

“During the celebration, many long-time members were honored for at least 25 years of service to the JFDA and to the Jewish funeral industry.”



See “Jewish Funeral Directors of America celebrates 80 Years” on Page A40

SUPPLIERS CONTINUE TO INTRODUCE ECO-FRIENDLY OPTIONS

“The Champion Company introduces ENIGMA Line of Green Ecobalming Chemicals” Page A40

“Aurora’s New “Green” Casket approved by Green Burial Council” Page A40

“Deaton-Kennedy announces release of the Green Earth Memorial Line™” Page A40

New Date and Location for the New Jersey State Funeral Directors Convention and Exposition

Tuesday, September 29–Thursday, October 1
at the New Taj in Atlantic City

See Page A40

Perry Funeral Home has been serving Centre, Alabama since 1937



CENTRE,AL— Riley O. Perry and his wife Dorothy (Dot) Perry moved to Centre, AL in April of 1937 and established Perry Fu-

neral Home. Its first location was in a small residence on North River Street, later moving to a new building on Main Street. Riley’s son Bill

Perry joined the business with his father in 1949. In 1956 the Perrys again moved to a new location on

CONTINUED ON PAGE A2

Atlanta Mortuary Service celebrates 40 years of service, completes construction of New Facility



John A. Fitzgerald

ATLANTA,GA— The owner and staff of Atlanta Mortuary Service are pleased to announce their 40th anniversary of service to funeral directors throughout the country. Owner John Fitzgerald is proud to preside over Georgia’s original embalming and shipping service, but emphasizes this milestone would not be possible were it not for the fore-



The new facilities of Atlanta Mortuary Service

sight of Ed W. Williams, a pioneer in Georgia funeral service and the founder of the company in 1969. “Ed had to build funeral directors’ trust in an era when

funeral homes were reluctant to allow anyone outside their own firms to assist in the preparation of remains for the families they served,” said Mr. Fitzgerald.

Since Georgia does not make a distinction about establishment licensing requirements between embalming services and

CONTINUED ON PAGE A24

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HAVE YOU SEEN THESE CHILDREN?

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

Endangered Missing

HALEIGH ANN MARIE CUMMINGS



Date of Birth: 8/17/2003
Date Missing: 2/10/2009
Missing From: Satsuma, Florida
Age at Disappearance: 5 Yrs
Age Now: 5 Yrs
Sex: Female
Race: White
Height: 3'0"
Weight: 39 lbs
Hair: Blonde
Eyes: Brown

Circumstances: Haleigh was last known to be sleeping in her home, in the area of Hermit's Cove in Satsuma, Florida, on the evening of February 9, 2009. She was discovered missing during the early morning hours of February 10, 2009. She may still be in the local area. Haleigh's ears are pierced.

Endangered Runaway

CHANTAL IMONI-DERAYA CAMP



Date of Birth: 1/15/1993
Date Missing: 4/4/2007
Missing From: Anna, Texas
Age at Disappearance: 14 Yrs
Age Now: 16 Yrs
Sex: Female
Race: Black
Height: 5'4"
Weight: 125 lbs
Hair: Lt. Brown
Eyes: Brown

Circumstances: Chantal may still be in the local area or she may travel to Oakwood or Arlington, Texas. When she was last seen, her hair was dyed red. Chantal has braces on her teeth. She may go by the nickname Chipmunk, Shanti, or Shay.

Endangered Runaway

ERINN ROGERS

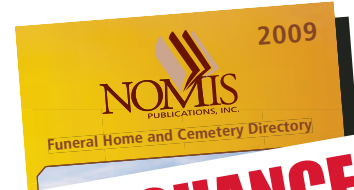


Date of Birth: 2/11/1992
Date Missing: 1/8/2007
Missing From: Modesto, California
Age at Disappearance: 14 Yrs
Age Now: 17 Yrs
Sex: Female
Race: White/Hispanic
Height: 5'2"
Weight: 108 lbs
Hair: Black
Eyes: Brown

Circumstances: Erinn was last seen on January 8, 2007. She may still be in the local area. Erinn has a scar on her forehead and a scar on her lower back. She has a mark above the right side of her upper lip.

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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NOTICE

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

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Perry Funeral Home has been serving Centre since 1937

Continued from Front Page



Cedar Bluff Road in Centre, where it operated for 41 years. In 1981, Bill's son **Bob Perry** joined the firm and began the third

generation of Perrys operating the funeral home. On March 9, 1997, Bill and his son Bob opened their new 17,000 square

foot facility to meet the needs of the families they serve. In 2007, they purchased **Jordan Funeral**

CONTINUED ON PAGE A16

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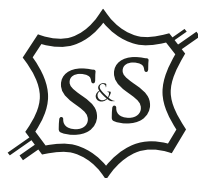
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McKay's South Bay Mortuaries participate in Seminars

LOS ANGELES, CA— On March 1, 2009, McKay's South Bay Mortuaries hosted a pre-planning seminar at the University Seventh Day Adventist Church in Los Angeles, CA. The purpose of this event was to encourage people to plan ahead and to make arrangements for themselves and/or their loved ones in a timely manner. The room was decorated like a Hawaiian cruise ship with the themed tagline "Are YOU ready?" The delectable all vegetarian breakfast was catered by Have Pots Will Deliver.



(L to R) Pastor Dent, Shannan Guillory, Lydia Friend, Joshua Creecy, and Mark McKay Jr.

Jim Ruester, the public affairs officer representing Riverside National Cemetery, spoke about the benefits of having a family veteran and immediate family member of that veteran placed in Riverside National for interment. He was well received and provided much useful information about what the cemetery had to offer.

benefit anyone who utilized their services.

The keynote address was delivered by Mark McKay himself, who discussed all of the different options and services that McKay's South Bay Mortuary had to offer. This includes their recession proof package complete with a funeral service, including an environmentally safe casket, chapel service, a death certificate, burial permit, use of the viewing room (if embalming option is selected), transfer to cemetery within a 30 mile radi-

Gary Parker represented Pacific Hospice Care, an amazing facility that provides care specific to the patient's wishes and desires. He addressed many concerns about hospice care, and why and how it would



McKay's Media Representative Shannan Guillory debriefs Jim Ruester on the order of events.



Mark McKay discusses pre-need with an intent listener.



Mark McKay Sr. addresses the audience about the stimulus package.



An audience member takes notes at the seminar.

us, and usage of the funeral coach. The direct cremation option is also available for those who desire. The event came to a close with door prizes being raffled off to four lucky winners.

On December 1, 2008, Kansas Ave Seventh Day Adventist church hosted a World AIDS Day event. Several representatives from McKay's Family

CONTINUED ON PAGE A25

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The Gift of Aftercare

By Sherry L. Williams

I have just returned to my office after attending the funeral of a very dear friend. So, today I am writing this article with a heavy but joyful heart. It is because, you the dedicated, under-praised funeral directors that I know, a very difficult day for me was a very positive experience.

Because of all of you who serve in this profession, I was able to honor and celebrate the life of a man who has meant a lot to me and so many others. Because of you, a large group of people were able to step outside of their grief; if only for a few minutes to honor a life well lived and a life that will always be loved and remembered. Because of you, everyone in attendance was reminded once again how fragile life is and how important it is to say on a daily basis the things you want people to know. Because of you everyone was once again reminded that life is short and that relationships are really what count in this world.

I wanted to use this forum to commend all of you for what you do to help people honor and celebrate life. You do not just take care of the dead; you are responsible for the most important ritual in our society. Today and every day, I want to lift you up for the wonderful job you do. I want also to remind you that yours is not a profession that is to be taken lightly. You bring meaning to life and to death in a way that helps society know what really matters in this crazy world of ours.

This is a fragile time in our world. The economy is rather shaky; people are uncertain more than ever about their future. People are wondering on a daily basis if they will have jobs and if they will be able to care for their families. It is a time when it could become easy to cut services, to try to hold down expenses, but please don't do that. The services you provide are the most important things you do. The casket and care of the body are only secondary. Today, at a time that I was most vulnerable, I witnessed firsthand just how important the services are. I witnessed the extra things that you can do to help families face the reality of death and celebrate a life. I viewed a video that

was shown on a continuous loop at the funeral visitation and saw how it made people laugh and cry together. I saw how that video helped people tell stories and give each other memories they would not have had if it had not been for that experience.

I saw people congregating around picture boards and sharing stories as they laughed and remembered and cried together. I saw people gather around the coffee urn and share the cookies you provided as they comforted one another. I saw how people expressed themselves as you asked them to share stories about my friend. You provided a card for friends and family to write down favorite memories for the family. You arranged for a balloon release to help the grandchildren of my friend have a special part in the celebration of their "Pappy Ron's" celebration. You helped us all celebrate his life, not get stuck in the experience of his death.

Please always remember that what you do is not about the proverbial "Box" but it is about life. Don't let the financial worries of the world cause you to shortchange a family that needs to know that their loved one's life mattered and that their loved one's death was a reason for many to be able to celebrate knowing them. Please don't forget the value of what you do and please, please give society a reason for continuing to trust in you, "The Funeral Director."

Thanks to all of you who are so dedicated to this profession.

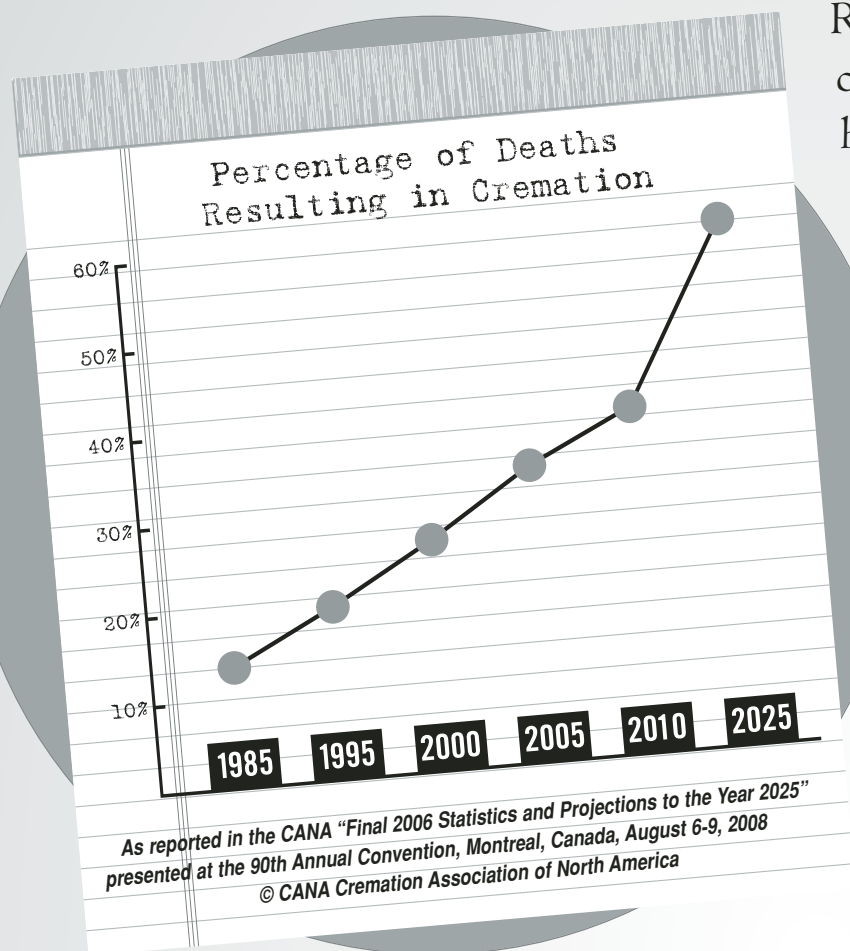
Sherry L. Williams, RN, BA, GMS, GRS, is the president and founder of New Leaf Resources a division of Sherry Williams Enterprises, Inc. She was the co-founder of Accord Inc. and has been involved in grief and bereavement training and services for the past twenty-two years. She has an Associate Degree 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

Where is *your* business heading?

With cremation requests continuing to increase nationwide it makes good financial sense to consider the purchase of a crematory.



Reliable, even conservative statistics tell us that cremation is on the rise; rapidly in states that have resisted this change and in a measurable progression in those currently showing more moderate growth.

For firms relying on third party providers, the difference in the cost for this service and that of financing or leasing equipment may amount to a few hundred dollars a month. Why not take advantage of the opportunities cremation offers?

- Build equity in your business
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The projections shown in the chart above make a strong case for action now. Learn more about the advantages of ownership by calling Cal Wilkerson at 321.282.7357 or visit us at www.uscremationequipment.com.

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Veterans & Family Memorial Care Providers become "Old Glory Collection Centers"

SANIBEL, FL— Mark Davis, President/CEO of Val-Mark Memorial Group, announced that its Veterans & Family Memorial Care division has rolled out another community outreach program aimed at driving visitors through the front doors of its over 500 VFMC Provider locations nationwide. Exclusive VFMC Providers in 44 states and Guam have now become Old Glory Collection Centers. "This is just one of the many programs underway designed to stimulate public awareness and increase activity for our providers," said Mark Davis. "The company focus is on driving visitors through the front doors of our member funeral homes for reasons other than attending a funeral service or visitation." National Hospice & Palliative Care Organization recently published the following eye opening statistic: There are 50,000 Veterans deaths each month which represents 28% of all deaths in the United States. The Veterans & Family Memorial Care Brand is the funeral industry's leading provider of community outreach and public relations programs designed to increase at-need case volume. "Families will bypass heritage in another funeral home to use a VFMC Exclusive Provider that has distinguished their firm to be the 'Veterans Choice' in their community," said Mark Davis. "The bottom line is that Veterans reach out to companies that reach out to them."

As the United States continues to prosecute the War on Terror, across the nation, Americans continue to display their pride and patriotism to a degree not witnessed since the World War II era. Our nation's flag flies boldly from homes, offices, and automobiles. As time passes, however, many of these flags begin to show the ill effects of exposure to wind and weather. As they are replaced, their owners are faced with the dilemma of what to do with them.

The Flag Code states: "The flag, when it is in such condition that it is no longer a fitting emblem for display, should be destroyed in a dignified way, preferably by burning."

The Flag Code does not actually give specifics on how to destroy the flag. One should use common sense making sure the procedure is in good taste and shows no disrespect for the flag. VFMC Providers nationwide perform a flag retirement ceremony in conjunction with their local: American Legion, Veterans of Foreign Wars, Boy Scouts of America, Girl Scouts of America, City Hall or other patriotic organizations.

The National Flag Foundation recommends the following as the proper ceremonies for retiring and destroying a worn Flag.

Ceremony of Final Tribute

This ceremony should be conducted at a private, non-public location. Only one Flag, representing all those to be destroyed, should be used in the ceremony.

Two color guards should be used at evening retreat, one for the Flag currently in use and a special color guard for the Flag to be permanently retired.

Just before sunset, the Flag that has been flying all day is retired in the normal, ceremonial procedure for the group or site.

The color guard responsible for the Flag receiving the final tribute moves front and center. The leader should present this color guard with the Flag that has been selected for its final tribute and subsequent destruction. The leader then should instruct the color guard to "hoist the colors".

When the Flag has been secured at the top of the pole, the leader comments:

"This Flag has served its nation long and well. It has worn to a condition to which it should no longer be used to represent the nation. This Flag represents all of the Flags collected and being retired from service today. We honor them all as we salute one Flag."

The leader then calls the group to attention, orders a salute, leads the entire group in the "Pledge of Allegiance" and orders the Flag retired by the color guard.

CONTINUED ON PAGE A20

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Internet Pre-Need Leads

Many funeral homes today have tried unsuccessfully to grow their pre-need business utilizing internet leads. They complain that the leads are not as profitable as leads derived from other traditional lead sources. I would suggest that these leads really are not as unprofitable as some may think. In fact, they can be very profitable in terms of ROI, cost effectiveness and predictability.

A recent analysis of a select group of funeral homes I know that use internet leads clearly show that internet leads are quality leads that close when worked in the proper manner. Here are some things learned from the analysis of these firms that will hopefully help you.

Purchase your leads from a reputable lead provider. You would not think of purchasing direct mail leads from just anyone. Chances are you do business with a national provider that scrubs their lists monthly to ensure accuracy. Make sure the quality of leads you are receiving are the best they can be. Lead quality is almost 60% of closing a sale while having the right sales process in place accounts for 40%.

Contact all the leads you receive just as soon as possible. The analysis we did shows that the sooner you get back with the prospect the better your chances of closing a pre-need contract. Consumers that respond to an on-line offer are looking to purchase now, not tomorrow. They generally are not as loyal to any funeral home and will do business with anyone who offers to meet with them as soon as possible.

