently designed and built the environmentally friendly caskets that are used to transport bodies to Funerals Across America’s cemeteries. Jonas has been the advisor to the committee on defining the standards for green caskets. Recently invited by the Green Burial Council, Jonas serves as an advisor to the committee on defning the standards for green caskets. Recently invited by the Green Burial Council, Jonas serves as an advisor to the committee on defining the standards for green caskets.
Annie Hue Robertson celebrates 20 Years of Service in the Funeral Industry

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 in its commitment to being the most professional, ethical and highest quality funeral service provider 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,” said Mark D. Rutledge, President and CEO. “Our business continues to evolve and improve and we believe that our performance is reflective of our operational effectiveness and our ability to continue to introduce new services to our customers.”

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.
Young children and teenagers are very conscious of their appearance and they may have a visceral reaction to anything that they see as potentially disfiguring or disrespectful. This is particularly true when it comes to funerals and memorial services. As a result, it is important for funeral directors to be aware of the unique needs and expectations of young people and to work to create a conducive environment that allows them to participate fully and meaningfully in the rituals and traditions surrounding death and dying.

The Basics of 21st Century Preservation Technology

(Continued from previous page)

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 chemi- cals 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 concen- trate and dilute it into a working solution. To me a working solution is a minus one percent dilution of 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 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 block- ing the avenues of preservation or drainage.

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 pres- ervation without swelling of soft tissues. Well-balanced formulations incorporate incarnadining dyes (pink/red) to restore natural tissue color.

The well-balanced formula passes through the single cell wall of the capillaries which sim- ulates the phenomena of osmosis, diffusion and surface tension reducer. At death, as much as 85% of the blood may be contained within 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 block- ing the avenues of preservation or drainage.

Product mix will continue to revolve around the basics associated with body preparation.

As a licensed funeral director and embalmer, I have had many in- strumental people in my life—both men and women—from the time I first became intrigued with the profession. Some of the men encour- aged me to get involved and one felt it was not a woman’s job. I over- came 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 pro- fession 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 ethical in those areas he placed his trust in me.

As I reflect on my experiences over 30 years ago, it is wonderful to see women today in funeral by strong successful females in their role. If I 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 re- member the late Felicia Winston telling me that she wanted to spend time with her dad growing up and the only way she got to play with him was on a daily basis. Her toy box was stored in the casket room and she sat her dad’s wife inside the casket to play with them. So what have you accomplished 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 it is a proud to be a part of the business.

Let me tell you a little about my family. I am the daughter of Edwina Loche and Edward C. Loche. My mating and my sister were influenced by their fathers as mentors and are keep- ing the legacy alive all over the nation.

Edwina Loche Barrett

In deciding to join in the family business, I not only stepped into my father’s shoes, but I was also decid- ing to put on one grandfa- ther’s worn undertaker boots and another grandfather’s winged tipped Stacy Adams. As a child growing up in the midst of two family funeral- al homes, when I heard the word “we’re going to the funeral home,” it automatically meant going to work with my mother, my father, my grandmother, and my aunt and being responsible for putting our funeral pre- parations to funeral geese. Val- uable dedication to this trade. And today the influence of my grandfather’s influence will always be a place for you here. I remembered the work of my grandfathers, both pillars of their perspective commu- nitie’s; activist and servants to their trade and my uncle’s hum- ble dedication to this trade. And today the influence of my father is the greatest, servicing his community and his trade; gently guiding me into my place here at Ross Mortu- ary. Daily teaching me tricks of our trade and allowing me to create some of our own. All these share a common be- lief, 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, owner of Ross Mortuary in Houston, TX. I have grown up with many of funeral home families, met at Commonwealth Institute in Houston, TX fell in love and later married.

Jarvis “Robin” Barnes

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 liter- ally race to my parents and quickly snatch me up while my fam- ily 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 presided the gas and operated the brakes. I would 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
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.

Jasmyn 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, completing an AAS in 8 months and entered the MATC Funeral Science program in 2005.

Jasmyn moved to Chicago after graduating in 2006, and being unable to find a job in her field worked in various occupations while pestered 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.

Jasmyn is a member of The Omega Group, the Cook County Funeral Directors Association, and the Theta.

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 media – flowers, botanicals, India ink, paper, wood, and metal. Transitioning from healthcare 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.natureurn.com late last year.

If you would like more information about Funeral Divas Social and Support Group visit www.FuneralDiva.com or email admin@FuneralDivas.com.
Jarvis “Robin” Barnes and her father James “Jimmy” Barnes

dads 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 consola-
tion 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 States-
boro, GA, a proud member of the Georgia Funeral Service
and Practitioners Association and Epsilon Nu Delta Mortu-
ary 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,
for 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!