Stay in touch with those leads that do not buy right away. Marketing studies have always shown that your prospects need to be exposed to your message at least 7 times before they'll take any action! That's why you need to build and maintain relationships with your list. This is where ezines, e-course and autoresponders work like a charm. They will follow up for you automatically. It's like putting your marketing on autopilot, so you can just set it and forget it! The point is, stay in touch with persistent and diligent follow-up and you will never neglect a lead again.

Christopher Kuhnen is Vice President of Marketing for The Outlook Group, Inc., Franklin, Ohio. Mr. Kuhnen has considerable experience in the field of funeral prearrangement planning sales, training and marketing. He provides comprehensive consultation and support to funeral directors nationwide to help them coordinate and develop their funeral prearrangement advertising, marketing, image, sales and public relations strategies.

He is a Kentucky Licensed Funeral Director, Life Insurance Agent and member in good standing Funeral Directors Association of Kentucky. Additionally, Chris is a recognized Certified Preplanning Consultant (CPC) as bestowed by the Funeral Service Foundation and a recognized Certified Marketing Specialist as bestowed by the National Marketing Academy.

He has presented numerous continuing education, advertising, marketing and pre-need seminars to a variety of national, state and regional funeral associations. Chris can be reached at (800)331-6270 or ckuhnen@theoutlookgroup.com.

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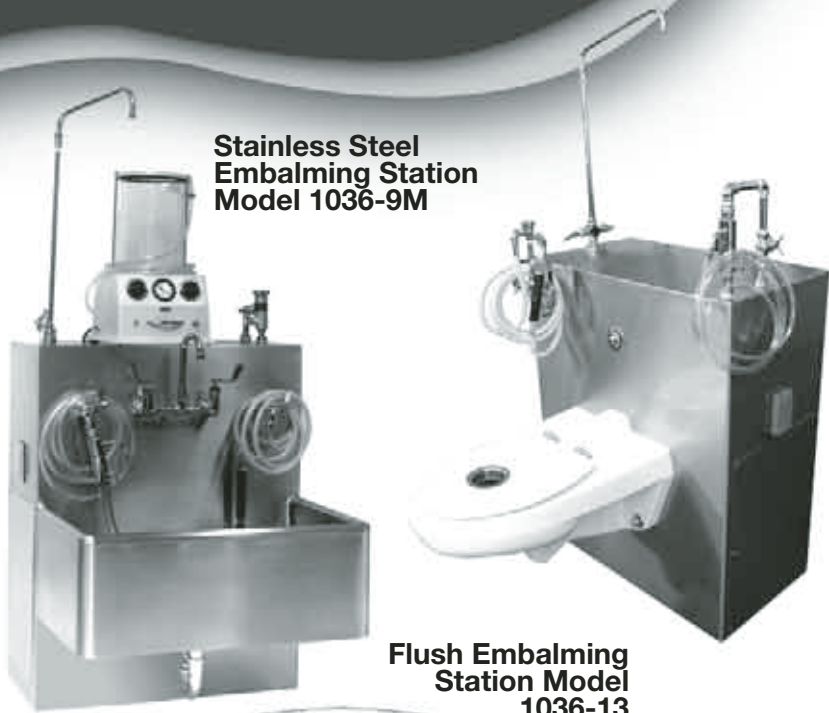
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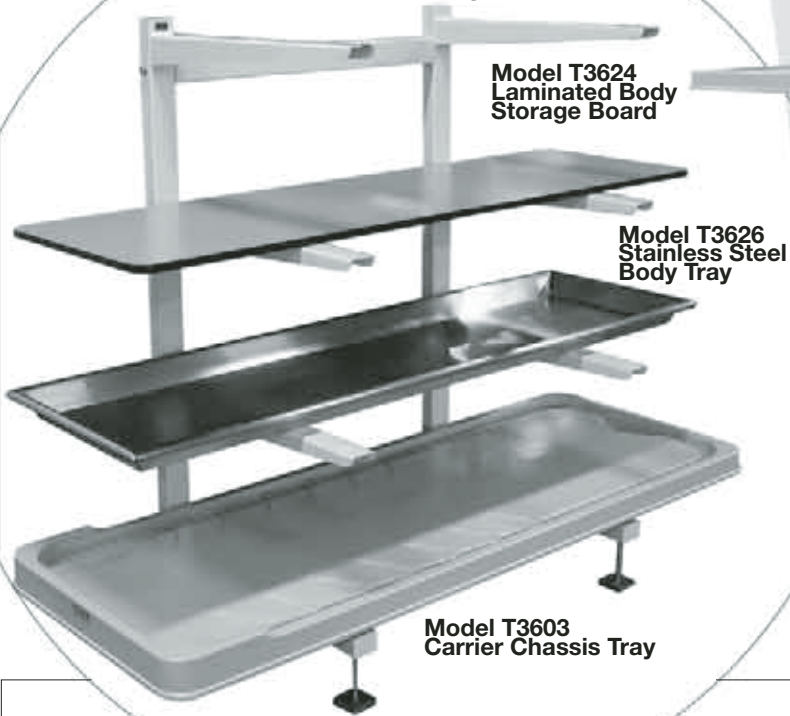


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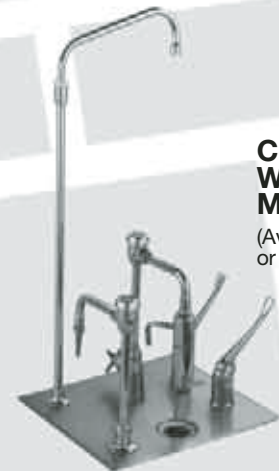
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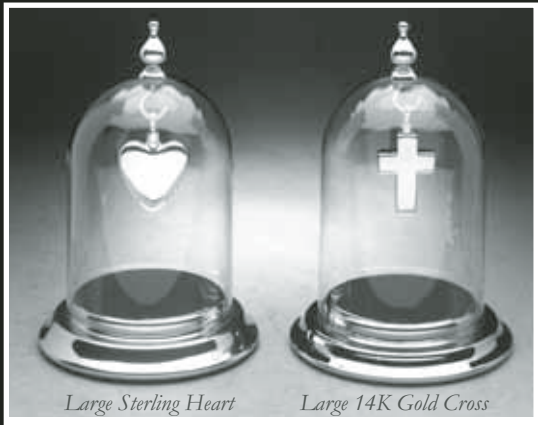
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Fourth generation Goodman is Licensed

MEQUON, WI— Charles Goodman, a 2008 graduate of the University of Minnesota Medical School's program of Mortuary Science, has completed national and state requirements to become a licensed funeral director for the state of Wisconsin. He joins his father **Blane** and grandfather **Burton** at **Blane Goodman Funeral Service LLC**, where he is the fourth generation in the business. This community minded business is focused on individualized service and quality care.

The New Opportunity "Arrangement Web Sites"

By Brian Young

Undoubtedly the greatest ongoing change in death-care is the growing shift towards cremation. Whether you have, are or will be adjusting to this change, now is the time to recognize a key opportunity to benefit from it.

This opportunity itself results from another recent and increasing change in the particular way so many families approach death-care planning – via the Internet.

Let's consider the opportunity that both high-end and budget death-care providers have already begun leveraging in various ways: online cremation and services arrangement.

Let me say right here that having an arrangement-capable Web site doesn't mean forsaking the quality face-to-face customer service you might be known for. Many people have never embraced robotic phone operators. Likewise, many will never willingly give up substantial face-to-face arrangement and assistance time with a funeral director.

Also, providing an arrangement-capable Web site doesn't mean you lessen your opportunity to promote the value of a funeral ceremony. In fact, a properly built Web site can guarantee that nearly every person exploring its pages is made aware of, and usually experiences, a short video explaining the value of ceremony – probably a more compelling medium than even you personally explaining it in your arrangement room. (If you have not seen it, view Anderson-McQueen's "Value Of A Ceremony" video in the Choices section of their Website. It is available for licensed play on other Websites.)

So what should you know about Web sites that allow complete or near complete arrangement and payment online for cremation services?

First: Cremation Arrangement Websites save you time and money by winning business from the people that want to arrange partially or completely online. You save time through all or nearly of the needed paperwork and detail gathering being completed electronically, some states even accepting digital signatures. You save money by doing more business with the same or less staff.

Second: Cremation Arrangement Websites make you money. Obviously, doing more calls with little or no increase in staffing equals greater revenue with higher profit margins. How many more calls? That depends on how well your marketing is driving people to your Web site. I can tell you that the most progressive Web-leveraging man I know of in the industry has captured about 25% of his state's business, and has done it in significant part by driving people to his Web sites, one of which is a Cremation Arrangement Web site.

Third: Even newly launched Cremation Arrangement Websites can sell several cremations in the first month after going live. In such cases an effective marketing plan is working. But, the fact that it is happening means there is a demand seeking a supply. If you are the first supplier in your region to reach out to those that are Web oriented, what kind of advantage are you procuring? And, if you are in a market hit sooner rather than later by the toughening economy, how much sooner will a cremation-focused Web site be connecting with a rapidly growing demand?

Want to see some of these Cremation Arrangement Web sites? There are really only two approaches so far, choose a package or build-your-own package. Here are three somewhat different examples of those approaches: Affordable Cremation Services of New York, Cremation Society of New Hampshire, and Cremation Society of Hampton Roads. Take a few minutes to explore these sites. The ease of use is self evident from the moment you arrive.

It is true that change is usually accompanied by opportunity. As you know, being first to market is also usually a good opportunity. As death-care deals with the continuing changes dealt by increasing demand for cremation services, don't miss the accompanying opportunity to supply that demand in the newest of ways - the Cremation Arrangement Web site. It's a change whose time has arrived.

Brian Young is the Marketing Director at FuneralNet, the original and largest provider of custom Web sites to the deathcare industry. Brian received his Bachelors degree in Mass Communications from the University of Central Oklahoma. He has worked both nationally and internationally in public relations, marketing and sales roles. Before coming to FuneralNet, Brian was a leading health insurance representative for a national subsidiary of HealthMarkets®. Since coming to the industry, Brian has focused on helping death-care businesses recognize and leverage their Web sites as multi-function business tools. He has written and delivered Web-related presentations and articles for such organizations as the ICCFA, CFDA, IFDA, WSCA, and several trade publications. You may contact Brian at brian@funeralnet.com.

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Jennifer Seger honored by Women Aware



Jennifer Seger receives the Young Woman of Excellence Award

SIoux CITY, IA— Jennifer Seger was among seven women honored locally for their leadership, character and contributions during the 25th annual Sioux City Women of Excellence recognition banquet.

A panel of judges selected the women from a field of nominees. The women were nominated by service organizations, businesses, civic clubs, schools and family members for their volunteer and personal contributions to their communities.

Katie Colling, executive director of *Women Aware*, said the event is a fundraiser for the agency, which helps displaced homemakers and women.

The women were honored in seven categories.

Honored in the Young Women of Excellence category was **Jennifer Seger**, 23. Jennifer was nominated by her father, *Daniel Seger*. After graduating from high school in O'Neill, NE, where she already had received college credits, she received a scholarship to attend the *Kansas City (Kansas) Community College Mortuary Program*.

At the age of 21, she became the youngest woman in the history of the state of Iowa to receive her Iowa funeral director's license in 2006. She has obtained her Nebraska license and works at **Meyer Brothers Colonial Chapel** in Sioux City.



Legal Speak

By Atty. Harvey I. Lapin

Illinois Funeral Directors Association Insurer Refuses to Defend Lawsuits

There have been numerous stories and reports about the problems of the Illinois Funeral Directors Association ("IFDA") and the Pre-need Master Trust Fund ("MTF") that it established in the 1980's in a profit subsidiary, IFDA Services, inc. ("Services"). According to the media reports the MTF was investigated by the Comptroller of the State of Illinois who determined in 2006 that the condition of MTF was intolerable because the fund had a \$39 Million deficit, Services had collected \$8.5 Million in excessive fees and some of the funds in MTF had been used to purchase and pay premiums on key man life insurance on IFDA officers and directors. The investigation led to the temporary freezing of payments from MTF so that funeral director participants had to front the costs for funerals that occurred that were supposed to be funded by MTF.

While IFDA was attempting to correct the problem one group of funeral directors that were participants in MTF filed a lawsuit in Chicago against the current and past officers and directors that were believed to be involved. Another lawsuit was filed shortly before in Kane County, Illinois on behalf of consumers. Since IFDA was covered by insurance, they apparently requested the insurance company to defend the lawsuits and cover the potential liabilities.

However, on March 16, 2006, the insurance company, Federal Insurance Co., filed a lawsuit for a Declaratory Judgment against IFDA and the individual defendants in the Federal Court in Chicago requesting a decision that it did not have to defend the lawsuits or cover the liabilities. The primary basis for its position was that IFDA did not promptly notify it of the claim in 2006 and because damages may result from the wrongful conduct of the IFDA officers and directors that were involved. It is difficult to predict what the court will decide with regard to the insurance company's claim. However, the fact that it was filed should give every industry member the incentive to follow advice that the author has frequently given in presentations to national, state and local groups.

READ YOUR INSURANCE POLICIES. Make sure that you know what is covered and what is not. If you are not sure about coverage then ask your insurance agent or the company for a written explanation in plain English. One suggestion is to list some situations that could result in a claim and ask the agent or insurance company to confirm in writing that you or your business will be covered. For example, a wrongful burial situation, a wrongful cremation, and an embalming error are the types of problems that should be covered. Make sure you know what is excluded from coverage in a policy, and if the exclusion excludes something that should be covered, add an endorsement to the policy for that coverage.

Make sure that you understand the rules for making a claim and when the claim should be filed. This is not always an easy thing to determine. For example, if a consumer is unhappy about something and indicates that they are going to file a lawsuit, should you contact your insurance agent? Probably not in most situations, but if the complaint involves something very serious, then it would be prudent to notify the agent or the insurance company. It usually is better to notify the agent or insurance company even if no claim is ever filed, than to be in the situation of the IFDA officers and directors. It cannot be a happy situation to be required to defend two lawsuits at your own expense and to also pay

a lawyer to assist you in third lawsuit by the insurance company to determine if it has to defend you. Obviously, the IFDA situation will continue to develop and when appropriate the author will report on events with suggestions to follow for avoiding similar problems.

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

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

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

The author also prepares material for CB Legal Publishing Corporation CB Legal Publishing Corporation's Release Form Kit, which was prepared by the author, contains Release and Hold Harmless forms for Funeral Homes to use in situations where it has resolved a complaint with a customer, such as a problem occurring in a ship in, and wants to be sure that there will be no further action by the customer or their relatives. Other situations that are covered are obtaining Releases and Hold Harmless Agreements in advance from family members who insist on viewing an unembalmed or disfigured body or who may be identifying the body. The Funeral Home Kit contains 9 Special Releases for specific funeral home situations and a General Release form to be used for other situations not specifically covered. There are Release Kits for Crematories, Cemeteries and Combination Funeral Home/Cemetery Operations. The forms can be purchased on a custom basis with your business name and address preprinted at the top of each form. Call Cheryl Lapin at the number below for information.

The author also writes more extensive articles on subjects of interest to the industry in a newsletter, the Cemetery and Funeral Service Business and Legal Guide. Subscriptions to the Guide cost \$110 per year for ten issues on different topics. New subscribers are usually eligible for introductory rates. Anyone interested in subscribing can contact Cheryl Lapin, CB Legal Publishing, P.O. Box 1327, Northbrook, IL 60065-1327, fax to (847)509-1027 or call (847)509-0501.

Mark F. Rinker Funeral Home opens in Cuba, NY



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Mark F. Rinker

CUBA, NY— The Mark F. Rinker Funeral Home & Memorial Service, Inc. opened recently in Cuba, NY. A lifelong resident of Cuba, **Mark F. Rinker** attended Jamestown Community College and received an Associate’s Degree in Mathematics and Science.

Having learned the public side of funeral service from **Rex A. McIntosh**, Rinker decided to enroll in the *Simmons Institute of Funeral Service* and in August of 2004 graduated Mu Sigma Alpha. Returning to Cuba, he completed his residency under Mr. McIntosh’s direct supervision. After completing the residency, he passed the NYS Funeral Directors Law examination, becoming a fully licensed funeral director.

In January of 2008, after a forty-four year career, Mr. McIntosh decided to retire. Rinker decided this was the best time to open his own funeral home. After many hours of careful planning and with the help of close friends, he designed a layout for the new funeral home.

After contracting the exterior of the building, Rinker, along with many close friends and family, completed the interior work.

CONTINUED ON PAGE A12

Does Your Vault Presentation Ever Spring Leaks?



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Lohmans recommend Proclamation



Pictured in front of the newly erected shrine to St. Francis that was completed through the auspices of Lohman Funeral Homes, under the guidance of Nancy Lohman are (L to R) Mayor Costello, Fr. John Ryan, Stan Zerkowski, Nancy and Lowell Lohman.

ORMOND BEACH, FL— Ormond Beach Mayor *Fred Costello* presented a Proclamation from the city to *Fr. John Ryan*, Pastor and *Stan Zerkowski*, Director of Outreach, as well as the Parishioners of St. Brendan Parish for their outstanding outreach program that spans from

Ormond Beach to New Orleans, from Kentucky to Jamaica. **Nancy and Lowell Lohman**, of **Lohman Funeral Homes**, informed the mayor regarding the activities at St. Brendan where they have been tremendously generous in assisting in many projects.

Mark F. Rinker Funeral Home opens in Cuba, NY

Continued from Page A11

The entire process was truly a community effort and Rinker states, "The word thank you doesn't seem enough." He went on to say, "The best part was that I was involved in every aspect of the project, learning firsthand what it feels like to have your dream come true."

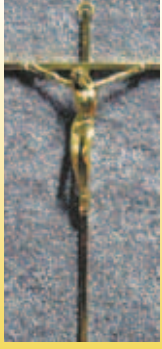
In November of 2008 the Mark F. Rinker Funeral Home & Memorial Service, Inc. became fully licensed by the state of New York to operate as a funeral home. "As I look to the future, I look forward to being able to serve the community in which I live, and I promise to serve the community with the same respect it has shown me throughout my entire life," Rinker concluded.

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Observations

By Steven Palmer

Lessons from the Dead

"To philosophize, then, is to learn to have death in your mouth, in the words you speak, the food that you eat and the drink you imbibe. It is in this way that we might begin to confront the terror of annihilation, for it is, finally, the fear of death that enslaves us and leads us towards temporary oblivion or the longing for immortality."

—Simon Critchley

Jeremy Bentham, a British philosopher, jurist and social reformer, is probably best known through Ripley's Believe It or Not for having his remains placed at the University College London. This cynic of normal religious views and disposition had his body dissected and stuffed. A favorite suit was selected and complete with walking stick, he is seated in a chair appearing in a glass fronted wooden cabinet. Bentham had studied the New Zealanders' method of mummification and wanted his head preserved in this manner. Unfortunately, the method was not successful for Bentham's head and a wax replica was made as the real decomposing head sat at his feet. The head was stolen several times and was even used for football practice by University students. It was once held for ransom after its paid return it was placed in refrigeration in the vaults of the University.

This is one of the many interesting and telling tales of *The Book of Dead Philosophers* by Simon Critchley (Vintage Books, 2008).

Why is this important? For one, it is fascinating historical fact and trivia. Two, it is a rare look at famous developed minds as they face mortality and in the methods that they died. From Plato to St. Augustine to Thoreau to Marx; to see their thoughts during their dying and their circumstances when they died gives us an uncommon look at the death process. To understand this is to understand the needs of the survivors and to be sensitive of where the decedent and those left behind have traveled in their journey to this loss. It doesn't matter whether it was centuries ago or yesterday; the fears and

boasts of facing death transcend the centuries and teach us to listen to their experiences. It is then we can begin to offer advice on their next steps toward healing.

Charles Darwin's last book was *The Formation of the Vegetable Mould through the Action of Worms, with Observations on Their Habits*. Critchley observes, "It is poignant that Darwin should interest himself in worms on the way to becoming worm food." Darwin looked upon his earthen grave near his home as "the sweetest place on earth." On his death he was placed in Westminster Abbey, away from the worms, against his wishes.

Edith Stein (1891-1942), an Orthodox Jew, became an atheist in 1904. On a vacation, she read the autobiography of the mystic St. Teresa of Ávila in 1921 that caused her conversion. She was baptized in the Catholic faith on January 1, 1922. She served as a Carmelite Nun, and continued writing. The Nazi threat had her transferred to the Netherlands, but the Nazi reach captured all non-Aryans, especially, Jewish born Roman Catholics. She and her sister, Rosa, who was also a convert, were gassed in Auschwitz-Birkenau concentration camp. The survivors of that camp gave testimony to her compassion to fellow prisoners. She was canonized by Pope John Paul II as Sister Teresa de Benedicta of the Cross in 1998.

We look at philosopher's desires for final tributes. Bertrand Russell who was a prominent anti-war activist, championing free trade between nations and anti-imperialism, had definite views of his demise. Russell was imprisoned for his pacifist activism during World War I, campaigned against Adolf Hitler, for nuclear disarmament, and criticized Soviet totalitarianism and the United States of America's involvement in the Vietnam War. His belief upon death was, "I believe that when I die I shall rot, and nothing of my ego will survive."

His instructions were for no funeral service and not to tell of the place of his cremation.

"At his death, Russell left two embittered ex-wives, an estranged schizophrenic son and three granddaughters who felt themselves haunted by the 'ghosts of maniacs,' as Russell described his family back in 1893," wrote Ray Monk, his biographer.

Voltaire, the famous French philosopher, fought his Catholicism until his death. He died in conflict with his religion in 1778. Because of his well-known criticism of the church, which he had refused to retract before his death, Voltaire was denied a Christian burial, but friends managed to secretly bury his body at the abbey of Scellières in Champagne before this prohibi-

tion had been announced. When asked on his deathbed by a priest to renounce the devil and turn to God, he is alleged to have replied, "Now is no time to be making new enemies." His last words are said to have been, "For God's sake, let me die in peace." (<http://en.wikipedia.org/wiki/Voltaire>)

In 1791 he was allowed to be placed in the Pantheon. The funeral procession was led by an entire cavalry troop, four men carrying Voltaire's statue, followed by members of the Academie Française and a golden casket containing his published collected works in ninety-two volumes.

Supposedly, some members of a royalist religious group, the "Ultras," reportedly stole Voltaire's remains in 1841 and dumped them in a garbage heap. This has been refuted. However, the heart had already been removed from Voltaire's corpse and can be found today at the Bibliotecheque Nationale in Paris.

Critchley adds in his "Last Words," that "Death is the Last Taboo." We don't want to be a burden, we want to die painlessly, but few do. The lesson is it must be dealt with.

In his introduction, Critchley quotes Socrates: "Now it is time that we are going. I to die and you to live; but which of us has happier prospect is unknown to anyone but God."

This thought is on the mind of those who seek final services and to those who supply it.

"Till now I thought
That death befell
The untalented alone.
If those with talent, too,
Must die
Surely they make
Better manure

—Kyoriku's death po-em

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

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VIRGINIA BEACH, VA— “Freedom Funeral Service was born out of a mission by the owners to offer the community an alternative to services available elsewhere,” states **Johnna Smaw**. A licensed funeral director and embalmer, Ms. Smaw oversees management of the newly built funeral home for owners, **Mike Joynes, Les Lascari and Walter Ewell**.

In December of 2007, when the trio of owners began construction to convert an existing building into a funeral home, their criteria for a modern embalming room led them to select **Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists. By choosing the company's Premier Source design program, they achieved their goal of a state-of-the-art room that

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Mandel brings Funeral Service into the 21st Century

VALLEJO, CA— Hi-Tech, Contemporary and Portable are words normally not applied to funeral service. Start-up **Mandel Funeral Services** of Northern California has changed that.

First opening in August of 2006, Mandel Funeral Services has reinvented the way funeral homes serve families. As they approach their third anniversary more and more families are learning about all the offerings Mandel Funeral Services brings to them.

Daniel Mandel, a 28 year veteran of the funeral profession, founded a new funeral home 100 years after his great-grandfather did the same. Wishing to focus their skills on serving the Jewish Community meant they would need to serve a large area to support their efforts.

Technology was the answer to how they could accomplish this. Lap-top computers with air-cards and

portable printers make it possible to meet with families anywhere in Northern California. A battery operated Bose sound system enables them to conduct funerals in a wider range of environments. Portable scanners allow their staff to collect photographs and documents from families without ever removing them from the family home. Many people are learning about Mandel's presence on the web.



Daniel Mandel

They offer live streaming of funeral services over their website from anywhere the service is held.

Contemporary families look for ways to make funeral services more personal and individual. Mandel Funeral Services has answered this by arranging for many personalized settings throughout Northern California for services. They offer car museums, yacht clubs, historical mansions, golf courses and many other venues including traditional funeral and cemetery chapels. Custom printed guest books, service folders and thank you cards along with photo montage videos make everything personal.

Portability is probably one of the greatest innovations that Mandel has developed. Mandel Funeral Services has a 6,000 square-foot fully equipped state of the art facility, but their focus from the beginning has been portability. They bring everything to the family to plan the funeral. In the family's home, or other convenient location, they bring photographs of caskets with finish and interior samples to make the selection process easy. Families can even begin planning on their website.

The services are also portable. Mandel Funeral Services brings easels; antique candle stands podiums and other equipment to make any environment, indoors or out, an appropriate setting for a funeral.

Mandel Funeral Services has already served families locally in Sonoma, Sacramento, Contra Costa, Alameda, San Francisco, Santa Cruz, Santa Clara, Monterey, Napa, Placer, Marin, San Mateo and Solano Counties.

"When we look at the way people have been doing weddings for over 40 years it's obvious that funeral homes have a lot of catching up to serve the current population," said founder Dan Mandel.

Recently some wedding planners have started working with families planning funerals but Mandel maintains that funeral directors can still hold the edge because of their experience with the rapid turnaround needed for funerals.

For further information contact Daniel A. Mandel at (866) 962-6335 or visit www.mandelfuneralservices.com.



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OSHA Compliance

By Gary Finch

Organization, Politics, and a Financial Windfall

Organization

Last month, I wrote about the newly published CJD guidelines for funeral home that were posted on the Centers for Disease Control and Prevention. In March, that article caused an unnamed funeral home some embarrassment. It wasn't necessarily their fault either.

They picked up the deceased at a nursing home and were not advised that this was a CJD case. As an aside, this nursing home just made my top five in places I would never work. Their washing those sheets and putting them back in service. Try that case on for size OSHA. Back to the story, the funeral home explained that it was their company policy to not embalm CJD cases. They looked for other firms that would be willing to embalm but could not find anyone willing. They explained it was their company policy to handle such cases by a direct burial. That is how it was handled.

A few days later, they received complaints. The family of the deceased had read the CDC guidelines and felt they could have embalmed the deceased. He would have been willing to pay the \$400 to \$500 extra charge to replace instruments that would have to be destroyed. I was asked to talk to the family. I explained that there are other factors at play here. One of them is an OSHA mandate that no employee can be required to do a job he or she feels is unsafe. None of the embalmers felt it was safe to embalm a CJD case. I agree with them. The direct burial probably isn't necessary but every funeral home has a right to set their own policies.

The moral here is that when you have company policy that is different from public guidelines, it behooves you to have it in writing and available to show to a family. Otherwise, it will seem to them that you pulled it out of your hat. Good planning can prevent this kind of incident.

Politics

In an earlier article, I warned about increased enforcement under a Democratic administration. In March, NFDA issued a similar warning. Here is some inside information for everyone. By the end of February, our clients had already been subjected to more inspections than they did in all of 2008. Go ahead. Sit there. Keep putting it off. You'll see.

Financial Windfall

Contrary to what commercial waste companies want you to believe, a typical funeral home generates a tiny amount of infectious waste over the course of a year. As waste pick up contracts prices are reaching an all time high, you should know that \$5 of Clorox® is enough to disinfect most of your infectious waste for a year.

We have been an advocate of in-house waste treatment for 15 years. Every day, hospitals wash bloody sheets and then put them back on a fresh bed. If they can do that, you should be able to put render waste harmless enough for a dumpster. We are now working with Maryland so that every firm on our program is automatically cleared to treat waste in house. The blanket approval is unusual, but we have customers that have used in house waste treatment in over thirty states without any problems.

A few years ago, I estimated that 20,000 funeral homes were paying over a million dollars a year for third party waste haulers to cart off mostly non-infectious waste. The way prices are, I'm sure it would be a lot more now. That probably equates to around \$800 of bleach. Businesses don't get many breaks today. When they do, "Carpe diem" seems to be in order. To find out how you can "seize the day," I invite your calls.

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



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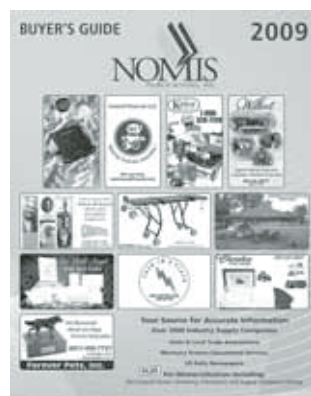
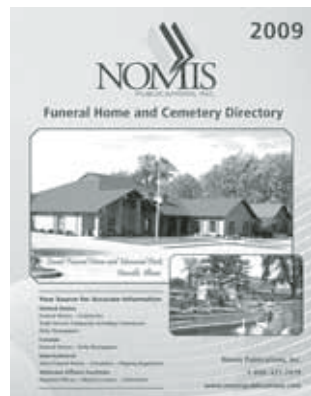
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Continued from Page A2



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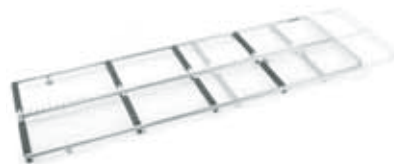
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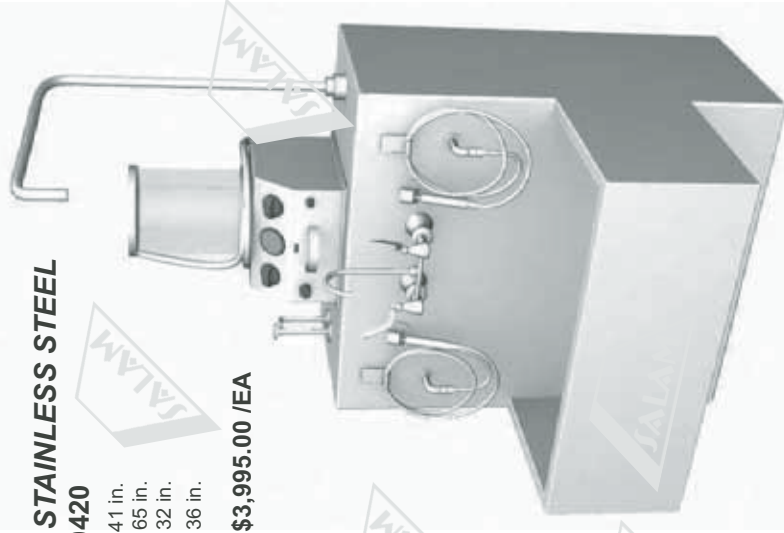


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Legacy of a Fat Undertaker

By Todd W. Van Beck

You probably think that the “new” low-carbohydrate diet regimes were pioneered by far-seeing and learned medical people like Dr. Atkins. Well, this is totally incorrect. The truth is that the low-carbohydrate diet was developed by a 19th century English undertaker by the name of William Banting.

Today, the Atkins diet is a household name and William Banting is forgotten (in most places). However, Banting is not forgotten altogether. Today in Sweden the term “banting” is still the word most commonly

used for dieting to achieve weight loss. In Swedish ‘Att banta’ means to bant, or to diet. Only three men in history have been immortalized by having their names enter the English language as verbs. The first was the Irishman, Captain Charles C. Boycott. Another was Louis Pasteur, and the third is the focus of this article – William Banting.



Todd W. Van Beck

William Banting was born in London in 1797 into an upper middle class family of funeral directors who for four generations held the Royal warrant as the undertaker to Great Britain’s royalty. The Banting firm held the Royal warrant until 1928.

The London Directories indicate that a firm known as France & Banting appeared at 101 St. Martin’s Lane in 1780 and continued at that location until 1799



William Banting

(the year in which George Washington died!). In 1806 William France is listed as an undertaker in Pall Mall and was working with Thomas Banting. The firm of Banting & France also served as cabinet makers and upholsterers to the Royal family. In fact the prestigious auction house “Mallett” of London and New York is at the time of this writing auctioning off a King William IV mahogany breakfast table made by the firm of Banting & France. The auctioneer instructs any potential buyer to “please contact Mallett” for the price!

The history of the France Undertaking firm can be traced back to c. 1713 (this firm is still in business today known as A. France & Son). It was Banting

CONTINUED ON PAGE A20

About the speaker . . .



Jim Rudolph is a licensed funeral director with nearly thirty years of experience in the funeral service industry. After graduation from the Gupton Jones College in Atlanta Jim worked with family owned funeral homes for 5 years and Service Corporation International for 9 years. During his time with SCI he

served as a location manager in the funeral service division, corporate field trainer and served as Vice President of the National Cremation Society.

In 1992 Jim founded Nationwide Cremation Consulting & Training in Clearwater, FL. The company consults to over 75 funeral service firms including cremation societies, traditional funeral homes and cemeteries.

Nationwide Cremation Consulting & Training offers a training center for firms who want an orientation to the cremation society industry.

Jim was the Keynote speaker at the prestigious Cremation Association of North America’s International Convention, has provided continuing education training in 46 states, serves on the Board of Directors of many cremation societies across the country and is a member of First Assembly of God in Clearwater.