Edgar Allen Paul

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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 Cardenzo 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 compassionate 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 Hearse and Limos.” Stacye Giramonti of Vaughan Specialty Automobiles made the delivery.
“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

Bob Arrington
Funeral Director

“Grieving God’s Way” is a guide to grief written by Margaret Brownley.

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.

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.

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 Alvaredo, 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.

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

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BENTON, K.Y.—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.

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 Neil 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, Neil 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 Neil 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 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.

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 the College of Mortuary Science. He is a member of the National Funeral Directors Association, where he is past President; the Kentucky Funeral Directors Association; the Association of Kentucky Coroner’s and Medical Examiners and the Illinois Funeral Directors Association. He has also served as Deputy Coroner for the previous two Marshall County Coroners.

Becky King is one of the few female licensed funeral directors and embalmers in the region. Becky, a graduate of MidAmerica 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 College and graduated from the College of Mortuary Science. She is a member of the National Funeral Directors Association, where she is past President; the Kentucky Funeral Directors Association; the Association of Kentucky Coroner’s and Medical Examiners and the Illinois Funeral Directors Association. He has also served as Deputy Coroner for the previous two Marshall County Coroners.

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CONTINUED ON PAGE A32
Bishop & Johnson Funeral Home purchases new Lincoln Coach

HORNEIL, 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 Master 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.

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   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.
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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 positively. It has been a great story to promote to people we come in contact with.”

So we are going to do it the old fashioned way by cutting our prices! We are proud to be able to participate in this wonderful program provided by VFMC. It is fabulous that we can show our unwavering support for those that protect our country so well! Thank you so much for the opportunities that VFMC provides 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, care 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 886-770-6791.

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 Ashbula, 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 them to the vets at the Erie, PA VA Hospital, instead of sending them overseas. They go there weekly to provide cards to our troops overseas. They go there weekly to provide cards to our troops.”

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TRUMANNAR—David Thompson (left) of Thompson Funeral Home in Truman, 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.

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

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 Director 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. Gpton 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 rejoined the firm when 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.

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Kat Reed Offers Practical Organizational Help for Survivors

In life, we have our parents’ 40th wedding anniversary; in death, my dad’s 65th birthday. With no children, I had no one to help me manage the details of death. He was completely distraught and unable to make any decisions. That night and the following days, I searched everywhere for an organization to help him with the business of death. He was completely distraught and unable to make any decisions. That night and the following days, I searched everywhere for an organization to help him with the business of death.

The following year, typical of many couples after one dies, my dad passed. I was holding his hand when he died. 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. Did. My siblings handled all the business 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 financial/business world, I proceeded to contact everyone I knew who had lost a family member. 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. Did. My siblings handled all the business of my dad’s death back in Illinois while we started our married life in Minnesota.

When 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 make it to a treatment, 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 ready 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.

Kat Reed has over 25 years of experience in the financial/business 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.

For whatever reason, death has never been a topic of conversation. 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 ready 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. Additionally, 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 bookkeeping 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.

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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
new option for students enrolling in Group, Inc.

FRANKLIN, OH — a New Self-Study Product

The Academy at the Outlook Group, Inc. announces

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FUNERAL HOME & CEMETERY NEWS

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 pre-arrangement 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 Advanced Funeral Planning—The DEER Way and other Outlook Group Academy programs, visit their website at www.theoutlookgroup.com or call Temekia 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.

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 Temekia Love at 800-331-6270.
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:

Norwood, is proud to announce the Dean’s List for the Private Two Year College, located at 150 Kerry Place in Plains, NJ;

Mt. Vernon, NY;

Steven Duca

William Tiani

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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 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.


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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 Lucy Robinson, CFSP, explored four generations in the funeral home. Also on hand was financial advisor/investor Harold Grubbs, discussing today’s economy and personal investing in the land of bulls and bears. Karen Gillis, 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.
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 15 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, DeKalb, TX
- Tammy Breitfelles, Trexler Funeral Home Inc., Albertown, PA
- Megan Broekemeier, Livingston, Malletta & Geraghty, Missouri, MT
- Timothy A. Brown, Brown Funeral Home, Niles, MI
- Virginia F. Bryant, CFSP, Smith Funeral & Cremation Service, Maryville, TN
- Ashley N. Buhrley, Wapper 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
- Israel C. Espinosa, Ourso Funeral Home, Donaldsonville, LA
- C. Brad Evans, Harris Funeral Home & Cremation Service, Albemarle, 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-Soff, South Valley Funeral Chapel & Cremation Center, South Jordan, UT
- Stephen Gantt, Blyth Funeral Home Cremation Services, Abilene, TX
- 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 Jacob, 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
- Alfred W. Masch, 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. Quaklebush, Planter and Buchanan Funerals, 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 Brothee Brothers LLC, Pinellas, LA
- Craig Patrick Stites, Dwayne R. Spence Funeral Home, Canal Winchester, OH
- Jennifer L. Tomon, Tomon Funeral & Cremation Services, Sharon, PA
- Matthew J. Vincentini, Buranich Funeral Home Services, Mars, PA
- Casey V. Ward, Goldfinch Funeral Home - Loris Chapel, Loris, SC
- Wesley Warren, Dixon-Rogers Funeral Home, Magnolia, KY
- Erin C. Whittaker, Whitaker Funeral Home Inc., Newberry, SC