Jim can be reached at his Clearwater office at (727) 467-0922.

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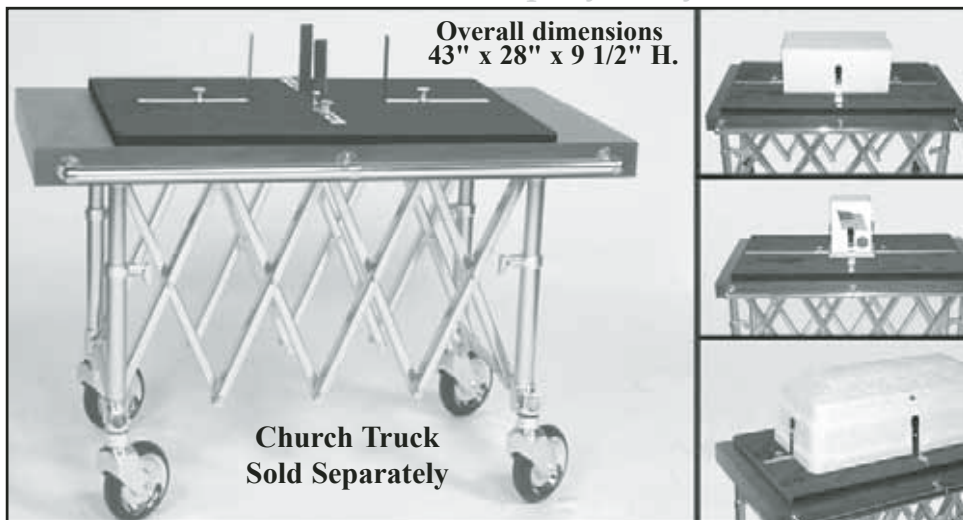
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Continued from Page A6

Slowly and ceremoniously, the flag is lowered, then respectfully folded in the customary triangle. The Flag is delivered to the leader and then the group is dismissed.

This concludes the Ceremony of Final Tribute.

Ceremonial Burning of the Flag

This ceremony should be conducted at a private, non-public location.

Fire and Flag Preparation:

The burning of a Flag should take place at a campfire in a ceremony separate from the Ceremony of Final Tribute. The fire must be sizable (preferably having burnt down to a bed of red hot coals to avoid having bits of the Flag being carried off by a roaring

fire), yet be of sufficient intensity to ensure complete burning.

Before the ceremony begins, the color guard assigned to the Flag opens up its tri-corner fold and then refolds it in a coffin-shaped rectangle.

When all is ready:

All assemble around the fire. The leader calls the group to attention.

The color guard comes forward and places the Flag on the fire.

All briskly salute.

After the salute, but while still at attention, the leader should conduct a respectful educational program as the Flag burns: e.g. singing of "God Bless America"; offering an inspiring message of the Flag's meaning followed by the "Pledge of Allegiance"; performing a reading about the Flag; reciting the "American's Creed"; etc.

When the Flag is consumed, those assembled, with the exception of a leader and the color guard, should be dismissed. They should be led out in single file and in silence.

The leader and color guard should remain to ensure that the Flag is completely consumed, and to burn additional Flags, if any.

The fire should then be safely extinguished.

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Legacy of a Fat Undertaker

Continued from Page A18

& France who organized the spectacular state funeral for Lord Horatio Nelson in 1806. The mahogany coffin for Nelson, which cost 800 pounds, was made from the mainmast of the Orient, the flagship of the defeated French during the Battle of the Nile. The coffin was 6'8" long and 26" wide and weighed one ton! The coffin was created by Mr. Chester Chittenden, who was the coffin maker and trimmer for France & Banting. (The name of the firm flips back and forth over the years from Banting & France to France & Banting.)

Even though the Banting & France firm had been responsible for the funerals of royalty for many years it was not until June 10, 1811 when King George III issued the Royal Warrant to the firm and henceforth to be formally recognized as the Royal Undertakers. The Banting family would hold the Royal Warrant until 1928 - 117 years!

Thomas Banting's son, William Banting, the focus of this article, was the second generation to hold the royal warrant. In subsequent generations William Banting 1826-1901 and his son William Westbrook Banting 1857-1932 likewise served under warrant to the Royal Family when any death occurred.

By the time Thomas Banting retired and William took over the family undertaking business the family had done very well. The Banting family lived in a Georgian town house in Kensington, which was lavishly decorated and furnished. William Banting's wife had an impressive jewelry collection worth several thousands of dollars, and in the basement of their four story property William kept an enviable wine cellar which he passed on to his eight children (two boys, six girls) in his will. It is estimated that William Banting's estate in 1878 would be worth 4.4 million dollars today.

William Banting was a good humored man with a distinctive chin beard

CONTINUED ON PAGE A21



Let's Chat

By Kristan Dean

You are funeral directors and cemetery managers. You are the best in the world at creating memorable events when there is little or no time to prepare. Looking for a few ideas? A quick visit to ask.com with the question: "How to celebrate Memorial Day" brings pages of possibilities. Some suggestions from the Answerbag.com are attend a public memorial, and participate in the "National Moment of Remembrance" at 3 p.m., and pledge to aid the widows, widowers, and orphans of our fallen soldiers and to aid the disabled veterans.

The possibilities for including one or more of these ideas in an event are endless. Three that came to my mind are: inviting the families you serve who have lost a veteran or who are veterans themselves to a barbecue to get to know one another. Reach out to your local VFW, Veterans Hospital, and military organizations to ask if they know a few veterans and families who have loved ones currently serving in the military that may enjoy a simple picnic, or, if you want to go bigger, you could open the event and ask your community to join in your day of fun and thanks. Maybe you can suggest that they bring a letter of thanks to send to the men and women who are serving our country today in honor of those who we will celebrate this Memorial Day.

I can't wait to hear about your Memorial Day festivities. Please give me a ring at 781-331-5308 or, if you prefer, email me at kristan@mooneytunco.com.

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

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

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

Wow can you believe it is May already? Soon we will be celebrating what so many now think of as the unofficial start of summer, Memorial Day weekend. Amazing to think that the day we reserve to honor, thank, and remember those who have given their lives to protect our country is now almost over shadowed by a three day weekend to begin our summer fun.

Leading me to ask: How can you help your community celebrate the original meaning of Memorial Day while encouraging them to enjoy the picnics, barbecues, and get together so many of us now make the primary focus of our Memorial Day? Are there ways you can get your community together to honor our fallen soldiers and keep their fun alive with no time to plan? Yes there are and thankfully many organizations already have the ball rolling.

Churches, veterans' groups, and community organizations host memorial services, picnics, barbecues, and some even arrange trips to our national cemeteries and monuments. I bet that they would love to hear from you. So if planning an event seems just a bit too much to do this month please consider contacting your community organizers to ask what you can do to help make the true spirit of Memorial Day come to life at their event. Now if you want to jump in with both feet the question is, can you organize an event, invite your guests, and execute the get together with little or no time.

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Legacy of a Fat Undertaker

Continued from Page A20

and a puckish sense of humor. However, Mr. Banting suffered from a major life disability – he was fat. Standing only 5' 5" Banting in 1863 tipped the scales at 205 lbs. Banting had been miserable for a long, long time, and now in semi-retirement he was depressed and in poor health. Banting's daily routine would depress a hyena.

Every morning Banting would heave himself out of bed at 8:00 a.m. hoist a corset around his bulging stomach as he struggled to get into his three piece funeral suit. He could not tie his shoes, and he had to walk down the stairs of his home backwards in order not to place too much weight on his knees. He also suffered from boils and two carbuncles, he was losing his hearing because of his weight, his sign was fuzzy because of the weight, and on top of all this he also had an umbilical rupture because of the weight.

None of Banting's family on either parent's side had any tendency towards obesity. However, when William was in his thirties he started to become overweight. His physician prescribed exercise, so William would go rowing in his boat on the Thames, but all this did was cause him a tremendous appetite and he put back on more pounds than ever – so much for exercise.

Banting went into the hospital more than twenty times because of his obesity. He tried swimming, walking, riding and taking the sea air. He drank gallons of physic and liquor potassae (this was a Victorian concoction of the juice from a nut, and liquefied herbs which created a cathartic – it did not work), took the spa waters, tried low-calorie foods, tried starvation diets, took up to three Turkish baths a week for one calendar year and lost only 6 pounds.

The worst however for Mr. Banting, as it is for most people with weight problems, was the cruelty of society. Banting tried to laugh off the weight jokes, he tried to be thick skinned and not let the comments sting, he tried not to have his feelings damaged, but neverthe-

CONTINUED ON PAGE A22

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Texas Funeral Service Commission appoints Evenwel

AUSTIN, TX— Gov. Rick Perry has named **Sue Evenwel** of Mount Pleasant presiding officer of the Texas Funeral Service Commission.

The board oversees the licensing of funeral directors and embalmers and their compliance with state statutes and regulations regarding funeral services, cemeteries and crematories.

Evenwel is the Texas Republican Assembly state secretary and convention chair. She chairs the Titus County Republican Party and helped form the East Texas Republican Assembly in 1999.

She is owner of Designin' Women Custom Embroidery, a member of the Titus County Historical Commission and is also past vice president of the Mount Pleasant Country Club Ladies Golf Association.

Evenwel attended Harper College and replaces **Laurans Fish** of Austin as presiding officer.

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*Hasson, J., Schneiderman, H., News Notes, Arch Path Lab Med, 1995

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Legacy of a Fat Undertaker

Continued from Page A21



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with his corpulence problem in this sarcastic piece of writing:

"...at the end of 1863 these serious matters were set off by one that provided merriment for many a day and year. A Mr. Banting, who was so fat that he could not tie his shoestrings, had to descend stairs backwards and involuntarily provided cheap entertainment for street boys, wrote to the papers (and afterwards also published a pamphlet) that, after taking innumerable Turkish baths, drenching himself at mineral springs and rowing until he was not only fat but dripping, all in vain and more, he had rid himself of a fabulous number of stones by following a simple course of diet. A big discussion followed, many imitators adopted his plans with varied results, and "doing Banting" became a household expression. I doubt whether it is quite extinct yet. The comic papers and signers made themselves merry; every burlesque and pantomime scored it joke, and Banting found himself great in fame as well as in person, rivaling (for a time) even those weighty immortals, Falstaff and Sancho Panza."

The Royal Undertaker being compared to Falstaff and Sancho Panza! Mr. Banting was so stung by the sniggers and snide aside remarks of friends and strangers as he waddled to his undertaking shop at 27 St. James's Street off Piccadilly, that he eventually avoided social gatherings and public transport altogether just to escape "the sneers and remarks of the cruel and injudicious." Banting even started to refuse to appear at royal funerals preferring to leave exposure at such monumental public events to his son.

Banting was extremely vulnerable, in trouble, and he knew it. He wrote in a desperate tone "If fat is not an insidious creeping enemy, I do not know what it is."

Here is William Banting's diet before he wrote "The Letter." For breakfast he would eat bread and milk, a pint of tea ladled with plenty of milk and sugar, and slices of buttered toast. For dinner he would eat meat, drink beer, and end up with bread and pastry. For tea time he would eat a meal similar to breakfast, and for supper he would eat fruit tarts or bread and milk.

Finally William Banting read of a physician from Paris who had promoted the idea that starches and sugars accounted for weight gain not simply fat. The pioneering physician in Paris was hooted off the stage

CONTINUED ON PAGE A24



Cremation Issues and Answers

By Ronald Salvatore
Matthews INTERNATIONAL
CREMATION DIVISION

Special Operating Procedures for the Cremation of Infants and Young Children

The cremation of an infant or a young child poses some unique problems for the crematory operator. Although the development of the skullcap occurs rapidly in an embryo and long bones between the 7th and 12th weeks of prenatal life, a newborn infant doesn't have much developed bone at birth but rather cartilage (a tissue like substance) and unlike bone, may be consumed during the cremation process. A young child has a more developed skeletal structure, but the bones are relatively small.

When cremating an infant or young child, it is important to understand that even if all precautions are taken, there may not be any remains to retrieve and return. This must be communicated to the family making arrangements for cremation, and must be properly noted in the Cremation Authorization Form or attached as an addendum.

The infant or child should be placed in a casket or container for proper handling and to provide fuel to begin the cremation process. For cremators with an overhead cremation burner, the use of a round infant pan is recommended. If the cremator has a front fired cremation burner, use a rectangular

pan placed it on its side. The pan helps keep the remains in place and prevents them from being spread across the chamber from the velocity of the burner flame or air.

You may wish to perform this cremation in a warm cremator to allow radiant heat to ignite the container and begin the process. If radiant heat is insufficient to start the cremation, position the pan or tray so that the flame from the cremation burner fires on it. Allow the flame to ignite the casket or container, and then move the pan or tray off to the side to slow the cremation process. It may be necessary to reposition the pan or tray to allow flame contact to complete the cremation.

The cremation of an infant or young child should never be performed as if it were a normal cremation. If the operator is unsure of how to perform this cremation, they should contact the manufacturer of their equipment for specific instructions and have an experienced technician walk them through the steps to ensure that all precautions are taken.

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

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

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

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



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Stewart Enterprises Reports Results for the First Fiscal Quarter of 2009

NEW ORLEANS, LA— Stewart Enterprises, Inc. (Nasdaq:STEI) reported its results for the first quarter ended January 31, 2009.

The Company reported net earnings for the quarter ended January 31, 2009 of \$5.7 million, or \$.06 per diluted share, compared to net earnings of \$8.9 million, or \$.09 per diluted share, for the quarter ended January 31, 2008.

Thomas J. Crawford, President and Chief Executive Officer, stated, "Despite current economic conditions, we were able to achieve solid growth in average revenue per funeral service, grow funeral segment gross profit and increase overall cash flow. Additionally, we were able to achieve this increase in funeral gross profit despite a decline in funeral events and trust related revenue. Our liquidity position remains strong with \$71.5 million in cash on hand as of January 31, 2009, no amounts drawn

on our \$125 million revolving credit facility and no near-term significant debt maturities. We generated \$7.3 million in operating cash flow during the quarter which is an increase of \$3.2 million over the prior year, primarily due to a decrease in our net tax payments in the current year. Our cash flow is not even throughout the year. In fact, due to the timing of our insurance, property tax and other annual payments made on or around year end, we have historically had negative to slightly positive cash flow in the first quarter while generating greater amounts of cash in later quarters."

Mr. Crawford continued, "The difficult economic environment has been challenging for our Company. Our cemetery segment has felt the largest impact from the weak economy, with property sales down \$7 million from the first quarter of last year. In this economic environment, there is a segment of the market that will postpone purchasing cemetery property on a preneed basis. While no one can predict when the economy will begin to recover and consumer confidence will improve, we believe the postponement of the decision to buy preneed cemetery property today remains an opportunity for our Company in the future. With that in mind, we

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took actions during fiscal 2008 to strengthen our cemetery sales organization to produce solid gains by improving the length and quality of our training and improving the caliber of new employees joining our Company. We are optimistic that our investments in this area will produce stronger returns in the future."

Complete results can be found at the company website www.stewartenterprises.com. Founded in 1910, Stewart Enterprises is the second largest provider of products and services in the death care industry in the United States. The Company currently owns and operates 220 funeral homes and 140 cemeteries in the United States and Puerto Rico. Through its subsidiaries, the Company provides a complete range of funeral merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis.

Stewart Enterprises, Inc. declares Quarterly Dividend

JEFFERSON, LA— Stewart Enterprises, Inc. (Nasdaq: STEI) reported that its Board of Directors has declared a quarterly cash dividend of \$0.025 per share. The dividend is payable on April 29, 2009 to holders of record of Class A and Class B Common Stock as of the close of business on April 15, 2009.

Founded in 1910, Stewart Enterprises, Inc. is the second largest provider of products and services in the death care industry in the United States, currently owning and operating 220 funeral homes and 140 cemeteries. Through its subsidiaries, the Company provides a complete range of funeral merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis.

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Atlanta Mortuary Service New Facility

Continued from Front Page

full-service funeral homes, it takes a funeral home owner with a complete dedication and love for the art of embalming to choose to focus primarily on serving other funeral homes.

Mr. Fitzgerald purchased the business from Mr. Williams in 2001 after working under his guidance for seven years. He shares his passion for perfecting his embalming skills and maintaining the company's focus on serving funeral directors. This specialized business approach directly reflects on the skills of the staff and licensed embalmers employed by the company. "My embalmers are exposed to a high volume of cases consisting of a vast variety of situations so that their level of experience is beyond reproach."

Embalming expertise, however, is only one component of the company's ability to be successful for 40 years. "I still emulate Mr. William's business philosophy, but it isn't just about embalming. It's about maintaining the trust of funeral directors, keeping prices affordable, and constantly exceeding funeral directors expectations."

This specialized embalming niche remains the foundation of Atlanta Mortuary Service's operations. "As an operator of a licensed funeral establishment, we don't turn away any family that requests our services," says Mr. Fitzgerald, "but it is the loyal support of thousands of funeral directors throughout the country over the past four decades that has driven and continues to drive our growth."

The company's growth continues, as evidenced by the recently completed construction of a new replacement facility which doubles the footprint of the previous structure while creating one of the largest prep rooms in the state. The company has also added new removal vehicles and updated equipment. "This new facility and other investments in the business not only allow us to more efficiently handle the growing number of calls we receive each year, but provide plenty of room for growth well into the future." For more information on services available call (800) 821-2339.

Legacy of a Fat Undertaker

Continued from Page A22

by the medical fraternity. So much for a new idea!

Banting decided that he would develop a new type of diet. This is what he came up with. For each meal Mr. Banting allowed himself the following: up to six ounces of bacon, beef, mutton, venison, kidneys, fish or any form of poultry or game; the 'fruit of any pudding' – he was denied the pastry; any vegetable except potato; and at dinner, two or three glasses of good claret, sherry, or Madeira; tea without milk or sugar; Champagne, port, beer were forbidden; only one ounce of toast a day.

Banting jumped into the diet. On this diet Banting lost nearly 1 lb per week from August 1862 to Au-

CONTINUED ON PAGE A27

Mark Thomas

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Prelude to the Science of Temporary Containment Preservation (Part 45)

By John A. Chew

There are many ways to dispose of human bodies. These ways range from reverent to expedient. Practices vary widely depending on culture, religion and specific needs. Death is a universal experience and final disposition is based on specific needs of the times.

Today, in many parts of the world, disposal is a social economic venture based on fear that all dead bodies are dangerous. In Part Forty-Four we discussed the concerns that individuals given the task of dealing with care of the sick or disposal of the dead are not schooled in the basics of personal protection. Even in health care there are double standards. The most common example is the wearing of scrubs outside the working environment.

As previously mentioned, all bodies have a possibility of being dangerous to handle. The keyword being POSSIBILITY. Contrary to early thoughts of the importance of drainage, modified concepts have emerged. Early practitioners felt removal of blood elements, medications and excess moisture was essential to effective and successful preservation.

The same concept has been passed down through the years by tunnel visionaries who may not have had the opportunity or exposure to new procedures or products. Information that was taught in the past does not meet current needs. The use of pre-injection of compatible chemicals may be something new.

When a human dies and the body starts to decom-

pose, it emits foul odors and provides a breeding ground for various microbes. For these reasons, bodies must be disposed of properly. The problem of body decomposition happens in two parts. The first is the breakdown of the soft tissues which will rapidly undergo decomposition. Pre-injection retards, prevents and controls decomposition and the adverse visual physical and chemical changes therefore retaining naturalness.

The second part is skeletonizing where the basic structural unit will remain intact for thousands of years under the right conditions. This creates a natural state of identification for cultural and historical value.

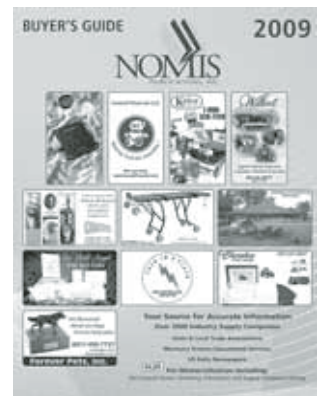
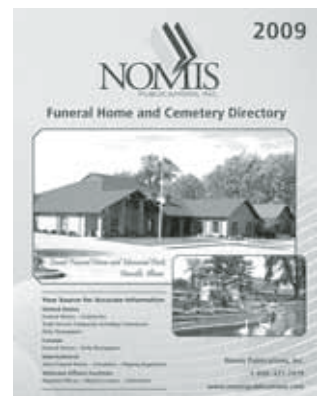
The process of embalming interacts with the tissues of the body by converting the cells, tissue and organs (Body) into inert substances that does not support life or destructive enzymatic reactions associated with the life and death processes.

Prelude Forty-Six will deal with the final disposition of the dead human remains from a historical point of view.

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

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McKay's South Bay Mortuaries participate in Seminars

Continued from Page A4

Mortuary were present including Mark McKay, who facilitated an interactive workshop. The event's chairperson, *Nirma Usher* was interviewed about her experience with having McKay's perform a demonstration at this particular event.

According to Ms. Usher, the basis of AIDS DAY was to raise awareness amongst the community. Many people do not realize the severity of HIV/AIDS and it is important to let people know. McKay's did a workshop focusing on how to cope with losing a loved one due to the HIV/AIDS virus. Mr. McKay did a breakdown of steps to assist people on dealing with such a difficult time.

When asked how she felt about how McKay's conveyed their information to those in attendance, Usher replied

"It was very nice. They were well prepared and got their points across very clearly. Their workshop had the highest attendance and people were pleased with their presentation. They have been known to be very contributive to the needs of the community."

The purpose of these seminars is to ensure that everyone is properly prepared in the event that something unfortunate was to happen to them. Many times death comes unexpectedly and leaves the loved ones of the deceased to do what they can to raise money and scrape pennies together to try and have a respectable service.

McKay's South Bay Mortuary is located at 3918 Marine Ave Lawndale, CA 90260. They also have three additional locations in Fontana, Riverside, and San Bernardino.

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Legacy of a Fat Undertaker

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gust 1863. After 38 weeks Banting felt better than he had for the past 20 years. By the end of the year he had much more vitality and had lost 46 lbs in weight and 12 ¼ inches off his waist. He suffered no inconvenience whatever from the new diet, and was able to come downstairs forward naturally with perfect ease, go upstairs and take exercise freely without the slightest inconvenience. Banting even started working funerals again and going to the office in public. His umbilical rupture was greatly improved, his sight was restored, his hearing improved. Banting was delighted and he was able to maintain the new eating habit.

William Banting was so thrilled with his "new diet" that he wanted to share the good news with others. The news of the Banting diet started with a small pamphlet or booklet which Banting wrote entitled "Letter

on Corpulence Addressed to the Public." It is an interesting footnote in history that the first diet instruction book was not written by a dietician or a medical doctor, but by an undertaker. It became one of the most famous works on obesity ever written. First published in 1863, it went into many editions and continued to be published long after Banting's death.

A hundred and forty years later Dr. Atkins reaped millions from his diet, while William Banting asked for no recompense for his publications. Indeed, the elderly undertaker saw it as a public duty to pass on the "cure" for obesity and gave all the profits from the many editions of "Letter on Corpulence" to hospital charities. The Banting Letter sold 63,000 copies in Great Britain alone. In 1868 Banting published a proposal and started a fund from the Letter's profits

to found and endow a new institution for the service of humanity – the Middlesex County Convalescent Hospital. Banting's dream was to have an institution for working-class people who could not afford to convalesce but had to return to work to make ends meet thus allowing no time to get over their hospital treat-

CONTINUED ON PAGE A28

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Legacy of a Fat Undertaker

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ment and hence succumbed to relapses. The hospital opened in 1868.

Predictably William Banting's greatest detractors were as Atkins' is today, the medical establishment. Some physicians in Banting's time even started the rumor that Banting's own diet had killed him. The result was a severe howl of protest and a bitter controversy and Banting's papers, character and book were ridiculed and distorted. Center to the attack was that Mr. Banting was just an "undertaker." The medical people asked this question: "What does an undertaker know about the workings of the human body?" The medical community looked their noses down, way down on the undertaking profession. Again Banting's was hurt and stunned by the attack, however the public was impressed. Many desperate, overweight people tried the Banting diet and found that it worked. Like it or not the undertaker had shown the physicians something new!

So popular was the Banting diet that a popular song made the music hall rounds:

Some time ago where e'er I strayed
I heard the observation made,
To which I close attention paid,
'How very stout you're getting.'
Said one, 'Dear me, you waddle, quiet,
You bid fair to become a fright.'
Another said, 'you're such a sight,
You're like a bladder blown out tight.
And only see where e'er you go
How you're compelled to puff and blow.
You surely soon will bust your clo'.
If you don't follow Banting,
If you continue thus so stout,
You'll fall a victim to the gout,
You really must try Banting.

William Banting died in 1878 at the age of 81 years. He was buried in Brompton Cemetery a short distance today from Harrods's Department Store. A few years ago I visited William Banting's grave in the Brompton Cemetery. I was in London doing a series of seminars for the Funeral Directors Association of Great Britain. Finding Banting's grave was short of impossible and if it had not been for the charming sexton of the cemetery I would never have located the stone. The area

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Women of Distinction



The 100 Black Women of Funeral Service honor our female funeral professionals who have impacted the profession in their respective communities, their state and on the national level. They have accepted the challenges of being a female in a non-traditional profession in one of this nation's most demanding industries. They have exhibited professionalism, leadership, longevity and class. Because they continue a strong legacy and make a commitment to the funeral service

profession, women are at the forefront. Many of these women were honored as 100BWFS Women of Distinction, receiving the M. Athalie Range Trailblazer Award. For the next several months these fine women will be featured in this column. If you would like more information on the 100 Black Women of Funeral Service go to www.100Blackwomenoffuneralservice.com or email Hundredbwfs@aol.com.



By Eleanor Davis Starks, CFSP,

Founder and Executive Director of the 100 BWFS, Inc.

Madonna: Funeral Service Diva

Madonna brings her own unique style and entrepreneurial spirit to serve others and make an impact in the profession.

New World dictionary defines *diva* as a prima donna, a goddess, and a leading lady. I will go a step further to add, "A diva is a woman who makes a difference in all that she does and gives unselfishly of herself. When she walks in a room, you can hear a pin drop and when she speaks there is complete silence as those anticipate what will happen next." I met **Madonna** about 20 years ago and just like then, she leaves an indelible impression whenever I see her. She has created a bond of friendship that I hope will continue for many more years. She surprises me each year because her smile, her warm spirit and her talents are limitless. Her style is distinguishable and her friendship is ever-



Madonna

lasting. Her competency in funeral service is always on the higher level and she dissects the information she receives in seminars and conventions and takes it to another level.

Madonna is truly a gem of the Nile and is a reflection of the wonderful funeral service history she recently experienced on her Epsilon Nu Delta Fraternity trip to Egypt. Madonna states, "It was a trip of a lifetime. Our professional history makes so much more sense after the trip and you understand where embalming got its roots. Words like Osiris, Anubis, and sarcophagus have more meaning. It's a trip that all of our funeral service and embalming colleagues need to experience for themselves because it will impact your life and give more meaning to the profession."

Madonna is the operator and owner of the **Madonna Multinational Home for Funerals** established in 1985 in Passaic, NJ. I had heard of Passaic, NJ when I started in funeral service in 1982 but it was because Granddaddy Starks and Grandma Inez were friends with Carnie Bragg, Sr. and did business with that firm. Madonna had not started her firm back then. After meeting her, I found myself creating a new network and Madonna would definitely be included. In the early 1990s I opened up a Multicultural firm and Madonna and I worked specifically with the Hispanic Community. We were exchanging ideas and valuable information about translation issues and finding ways to make sure this unique group of clients was comfortable in a Hispanic setting and allowing them to grieve in the tradition of Spanish funeral service in their native environment.

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Legacy of a Fat Undertaker

Continued from Page A28

where the Bantings are interred is somewhat grown over (due to lack of maintenance funds) but the large, dark impressive stone still stands straight. I was honored to pay my respects to this great funeral director.

William Banting's papers, his letters, his diary, details of where he was educated, and most importantly his notes concerning Royal funerals and the history of the Banting Undertaking Establishment were inherited by his great granddaughter-in-law who after experiencing a major depression in the late 1950's and who for some odd reason thought William Banting a "horrid little man," destroyed ALL the documents by burning them. Unforgivable!

William Banting was truly a philanthropist, he did not profit monetarily from the "Letter", he simply wanted, by having a good heart, to share his great discovery. Banting wanted the world to know. I suspect that William Banting would be extremely pleased to know that 140 + years later, his diet really is known worldwide to thousands, millions, albeit under another name.

Throughout the many years that the Banting firm served as the Royal Undertakers the firm survived through many social changes like transportation of remains by the railroad, the advent of embalming and the extremely lavish and opulent royal funeral décor. Banting's client list reads like a Who's Who of English Royalty (Prince Albert – 1861, Queen Alexandra – 1925, Prince Alfred – 1782, Queen Anne – 1714, King Edward VII – 1910, King George I – 1727, King George II – 1760, King George III – 1820, King George IV – 1830, Lord Mountbatten – 1922, Queen Victoria – 1901). In 1852 Bantings were responsible for the Duke of Wellington's funeral. While Wellington's funeral was not "royal" in the strict sense of the word it was the grandest public event of the century, likened perhaps only to the funerals of Lord Nelson in 1806 or Sir Winston Churchill in 1964.

In 1900 Bantings had arranged just 16 funerals in the whole year. By 1903 that number had doubled. Bantings were expensive, very expensive. The firm was

CONTINUED ON PAGE A30

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able to accept only the cream, the carriage trade of London society. During this period of time the firm was headed by the last of the Banting line of undertaker's William Westbrook Banting. On February 27, 1902 William Westbrook Banting reissued his grandfather William's now famous Letter on Corpulence from the address of the Banting firm 27 St. James's Street. The family had used 26 and 27 St. James's Street for over 50 years. Queen Victoria's funeral procession had passed right in front of Bantings from Pall Mall to Piccadilly. In later years W.W. Banting lavishly refurbished the shop-front in pink marble, which can still be seen to this very day.

By the beginnings of the 1920's W.W. Banting was rarely involved himself in conducting any funerals, except royal funeral occasions. The firm basically con-

tracted out every service to other companies, however always ensuring the very best and costliest quality. A number of other top-ranking London undertakers looked to attract the "Banting" type of funeral practice however they were never able to match the mastery of funeral rituals and ceremonies which was the hallmark of a Banting service.

In 1928 W.W. Banting was 71 years of age and it was time to retire. Upon his retirement the royal warrant was terminated. There were no Banting descendants to continue the tradition of the "Banting Service." W. W. Banting never married and his brothers had died or moved. One Banting brother moved to Canada and his child became Dr. Frederick Grant Banting who in 1923 won the Nobel Prize in Medicine for the discovery of

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Legacy of a Fat Undertaker

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Madonna: Funeral Service Diva

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Madonna attended the *American Academy McAllister Institute* in New York City. She graduated Cum Laude and was the recipient of the Thomas Quinn Award for Outstanding Achievement at graduation. She knew the importance of a good solid education and continued on at *Montclair State College* where she received her BS Degree.

Madonna has served as a positive role model and mentor to numerous successful funeral service students who have gone on to become licensed. I receive so many wonderful and upbeat comments from all the students I have referred to her and I recently matched her with a young lady who is a current student at her alma mater. I received a note from Madonna after her trip to Egypt and she was not too exhausted to tell me she got her mentor information and she is excited to talk and meet her new student. That's because Madonna genuinely cares about others and cares about women coming in and making a positive impact in the funeral service profession.

Madonna is actively involved in numerous civic, community and political organizations in Passaic and around the state. She will tell you that the greatest moment, political and otherwise, in her lifetime happened recently: working on the campaign of President Barack Obama, seeing him elected and attending the Inaugural Ball and the Swearing In Ceremony. "The moment was surreal for me and the millions of people there. This was an event in history that I was a part of and I will be able to share this for generations to come. I had been overwhelmed 10 years ago," states Madonna, "when I met the great poet, Maya Angelou. I love her gift of expression and I was deeply honored to be photographed next to her. But I must say, President Obama's inauguration was the icing on the cake for me and other caring Americans ready for change."

Madonna is actively involved with numerous funeral service professional organizations and has held many offices. In addition to being elected as the first black president of the *Passaic County Funeral Directors Association* in 1997, her involvement includes the *National Funeral Directors Association*, the *Garden State Funeral Directors Association*, the *100 Black Women of Funeral Service*, *Epsilon Nu Delta Mortuary Fraternity, Inc.* and the *National Funeral Directors and Morticians Association, Inc.*, to name a few.

Madonna is the recipient of many funeral service, professional leadership and volunteer awards. The 100 Black Women of Funeral Service, Inc. has recognized her as the Funeral Service Woman of the Year and her firm as Outstanding Non-Traditional Funeral Home of the Year, and last year she received a 2008 Woman of Distinction Trailblazer Award in Indianapolis, IN. Other awards include NAACP Community Service Awards on two different occasions, the Alpha Kappa Alpha Sorority Membership-Leadership Award, Union Baptist Church Community Service Award and, because of her dedication and commitment to the Hispanic community, she has received the prestigious You-Puerto Rico Award.

You would think with all that Madonna has going on, she wouldn't be able to come up with another great idea but with funeral service focusing many events, periodicals and training seminars regarding tributes to pet care and death, it raised an eyebrow from her. Animals are truly, "Man's Best Friend" so why not treat them like that? If you ever owned a pet, you know that they become family and we treat them like our children because we care for them on a daily basis. Yes, Madonna's gray matter is always working. She recently created "*Chewy Vitton*" Pet Day Care. The rest is history. We salute Funeral Service Diva Madonna on all her accomplishments.