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 speaker will be the Rev. Nadine Delaney 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.
- “Myth, Mania & Misconception: Unearthing the Secrets of Cremation,” presented by Larry Stuart Jr. of Crematory Manufacturing & Service, at...
“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
**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 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, Cemeteries 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 Jewish burial practices, and maintaining Jewish burial practices.

**NFDA Professional Women’s Conference: Learn, Network, Be Inspired**

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


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**GREEN CHILI STRATA**

6 Flour tortillas
4 4-oz cans chopped green chilies, drained
4 cups (1 lb) grated Monterey Jack cheese
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 and half of 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.

**HONEY CREAM FRUIT 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!
Professional Car Society 36th Annual International Meet in Daytona Beach hosted by the Florida Chapter

LAFAYETTE, N.J. — The Professional Car Society, touring more than 1,100 members world-wide who are devoted to the preservation, restoration and enjoyment of both 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-

tona Beach, Florida from June 18-22, 2012. Having devised a novel, Monday-Friday schedule that promises long-distance attendees added driving time before their workkows, PCS Florida Chapter President Anthony R. Tyce 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 Orlandito, Jacksonville and Daytona. As more profession-
al 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 walk-

way over Florida highway A1A, this pet-friendly, AAA Four Diamond hotel is offering a $99 nightly pre-

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 Louis-

ville, Kentucky as part of the annu-
al 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 member-

ship society of grounds professionals ded-

icated to advancing the grounds manage-

ment profession through education and professional development.
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 leadership insight from a little book entitled, The Art of Leadership by Donald Walters.

Leadership and Life Enrichment

By Ralph L. Klicker, Ph.D.

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Leadership and Life Enrichment

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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.

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Dental Implants and Fillings
Orthopedic Implants Remaining Post-Cremation
Pacemakers
THOMAS NORTON SEFTON of Decatur, IL died February 25, 2012 at the age of 86. In 1962, he purchased Gil-lig-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.

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 started Atena Funeral Home with Will Henry Johnson, and later sold his share in that funeral home. After working at Robertfs, 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; Algod 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. Gunpon College of Mortuary Science in Nashville, TN. He was a former president of the Tennessee Funeral Directors Association.

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. GESSEY of Montpelier, OH died February 11, 2012 at the age of 87. In 1972, he and his wife, Lorna, purchased Wilson Funeral home, renaming it Wilson-Gessy Funeral Home. He and his wife also partnered with James Thompson and his wife, Janice, in operating the Thompson 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 Lestonia, OH, formerly of Holgate, OH died February 20, 2012 at the age of 80. In 1977, he and his wife, Neddie, moved to Lestonia, OH where they partnered with their son, Jon Rettig in the ownership and operation of the Woods-Rettig Funeral Home. He received his funeral director license in 1984. Although he retired in 1998, Wally continued to help at the firm up until last year.

ROBERT HUMORE FAULKNER of Delphite, VA died February 10, 2012 at the age of 89. He was a former funeral director and co-owner of Bristow-Faulken Funeral Home in Mathews, Tri-County Vault Co., and Foster-Faulken Funeral Home, both located in Saluda. He spent more than 50 years serving Virginia's Middle Peninsula families before retiring in 1984.

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.

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 Gupon-Jones School of Mortuary Science and he furthered his studies at the Cin-cinnati College 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.

CRAG 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 Washing-ton-Funeral Home & Mortuaries Inc., which was founded by his parents Oliver “O.D.” and Blanche Washington. He was also employed at the J.K. Redmond Fu-neral Home in Shacklefords. He was a member of the National Funeral Directors and Morticians Association, Richmond Funeral Directors Association, Virginia Mor-ticians Association, recent-ly serving as past president and chairman of the board; he also served as president of the Northern Neck Fu-neral 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 li-censed funeral director for 62 years. In 1975, he and his partner, Willlett C. Overbaugh, purchased the Seamon Funeral Home, renaming it Seamon-Wilsley Funer-al Home. One year later, he moved the firm to its current location on the corner of John and Layette Streets, where they have been for over fifty years. In 1948, he graduated from the Renowned School of Embalm- ing in Manhattan. He was a member of the New York State Funeral Directors Association.

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