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Legacy of a Fat Undertaker

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insulin. The Banting Institute located on the campus of the University of Toronto is named in his honor, and for years the Canadian School of Embalming was headquartered in the Banting Institute building.

The long history of Banting conducting funerals for the crown was now at an end. A bid for the royal funerals was made by J. D. Field (who had done much of Banting's contract work) but in the end the royal warrant went to the better socially connected firm of J. H. Kenyon. Kenyon's were to hold the royal warrant for many years, and Michael Kenyon conducted Sir Winston Churchill's funeral in 1964. Today, however, the royal warrant has not been reissued.

William Westbrook Banting died on December 9, 1932 at 158 West Hill, Wandsworth. The death certificate records one brother present and the cause of death as anuria and pulmonary infarct, and carcinoma of the bladder. His estate was valued at some 92,000 pounds. Mr. Banting's remains were deposited in the Kensal Green Cemetery in the Banting tomb on December 14 after a funeral service in the chapel of St. John the Evangelist, Notting Hill at 12 noon. Mr. Banting was described as a man of "independent means."

What a fascinating legacy! From funeral service to the royal family for nearly 300 years to the creation of a diet which is still used today, the Banting family has certainly left their mark. Still no matter how impressive the funeral history of the Banting firm is, the true historic endurance for the survival of the old English name is and probably will always be the diet and also the possibility of suspicion that Dr. Atkins, rest his soul, just might have had a ghost writer!

A fitting end to this interesting story is found in the closing paragraph of William Banting's "Letter on Corpulence to the Public." It reflects Mr. Banting's hope for those who suffer from obesity.

"I have now finished my task, and trust my humble efforts may prove to be good seed well sown, that will fructify and produce a large harvest of benefit to my fellow-creatures. I also hope the faculty generally may be led more extensively to ventilate this question of corpulence or obesity, so that instead of a few able practitioners, there may be hundreds distributed

in the various parts of the United Kingdom. In such case, I am persuaded that these diseases will be very rare." William Banting, May, 1869.

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Mr. Banting's seeds have certainly been sown by others who "forgot" to give him any credit, but unfortunately it seems clear that his hope that the "disease (obesity) will be very rare" is still unrealized one hundred and forty two years later. Of course I personally suspect if Mr. Banting were here today he would be understanding and sympathetic to the person who daily battles the bulge. Mr. Banting I imagine would very kindly state the fact that he had been there, had walked in those shoes, and then just maybe he would smile and hand the sufferer a "Letter."

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Educational NEWS

Gupton-Jones College holds Graduation Exercises

DECATUR, GA— Commencement exercises were recently held for the August 2008 graduating students of **Gupton-Jones College of Funeral Service** at the Berean Christian Church in Stone Mountain, GA. The graduation speaker was **Ms. Dana Lemon** of McDonough, GA. Ms. Lemon is co-owner of **W.D. Lemon and Sons Funeral Home** in McDonough. She is also a Board Member of the Georgia Department of Transportation. Her speech, "The Best of Times During the Worst of Times" was very inspiring and enjoyed by all.

Gupton-Jones President **Patty S. Hutcheson** presented awards to the students having the top two scholastic averages during their quarters of study. The Valedictorian Award was presented to **Kelsa L. Jones**. The Salutatorian Award was presented to **Apollinair Darius Miller**.

The Bill Pierce Award was presented by the Board of Trustees Vice Chairman, **Mrs. Nancy Pierce Barber**, to that graduate who, by vote of the members of the graduating class, best represents the funeral service profession in terms of professionalism. The honored recipient was **Apollinair Darius Miller**.

The Distinguished Service Award was presented by Gupton-Jones College President Mrs. Patty S. Hutcheson, to Ms. Dana Lemon for her outstanding contributions to the funeral service profession.

The Academic Achievement Awards were presented to those students who maintained a 93 percent or above average. The following were recipients of this award: **Anthony Eugene Brooks** of Fayetteville, GA; **Kelsa L. Jones** of Sacramento, CA; and **Apollinair Darius Miller** of Winston-Salem, NC.

The Mu Sigma Alpha Award went to the top ten percent of the graduating class. These honored individuals were: **Anthony Eugene Brooks**, **Kelsa L. Jones**, and **Apollinair Darius Miller**.

Other outstanding students were honored also. The *Academy of Graduate Embalmers* awarded their Richard Stewart Award to **Anthony Eugene Brooks**. In addition, the Russell Millison Award went to **Apollinair Darius Miller**. During the ceremony, certain members of the grad-



Academic Achievement Award and Mu Sigma Alpha recipients. (L to R) Apollinair Miller, Kelsa Jones, and Anthony Brooks.



Perfect Attendance Awards were earned by Kelsa Jones and Howard Sherrill.



Bill Pierce Award recipient Apollinair Miller with Mrs. Nancy Pierce Barber.

uating class, who distinguished themselves throughout the school year, were recognized with Perfect Attendance Awards. These awards were presented to **Kelsa L. Jones** of Sacramento, CA, and **Howard R. Sherrill** of Kannapolis, NC.

During the ceremonies, thirty-one students were recipients of the Associate of Science Degree in the Funeral Service ceremony. They were: **Jennifer Altimirano** of Jasper, GA; **Shareeta Lavasha Beatty** of Canton, GA; **Anthony Eugene Brooks** of Fayetteville, GA; **Samuel Chase Croft** of Buchanan, GA; **Amber Nicole Deyton** of Dahlonga, GA; **Walter Dion Files, Sr.** of Newport News, VA; **Patricia Fountain** of Locust Grove, GA; **Michelle R. Furbert** of Sandys, Bermuda; **Marshall Arnold Garrett, Jr.** of Columbus, GA; **Mitchell Hammond** of Atlanta, GA; **Brandy McDaniel Holbrook** of Atlanta, GA; **Syl-**

via Jetaun Johnson of Chicago, IL; **Kelsa L. Jones** of Sacramento, CA; **Spencer A. Knotts** of Sanford, NC; **Cedrick LeTron Lawson** of Columbia, SC; **Apollinair Darius Miller** of Winston-Salem, NC; **Romas Lamont Mitchell** of Omaha, NE; **David Phillip Poole, Jr.** of McRae, GA; **Carl LeRhaun Powell**, Jr. of Beaufort, SC; **Matthew W. Powell** of Decatur, GA; **Mack Louvianacheck Rice** of Laurens, SC; **Brandon Craig Roberts** of Mountain City, TN; **Howard R. Sherrill** of Kannapolis, NC; **Jessyciah Michal Shoemaker** of Sacramento, CA; **LaToya Mechelle Stephens** of Cartersville, GA; **Belinda J. Strickland** of Palmetto, GA; **Ryan James Swann** of Winter Haven, FL; **Arthur J. Terry, Jr.** of East Point, GA; **Brandon Elliott Thornton** of Atlanta, GA; **Jodie Wesley Turner** of Broadway, VA; and **Derwin Tremayne Williams** of Battlesboro, NC.

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Educational **NEWS** CONTINUED

Ivy Tech Mortuary Students attend Embalmers Ball



Rachelle White of White Funeral Home and Michelle Katsaros of Geisen Funeral Home.



Little Red Riding Hood (Belinda Metzger) and the Big Bad Wolf (Melisa Katona) both with Rees Funeral Homes.



Sarah Palin (Sheila Nuss) and Hilary Clinton (Shellie Williams) both with Carlisle Funeral Home.



Adjunct professor Monica Gray with students

EAST CHICAGO, IN—Mortuary students, faculty, graduates and board members with the mortuary science program at **Ivy Tech Community College** of Indiana Northwest attended the *Embalmers Ball*. A barn on property in Indiana was transformed into the haunted barn equipped with caskets, spider webs, ghosts and goblins. All

guests signed a register book as they entered the barn. The evening was filled with food, drinks, and dancing. A disc jockey was hired to entertain the guests. Students from as far as Fort Wayne and Chicago enjoyed the evening which included pictures in front of a casket. "We wanted to provide an opportunity for first year and second year

students to meet each other in a fun setting," adds school dean **Rick Soria**. In addition, students mingled with graduates and board members.

"The evening gave the students an opportunity to relax and take our minds off of their studies," states **Michelle Katsaros**. Michelle remembers when she was in mortuary school and the demands of studying. Mi-

chelle serves on the mortuary program's board and is a funeral director with **Geisen Funeral Homes** (Geisen and Hebron).

One of many of the highlights included the costumes. Sarah Palin (**Sheila Nuss**) and Hilary Clinton (**Shellie Williams**) made an appearance. Sheila is a funeral director with **Carlisle Funeral Home** in Michi-

CONTINUED ON PAGE A34

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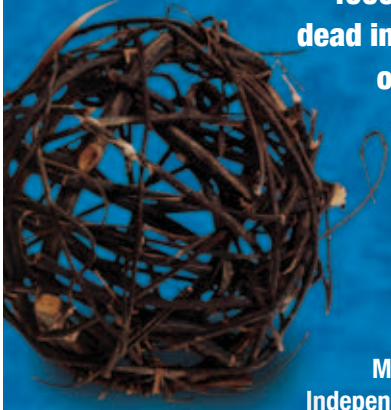
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Educational NEWS CONTINUED

Ivy Tech Mortuary Students celebrate the Halloween Season



(L to R) Terri Valtierra, Rick Soria, and Chancellor J. Guadalupe Valtierra.



(L to R) Michelle Hanrahan ('07) an intern with Kuiper Funeral Home in Highland and Raquel Santos ('07), adjunct professor.

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EAST CHICAGO, IN— Mortuary students, faculty and administrators with the mortuary science program at **Ivy Tech Community College** of Indiana Northwest took time out of their busy schedules for dinner and a tour of a haunted mansion and forest.

Students gathered at a local Mexican restaurant, El Taco Real, for dinner before the night of terror. Chancellor **J. Guadalupe Valtierra** and his wife **Terri** joined the fearless group for dinner. After dinner, the group made their way to the Haunted Mansion. The Haunted Mansion, operated by Reapers Realm, has three floors of terror. From ghouls to goblins, the mortuary science group made it through the haunted mansion and forest.

Ivy Tech Students attend the Embalmers Ball

Continued from Page A33



Marji Kuch with Chapel Lawn and Kuiper Funeral Homes dancing with a partygoer Andrea Araujo to Michael Jaskosn's Thriller.

gan City. Shellie graduated from Ivy Tech in 2007 and is also an associate with Carlisle.

Team **Rees Funeral Homes** were well represented at the Ball. Little Red Riding Hood (**Belinda**

Metzger) and the Big Bad Wolf (**Melisa Katona**) entertained the crowd. Belinda serves with Rees as an administrative assistant and Melisa as a funeral director. Melisa is a graduate of Ivy Tech, class of 2007.

Educational NEWS CONTINUED

PIMS receives Wal-Mart Foundation Grant



PIMS Students and Faculty are presented with the Grant Check
PITTSBURGH, PA— The **Pittsburgh Institute of Mortuary Science (PIMS)** was recently presented a \$1000.00 grant from the **Wal-Mart Foundation**.

The Wal-Mart Foundation awarded the grant to PIMS for their commitment and volunteer service to the community. PIMS conducts an annual Christmas food drive for the needy and annual Halloween and Easter Parties for the patients at the Rehabilitation Institute of Pittsburgh.

The Wal-Mart Foundation strives to create opportunities to improve the lives of individuals in their communities, including customers and associates. Wal-Mart has also been recognized for two years in a row by the Chronicle of Philanthropy as the largest corporate cash contributor in America.

On hand to present the grant check were assistant managers Tony and Ed, Ms. Kris Owens - Good Works Coordinator at Wal-Mart, and a number of Wal-Mart associates. On hand to receive the grant check were numerous PIMS students, faculty member **M. Roger Walker**, and PIMS Dean of Faculty and Students, **Joe Marsaglia**. PIMS is grateful to the Wal-Mart Foundation for their generous contribution.

PIMS Students hold Annual Blood Drive



PITTSBURGH, PA— **Pittsburgh Institute of Mortuary Science (PIMS)** recently held its annual Blood Drive. The function was held at PIMS and was conducted by the Central Blood Bank. Students, faculty and administrative staff donated to make this year's drive another huge success.

As part of their extra-curricular activities, PIMS also holds an annual Christmas Food Drive for the Needy, a Halloween and Easter Party for the children at the Rehabilitation Institute of Pittsburgh, and numerous other activities to promote community involvement.

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Now is the best time ever to join IMSA! Plan on attending the 2009 IMSA General Membership Meeting, Tuesday, April 21, 2009 at 8:00 A.M. to 9:00 A.M. in the Bunyan Room, C & D Mandalay Bay Resort. The ICCFA has arranged for Dean Lindsay to make an exclusive presentation to IMSA suppliers and guests from 9:00 AM to 10:00 AM. "He is the author of **"Cracking the Networking CODE: 4 Steps to Priceless Business Relationships."**

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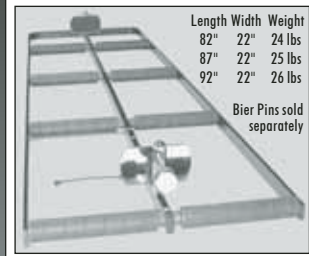


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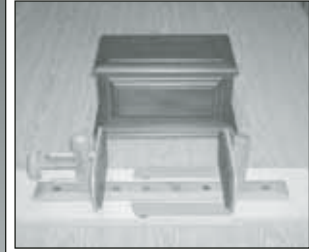
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Association NEWS

Allegheny County Funeral Directors Association installs Officers at recent Meeting

WILMERDING, PA— The Allegheny County Funeral Directors Association (ACFDA) recently installed officers for 2009. The newly installed officers are:

President **Karen West-Butler, West Funeral Home**, Wylie Ave, Pittsburgh; Vice-President **Mark L. Donato, English Funeral & Cremation Services, Inc.**, Oakmont; Secretary **Fara Falvo-Garretson, Brusco-Falvo Funeral Home**, Mt. Washington; and Treasurer **Kevin R. Dieterle, Readshaw Funeral Home Inc.**, Carrick.

Also installed, to begin three year terms on the Board of Trustees, were: **Rose Carfagna Au, Ralph Schugar Inc. Funeral Chapel**, Shadyside; **Jeffrey L. Maist, John F. Slater Funeral Home Inc.**, Brentwood; and **Lynn Teck, Hershberger-Stover, Inc. Funeral Home**, Crafton.

Continuing on the Board of Trustees are: **Anthony J. Bekavac, Paul Bekavac Funeral Home**, Elizabeth; **Wayne D. Collins, Savolskis-Wasik-Glenn Funeral**

Home, Munhall; William B. Schleifer, Maloy-Schleifer Funeral Home, Duquesne; **Paul J. Urban, Savolskis-Wasik-Glenn Funeral Home**, Munhall; and Immediate Past President **Johnpaul Bertucci, Giunta-Bertucci Funeral Home**, Arnold.

Mr. Bertucci was also honored at that meeting as outgoing president.

ACFDA is the largest county-level funeral directors association in Pennsylvania, and has more members than some state-level associations. Organized in 1895, this voluntary association strives to promote the highest standards of professionalism and public service. In addition to member services, ACFDA provides consumers with information, referrals, grief seminars, The Highmark Caring Place -A Center For Grieving Children, a grievance resolution process and an organized volunteer effort to aid during disasters.

FUNERAL FACTS

THE MOST ATTENDED dog's funeral was in honor of Lazarus, belonging to Emperor Norton I, in San Francisco, in 1862. More than 10,000 people paid their respects.



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NFDA's 2009 Asia Funeral Expo & Conference to offer more Suppliers, Cultural Exchange Opportunity

BROOKFIELD, WI— The National Funeral Directors Association (NFDA) will co-host its 2009 Asia Funeral Expo & Conference (AFE) at the Hong Kong Convention & Exhibition Centre May 13-15. AFE will provide the opportunity for funeral professionals from every walk of life to share their customs, culture and information with their professional peers worldwide. In addition, AFE 2009 will offer an invaluable opportunity for suppliers to showcase their products, innovations and ideas for an international audience of funeral professionals and buyers in order to better serve families.

Nearly 160 companies on several continents will participate in NFDA's 2009 AFE exhibition—a marked increase from the 100 companies that exhibited at AFE 2008, NFDA's first hosted event abroad. Companies that have already committed to exhibit at AFE 2009 include: **United Memorial**

Products, featuring **York Caskets** (United States); **The Dodge Company** (United States); **TerryBear Urns and Memorial Keepsakes** (United States); **Legacy Caskets** (United States); **Facultative Technologies** and **Hygeco International** (The Netherlands, France); **Algoranza** (Switzerland); **Anubis** (France); **Nantong Millionaire Furniture Ltd.** (China); and **Saint Kit Woods Art Industrial Ltd.** (Hong Kong); as well as dozens of other suppliers.

NFDA's 2009 AFE exhibition will again provide a global showcase of funeral products and services, including: caskets and urns made from a variety of materials; tombstones, monuments and other gravemarkers; equipment and machinery used in cemetery, mortuary and crematory operations; keepsake and memorial products; experts who can assist attendees with computer- and Internet-based technologies; advance funeral

planning solutions; repatriation sources; and many other business-building ideas—especially important given the state of today's global economy.

Moreover, in addition to the largest funeral product and service exhibition of its kind on the continent, NFDA's 2009 Asia Funeral Expo and Conference will offer attendees the opportunity to share/learn from funeral professionals from around the world about their customs, culture and information through workshops, tours of funeral homes and cemeteries and other social events.

"There are now many Asians living in our part of the world, at the foot of Africa, and it's an opportune time to learn how to best serve them when it comes to funerals and repatriation," said **Elsabe Basilio**, president of the *National Funeral Directors Association of South Africa*, who attended AFE 2008.

Said NFDA Director of International Relations **Deborah Andres**: "At NFDA's AFE 2008, we had 2,000 attendees from 36 countries and regions worldwide engage in meaningful dialogue **CONTINUED ON PAGE A38**



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Association NEWS CONTINUED

CANA Makeover: Certification Edition

CHICAGO, IL— 2009 will be a year of change for the **Cremation Association of North America's (CANA)** renowned certification program. Interactive sessions have been added to enhance the learning experience of attendees as well as new designations for crematory operators that successfully complete the program.

In a new section titled, "You Make the Call", attendees are given real life scenarios that challenge them to process the situation and make a decision. This helps them sharpen their evaluation and resolution skills. In addition, an interactive video presentation tests attendees on their familiarity with cremation law, processes and ethics. It will take their understanding of cremation to a new level of excellence.

CANA has designed three programs for the crematory operator certification. The first designation will be a CANA Certified Technician. This designation will be for those who are taking the certification program for the first time and receive a passing grade.

The second and third designations were designed for the operator with more experience in mind. These new programs recognize the operators' dedication and service by creating higher levels of classification. The CANA Senior Certified Technician designation is for an operator that has 5 to 10 years of experience or has cremated over 5,000 decedents. It requires an additional hour of course review and successful completion of 15 to 20 additional test questions. The CANA Master Certified Technician designation is for an operator that has more than 10 years experience or has cremated over 10,000 decedents. It requires additional course review and successful completion of 20 to 25 additional test questions.

For more information on this exciting program, call CANA headquarters at 312-245-1077 or email at CANA@smithbucklin.com. Visit www.cremationassociation.org for program dates and locations.

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NFDA's 2009 Asia Funeral Expo & Conference offers more Suppliers, greater Cultural Exchange

Continued from Page A36

about the future of funeral service and how to better serve families. I am excited to see participation in AFE grow this year."

"Funeral service is no longer just about serving your neighbors," Andres added. "Countries are growing more diverse, and funeral directors find themselves serving families that come from other countries with vastly different funeral customs and traditions. AFE 2009 will help funeral directors learn about these funeral traditions and collaboratively explore the global challenges facing funeral service in order to best-serve families, no matter where they come from."

Funeral professionals with questions about NFDA AFE 2009 or wishing to register should visit www.asiafuneralexpo.com or contact Andres at +1-262-789-1880 or dandres@nfda.org.

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



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Association NEWS CONTINUED

New Date and Location for the New Jersey State Funeral Directors Convention and Exposition

MANASQUAN, NJ— The New Jersey State Funeral Directors Association, Inc. (NJSFDA) announced a change to the dates and location of the 2009 Funeral Directors Convention and Exposition. The convention will now be held on Tuesday, September 29-Thursday, October 1 at the New Taj, 1000 Boardwalk at Virginia Avenue in Atlantic City, NJ. This locale change allows for registration, seminars, networking, and exhibit events to all occur in one convenient space—the newly refurbished third-level convention floor.

A long-standing tradition of providing high-quality continuing education for industry professionals, the convention and exposition offer attendees the ideal mix of semi-

nars, speakers, and social events on such contemporary, industry-specific topics as customer service, bereavement, embalming, and employee relations. The convention's education programs are designed to give funeral service providers what they need to enhance and improve their day-to-day operations while earning the CEUs necessary to renew funeral directing licenses in up to six states.

Registration will begin this summer and is open to all licensed funeral directors, with other registrations subject to management discretion. Exhibitor information was made available in March. Overnight accommodations will be reserved in the new Chairman Tower, just steps away from the excitement.

For additional information on the 2009 Funeral Directors Convention and Exposition contact **Emily A. Moscetti**, convention manager, at (800) 734-3712 or via email at convention@njsfda.org. Visit www.njsfda.org/convention for more details as they become available.

The New Jersey State Funeral Directors Association (NJSFDA) is nationally recognized for providing funeral-related services and programs, including education and information, and an array of funeral pre-funding options to the public and its members. Founded in 1902, the NJSFDA is a not-for-profit trade organization that is committed to ensuring that communities receive professional and ethical funeral care. The NJSFDA helps professionals and the public with funeral related issues every day, from directing families to funeral payment resources to mediating funeral home-client disputes.

Jewish Funeral Directors of America celebrates 80 Years

Longtime Members Honored for Dedication



(L to R) Honored for more than 60 years of service to the JFDA were Herbert Paperman and H. Seymour Weinstein.

LYNN, MA— The Jewish Funeral Directors of America (JFDA), the international association of funeral homes that assist people of the Jewish faith in arranging meaningful funerals in the Jewish tradition, recently held its 80th anniversary celebration. During the celebration, many long-time members were honored for at least 25 years of service to the JFDA and to the Jewish funeral industry.

The following JFDA members were honored for more than 25 years of membership: **Leila Paperman, Paperman and Sons**, Montreal, Quebec, Canada; **Robert Weil, Weil**

CONTINUED ON PAGE A45

FUNERAL FACTS



THE MOST EXPENSIVE FUNERAL was that of Alexander the Great, which would equal about \$600,000,000 in today's money.

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Klicker's Crosswords

Learning does not have to be a chore, it can even be fun!

By Ralph L. Klicker, Ph.D.



1. _____ :
Outdated pricing method
2. _____ :
Coated steel
3. _____ :
Blood in sputum
4. _____ :
Inflammation of intestines
5. _____ :
Nose bleed
6. _____ :
Mortgage holder
7. _____ :
Degree of brilliance
8. _____ :
Vague fear or premonition
9. _____ :
Ways of responding
10. _____ :
Yarmulke
11. _____ :
Masjid
12. _____ :
Paradise island of the dead

z	l	s	i	x	a	t	s	i	p	e
s	y	a	n	o	l	a	v	a	d	e
i	t	h	n	x	q	l	l	e	e	y
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i	d	p	v	x	i	i	z	f	q	e
r	i	p	i	d	n	t	j	n	s	i
e	v	i	u	a	q	k	c	y	o	x
t	i	k	v	k	d	o	l	n	m	n
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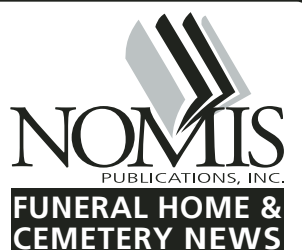
Ralph L. Klicker, Ph.D., has authored the books *A Student Dies, A School Mourns...Are You Prepared?* and *Kolie and the Funeral*. He has also written the textbooks *Funeral Directing & Funeral Service Management and Ethics in Funeral Service*, and his newest textbook *Restorative Art & Science*.

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

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

ANSWERS ON PAGE A44

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Association NEWS CONTINUED

Funeral and Memorialization Information Council elects 2009 Officers

BROOKFIELD, WI— The **Funeral and Memorialization Information Council (FAMIC)** elected its 2009 officers at their December 2008 meeting. **Robert J. Biggins**, CFSP, CPC, representing the *National Funeral Directors Association*, will serve as president; **Kaye Starnes**, representing the *Casket and Funeral Supply Association of America*, will serve as president-elect; **Stephen Hatfield**, representing the *National Concrete Burial Vault Association*, will serve as treasurer; and **Ernest Adams**, representing the *National Funeral Directors and Morticians Association*, will serve as secretary.

FAMIC is a membership organization comprised of organizations in nearly all areas of the death care profession. Members include the *Cremation Association of North America*, the *Funeral Service Foundation*, *Casket & Funeral Supply Association of America*, *International Order of the Golden Rule*, *Monument Builders of North America*, *National Concrete Burial Vault Association*, *National Funeral Directors Association*, *National Funeral Directors and Morticians Association*, and *Selected Independent Funeral Homes*.

Kavod and Matthews Casket Division join together for Kavod's Spring Meeting of Members

FAIRFIELD, CT— **Kavod – The Independent Jewish Funeral Chapels** is proud to announce its Spring Meeting, sponsored by **Matthews Casket Division**, to be held Tuesday evening, May 5 through Thursday, May 7 in York, PA.

Joining Kavod will be **Richard Adlman**, Market Manager, **AWC Products** and an honorary member of Kavod, **Joseph Bartolacci**, Chief Executive Officer and President, and **Lisa Anderson** and **Bill Shaffer**, Head of Product Development. **Doug Gober**, also representing Matthews, will continue his presentation on the Future of Funeral Service. The three day event will allow Kavod members to learn and discuss the various issues that face the funeral industry and continue to show Kavod's support to the Independent Jewish funeral provider.

"We are very privileged to have the wonderful support of Matthews and a dedicated member of their staff, Richy Adlman, who helped us plan this wonderful meeting," says **Jason Goldstein**, president of Kavod. "Besides conducting our normal business affairs, where more than half our members will be attending, we will be getting a tour of the **York Wood Plant** and learning more about the product we offer to our families."

Founded in 2002, the National Independent Jewish Funeral Directors are providers of Jewish fu-

neral services. We formed this group to create a network of independent family owned Jewish funeral providers to support one another in this changing environment and where many have expressed a need to have an individual service provider who is independent and will facilitate as an advocate for the families that we are all privileged to serve.

In 2006, the organization changed its name to **KAVOD – The Independent Jewish Funeral Chapels**. KAVOD...honor, respect, esteem, strong moral principles, and a source of pride. It is with these ideals that this organization has dedicated itself to having only the highest level of family owned Jewish firms as part of its' organization. The organization became recognized by other national organizations, including the *National Funeral Directors Association*, *Selected Independent Funeral Homes*, the *International Conference of Funeral Service Examining Boards*, and the *International Order of the Golden Rule*, as consultants for Jewish funerals.

Membership to KAVOD is by Invitation. For more information about KAVOD, please visit their website at www.kavodjewishfunerals.com. For information on the spring meeting contact **Samuel A. Green**, Executive Director, 203-255-8993 or **Jason S. Goldstein**, President, 609-344-9004.

FAMIC's mission is to: be a catalyst in developing and sustaining cooperative relationships throughout the funeral and memorial service associations; encourage the interchange of ritualization and memorialization ideas, resources and information, using the highest ethical and legal standards with the public interest as its primary consideration; and pursue, when feasible, cooperative efforts to provide educational programming to members of FAMIC-related industries.

FAMIC is best known for commissioning the "American Attitudes and Values Affected by Death and Deathcare Services" survey by **Wirthlin Worldwide**, which has been conducted every five years since 1990. This survey has yielded important information about all aspects of the profession, including perceptions, funerals, monuments, cemeteries, cremation and pre-arrangements.

The next FAMIC meeting is slated for late-2009. Funeral service associations that would like more information about joining FAMIC should contact Amy Graham at 800-228-6332 or asgraham@associationexcellence.com.

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Association NEWS CONTINUED

ICCFA Cremation Coaching Center provides access to resources, support from Industry's Top Experts

STERLING, VA— The **International Cemetery, Cremation & Funeral Association** launched the ICCFA Cremation Coaching CenterSM at www.cremationcoach.com. Led by coaches **Julie A. Burn**, CCE, CSE, and **Poul Lemasters**, Esq., the center is the world's most extensive source of cremation-related information and support for cemeteries, crematories and funeral homes.

The Cremation Coaching Center includes three components:

- **Resources**—Visitors will find thousands of cremation-related articles, videos and audio files, including material amassed in the ICCFA archives throughout its 122-year history as well as feeds to articles from the Library of Congress and continually updated mass media news reports.
- **Tools**—Both for industry members who are operating their own crematories and those who work with third-party providers, this section includes recommended cremation guidelines and procedures as well as sample contracts, model guidelines for state laws and regulations regarding cremation and the Transportation Security Administration's rule regarding urns as carry-on luggage.
- **Support**—Coaches Burn and Lemasters answer visitors' questions regarding cremation policies, procedures, operations, service and sales. Visitors

are welcome to share their own challenges and solutions in the "comments" section of each post.

Julie A. Burn, CCE, CSE, is ICCFA director of cremation services. Poul Lemasters, Esq., serves as ICCFA's special cremation counsel. He is a licensed funeral director and is an attorney with Rosenacker & Associates in Cincinnati, OH.

For complete details, visit www.cremationcoach.com.

ICCFA University expands to new Facility

STERLING, VA— In a time when many programs are contracting, the **ICCFA University** (ICCFAU), a five-day educational program conducted each July by the **International Cemetery, Cremation and Funeral Association**, is expanding to a new facility. The 2009 session of ICCFAU, July 17-22, will be the program's first year at the Mid-South Convention Center and Veranda Hotel in Tunica, MS.

For the past 25 years, ICCFAU had been held at the Fogelman Conference Center on the campus of the University of Memphis. "We greatly enjoyed our tenure at the Fogelman," said ICCFAU Chancellor **Mike Burke**, executive vice president of **Palm Memorial Parks & Mortuaries** in Las Vegas, NV. "However, the time has come for us to take this program to a new level and a larger facility. In the past several years, we have added two new colleges to our curriculum and have seen an increase in enrollment. Our new home in Tunica will enable us to keep all of our programming in adjacent rooms and house all of our students in one hotel, allowing the faculty and students to spend more quality time together. Our ICCFAU deans and professors are very excited and ready for a great session this year."

ICCFAU offers cemetery, cremation and funeral service professionals a unique experience that blends intensive, practical classroom training with continual informal idea sharing. Students attend one of six "colleges," or tracks of study, and spend the entire five days learning about that area of the profession. The six colleges are:

College of 21st Century Services— This college offers instruction on how to serve families who say they don't want a "traditional" funeral service. Students receive several days of celebrant training from the In-Sight Institute and become certified celebrants.

College of Administration & Management— This college offers business training for owners and managers and up-and-coming staff, taught by top experts within the industry as well as faculty from the University of Memphis College of Business & Economics.

College of Cremation Services— The most comprehensive cremation education program in the world, this college provides students with training and certification as crematory operators, cremation arrangers and cremation administrators.

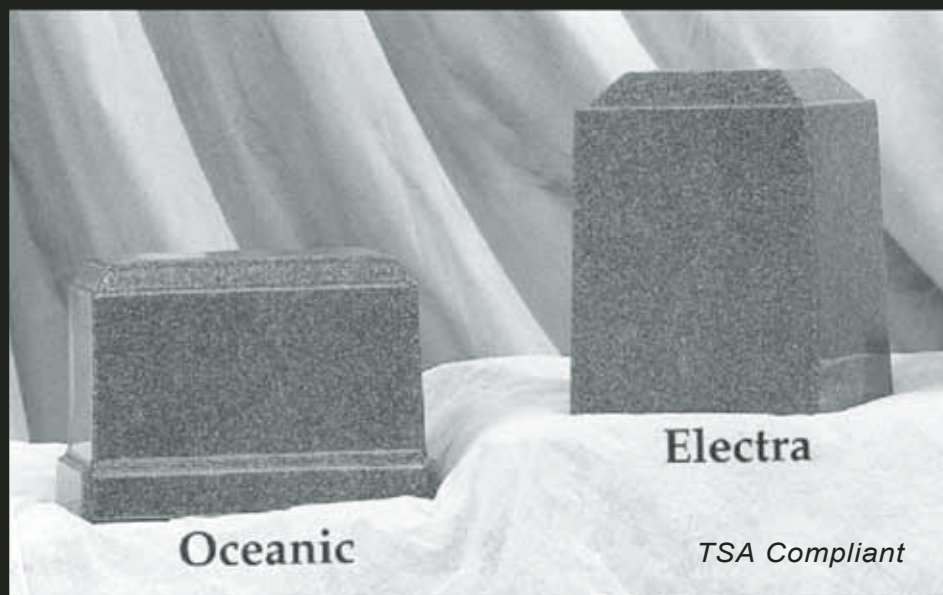
College of Funeral Home Management— Based on the Dr. W. Edwards Deming principles of quality management and taught by top funeral service educator **Todd Van Beck**, CFuE, this college provides students with a blueprint for making quality service a priority at their locations.

College of Land Management and Grounds Operations— This college combines classroom training with hands-on exercises designed to help students taking their cemeteries and memorial parks to new levels of aesthetics, efficiency and profitability.

J. Asher Neel College of Sales & Marketing— Taught by an all-star slate of cemetery, cremation and funeral sales and marketing experts, this college offers real-world experiences and best practices for building and maintaining a successful preneed sales program.

The Mid-South Convention Center and Veranda Hotel are located 35 miles from the Memphis International Airport, and the ICCFA has arranged for free shuttle service to and from the airport during students' peak travel periods. Registration for ICCFAU is now open. Registration includes all classroom training as well as all meals, which students share together in their own exclusive dining area. For a complete program and to register, visit www.iccfa.com or call 1-800-645-7700.

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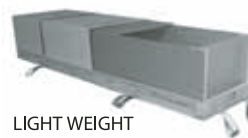
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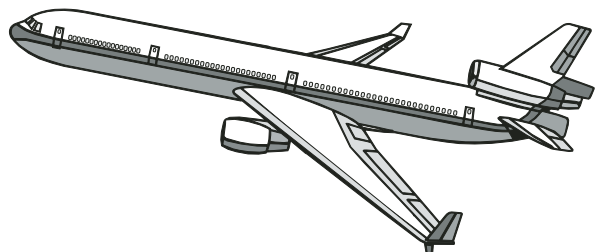
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Association NEWS CONTINUED

ICCFA inducts Robert A. Gordon Sr. into Hall of Fame at 2009 Convention & Exposition

STERLING, VA— The International Cemetery, Cremation and Funeral Association (ICCFA) has named Robert A. Gordon Sr., CCFE, CCRF, CSE, recipient of its prestigious Hall of Fame Award. Gordon is a past president of the ICCFA and is owner, managing director and secretary/treasurer of **Eternal Hills Memorial Gardens & Funeral Home** in Klamath Falls, OR. He was presented the Hall of Fame Award during the ICCFA 2009 Convention & Exposition, April 20-23 at Mandalay Bay Resort in Las Vegas.

Prior to joining Eternal Hills in 1987, Gordon held executive positions at several cemeteries and funeral homes in California and Washington state, including serving 30 years as executive vice president of **Oakdale Memorial Park & Mortuary** in Glendora, CA, a company with a sales organization of more than 200 counselors. He also served as president of **Abbey View Cemetery** in Seattle, WA, from 1990 to 2005 and was on the Board of Directors of **Evergreen-Washelli Memorial Park and Funeral Home** in Seattle from 1985 to 2005, serving as chairman of the board in 2005. In 1980-1983, he served a governor's appointment as vice chairman of the Washington State Cemetery Board.

Gordon developed financial, record-keeping and mapping software for cemeteries and funeral homes, as well as OSHA compliance manuals. He is a certified funeral celebrant.

He served as president of the ICCFA in 1988-

1989, when it was known as the *American Cemetery Association*. He was chancellor of ICCFA University from 2002 to 2004 and served as dean of the ICCFAU Graduate School from 1995 to 2002. In 2008, Gordon was awarded an honorary doctorate degree from ICCFAU.

He has served numerous

terms on the association's Board of Directors and has been chairman of the ICCFA Certification Committee since 1991. He has served on and chaired numerous additional ICCFA committees, including the Executive Committee, Hall of Fame Committee, Inter-Allied Committee and Future Directions Committee. He served on the association's Strategic Planning Committee for 18 years, including three terms as chairman. Eternal Hills has received four prestigious ICCFA Keeping It Personal (KIP) Awards for providing exceptional personalization to the families they serve.

Gordon held three terms as president of the *Funeral and Memorial Information Council* (FAMIC), an organization made up of members of numerous associations from throughout the death care profession. He also is a past president of the *Cemetery & Mortuary Association of California*, and he served several years on the *Washington Cemetery, Cremation and Funeral Association* Board of Directors. He has been a presenter at many cemetery, cremation and funeral educational events and has au-

CONTINUED ON PAGE A44

Allen Dave Jr. appointed chairman of ICCFA Allied Industry Committee

STERLING, VA— The International Cemetery, Cremation and Funeral Association has named Allen Dave Jr. chairman of its Allied Industry Committee, responsible for outreach to industry associations, organizations and individuals. Dave is president of **Allen Dave Funeral Directors & Cremation Tribute Center** in Houston, TX.

Dave is currently ICCFA secretary, a position he has held since March 2008. ICCFA President-Elect **Gregg Williamson**, CCE, asked him to transition into his new position at the ICCFA's 2009 Convention & Exposition.

"I want to help the organization grow," Dave said. "I have benefited so much in my six years as a member and so I want to go out and share my message and give my testimonial to encourage more participation in the ICCFA and its programs."

Prior to graduating from mortuary school in 2003, Dave had worked for 27 years in print media and broadcasting, and he owned a wedding planning business. He was a pioneer in introducing broadcast video productions to the wedding industry.

"I was completely new to funeral service," Dave said. "I have since opened three funeral establishments, and I built my entire organization based upon the ICCFA programs."

Dave has spoken at numerous industry events about how funeral directors can develop the skills and techniques required of a wedding planner to improve service to families.



Allen Dave



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Association NEWS CONTINUED

Golden Rule Firms earn near-perfect satisfaction score from Families

ST. LOUIS, MO— Among 15,000 families surveyed last year, 99 percent said they would recommend a Golden Rule funeral home to others, according to a report recently published by the **International Order of the Golden Rule (OGR)**. This glowing statistic is one of a number of favorable factors found in OGR's 2008 Family Contact Annual Report. The full report was compiled and sent in February to OGR members participating in the program. The data was extracted from responses to survey forms submitted from families served last year by Golden Rule firms and which formed the basis for the report.

"Family Contact has proven an invaluable tool for our members," says **Guy Linnemann**, CFSP, OGR president. "It allows families to evaluate the quality of service received, while in turn helping our members to gain a greater understanding of families' needs and to recognize areas for improvement."

"This good news comes as no real surprise," notes **Kevin Opsahl**, 2008-09 membership committee chair. "Our members know the service they provide is superior. It is meaningful, though, to get this feedback directly from the families."

"Besides being a timely and effective way to monitor areas for improvement, Family Contact is also used by owners and managers to applaud employees for superior service," Opsahl added. "This service is also a primary opportunity to contact families who are interested in pre-planning."

In fact, the survey revealed that 83 percent of respondents said they would pre-plan a funeral service. Plus, it indicated a better-than-average overall rating for products and services selected, and most frequently cited reputation, previously served the family, attended other services conducted by the firm, that the firm is independent/locally owned, and location as reasons for choosing a funeral home.

In addition to a breakdown of satisfaction with the particular funeral home, the report illustrates performance statistics of all member firms participating in the program, enabling them to compare their performance with that of the other participants. To learn more about Family Contact or

about OGR membership, contact the membership department, (800) 637-8030, membership@ogr.org.

Headquartered in St. Louis, the International Order of the Golden Rule (OGR) is one of the world's largest professional associations of

local, family owned Golden Rule funeral homes whose members are dedicated to offering reliability, fair pricing, and dignified, caring service to families. OGR's mission is to make independent funeral homes exceptional.

ICCFA inducts Gordon into Hall of Fame at 2009 Convention & Exposition

Continued from Page A43

thored numerous articles for industry trade publications.

Gordon also has held active roles in local community and service organizations over the past 45 years, including three terms as president of the Glendora (California) Chamber of Commerce, 10 years as president of the Glendora Welfare Association and seven years on the California Hospital Association Governance Board. He has served on the boards of several hospitals in the past 20 years and is currently chairman of the East Valley Hospital and Medical Center in Glendora.

Gordon has earned the designation of Certified Cemetery Funeral Executive (CCFE), Certified Cremation Execu-

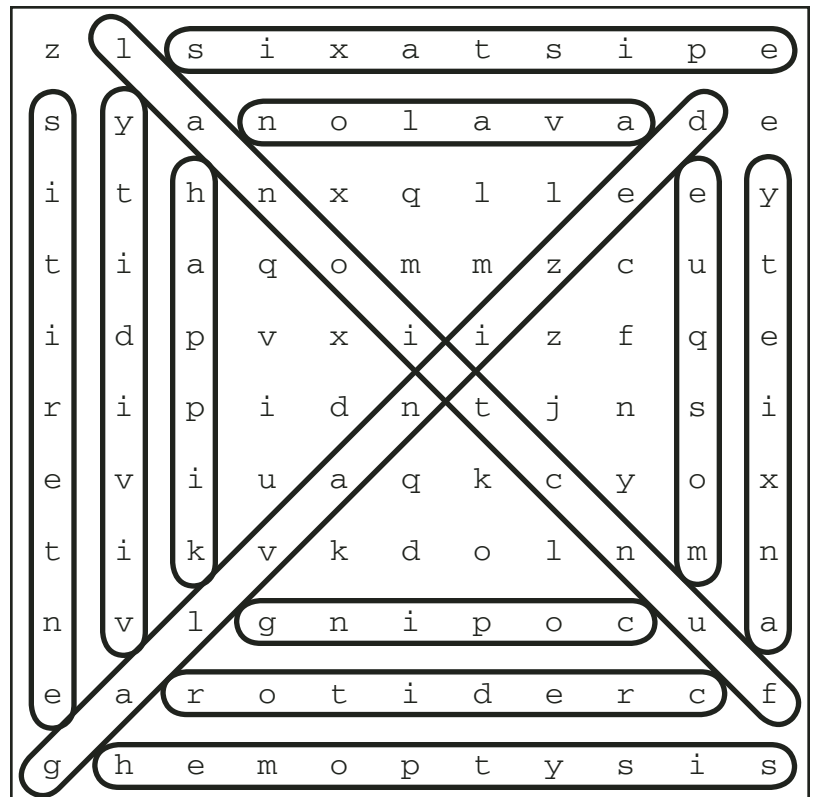
tive (CCrE) and Certified Supplier Executive (CSE), which are awarded by the ICCFA to individuals who have demonstrated a high degree of competence and a high level of management experience and skills.

The Hall of Fame award is the ICCFA's highest honor. Since its creation in 1965, it has been awarded to 29 individuals.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, funeral service, cremation and memorialization profession. Its membership is composed of more than 7,200 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

Answers to Klicker's Crossword Puzzle on Page A40

1. Functional : Outdated pricing method
2. Galvanized : Coated steel
3. Hemoptysis : Blood in sputum
4. Enteritis : Inflammation of intestines
5. Epistaxis : Nose bleed
6. Creditor : Mortgage holder
7. Vividity : Degree of brilliance
8. Anxiety : Vague fear or premonition
9. Coping : Ways of responding
10. Kippah : Yarmulke
11. Mosque : Masjid
12. Avalon : Paradisical island of the dead



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Association NEWS CONTINUED

Jewish Funeral Directors of America celebrates 80 Years

Continued from Page A40



Honorees for their years of service to the JFDA. (L to R) Herbert Paperman, Leila Paperman, Franklin O.L. Steinberg, Julian Weinstein, Robert Weil, Richard Stein, Alan Yaffe, Sonny Levitt, and Jill Glasband.

Funeral Home, Cincinnati, OH; **Jill Glasband, Hillside Mortuary**, Los Angeles, CA; and **Sonny Levitt, Riverside Gordon Memorial Chapels**, Aventura, FL.

The following members were honored for 40 years of membership: **Franklin O.L. Steinberg, Sunset Chapels**, Manhasset, NY; **Julian Weinstein, Goldstein's Rosenberg's Raphael-Sacks**, Philadelphia, PA; and **Richard Stein, Berger Memorial Chapel**, St. Louis, MO.

Alan Yaffe, Piser Funeral Services, Skokie, IL, was honored for 50 years of membership and service to JFDA and the Jewish funeral industry.

For more than 60 years of membership, the following individuals were honored: **Herbert Paperman, Paperman and Sons**, Montreal, Quebec, Canada; and **H. Seymour Weinstein, Weinstein Garlick Kirschenbaum Funeral Chapels**, Brooklyn, NY.

"We are so pleased to recognize our longstanding, distinguished members who have been dedicated to advancing the Jewish funeral industry while continuing to maintain the dignity of honoring someone's life," said **Mark Friedman**, president, JFDA.

With 200 members across North America, JFDA has served as the authority for traditional Jewish funerals since it was established in 1928. Its educational programs, meetings and seminars enable members to adhere to the organization's Code of Conduct and maintain professional accreditations while providing comfort and dignity to the families they serve.

The Jewish Funeral Directors of America (JFDA) assists people of the Jewish faith in arranging meaningful funerals in the Jewish tradition. Its mission is to guide, aid and support its members in

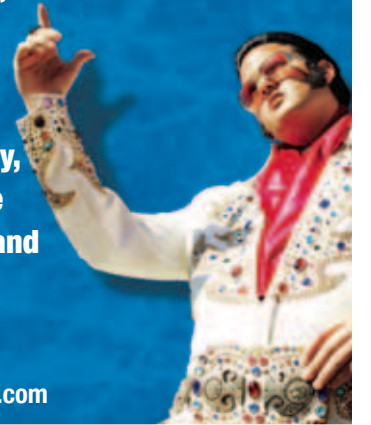
honoring the deceased and comforting the bereaved by preserving, promoting and

practicing the customs and traditions of the Jewish funeral. JFDA is headquartered in

Lynn, MA. For additional information, call 781-477-9300 or email info@jfd.org.

FUNERAL FACTS

ELVIS PRESLEY WAS buried in Memphis, next to his mother, but after grave robbing attempts and lack of security, their remains were reburied at Graceland two months later.



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RICHARD F. "DICK" THOMAS of Oakdale, PA died April 1, 2009 at the age of 70. A fourth generation funeral director, he was owner of his family firm, the **Richard Thomas Funeral Home**, and also co-owned the **Thomas-Little Funeral Home** as well as two additional locations. He graduated from the *Pittsburgh Institute of Mortuary Science* in the early 1960s.



BYRON DUANE AMUNDSON of Grand Forks, ND died March 6, 2009 at the age of 84. He graduated from *Cleveland College of Mortuary Science* and received his North Dakota funeral directors license in 1947, earning his Minnesota license in 1952. He was affiliated with the **Hanson-Anderson Mortuary** in Grand Forks until 1976. He and his wife opened **Amundson Funeral Home** in Grand Forks on February 1, 1977.

Courtesy North Dakota Funeral Directors Association, Mentor, MN.

CAROL BOSSUOT WRIGHT of Copenhagen, NY and formerly of Carthage, NY died March 25, 2009 at the age of 78. She assisted her husband in the operation of the former **Bossuot Funeral Home**, now the **Bossuot-Lundy Funeral Home, Inc.** After retiring in 1978 they worked for thirty years selling directories to other funeral homes throughout the United States.

CHAUNCEY C. STOKES, JR. of Rocky Mount, NC died March 27, 2009 at the age of 79. He owned and operated **Stokes Mortuary**, founded in 1923 by his parents. In the early 1950s Stokes received a degree from the *San Francisco School of Mortuary Science* before returning to Rocky Mount to join the family business.

CAROLYN J. STAGGS of Bloomfield, MO died March 11, 2009 at the age of 64. She and her husband owned and operated **Chiles-Cooper Funeral Home** in Bloomfield. Reprinted from *The Dead Beat*, Golden City, MO.

SAMMY LEE "SONNY" THOMPSON of Oakdale, LA died March 24, 2009 at the age of 67. In 1982 he and his wife **Zenora Thompson** purchased the **Progressive Funeral Home** in Oakdale and founded **Thompson Funeral Home, Inc.** He graduated from *Commonwealth College of Mortuary Science* in Houston, TX.

WILLADEAN WARREN TURNER of Brooklyn, NY died January 21, 2009 at the age of 81. She was a funeral director, organist, piano teacher, as well as Minister of Music for 35 years.

TIMOTHY R. KYLE of Hubbard, OH died March 12, 2009 at the age of 52. He graduated in 1978 from the *Pittsburgh Institute of Mortuary Science*. He was a third generation funeral director and embalmer and co-owner and Vice President of **Stewart-Kyle Funeral Home** for many years. He was also Vice President of **Western Reserve Leasing Livery Company** for over 10 years, which provides specialty funeral vehicles to funeral homes in Northeastern Ohio and Western Pennsylvania. He was an active member of the *Mahoning-Trumbull-Columbiana Counties Funeral Directors Association*, former president of OFDA District 15, as well as a member of *Ohio Funeral Directors Association*, *National Funeral Directors Association*, and *Ohio Embalmers Association*.



ELEANOR ANN NEELD of Xenia, OH died March 17, 2009 at the age of 69. She was a licensed funeral director with **Neeld Funeral Home, Inc.** for the past 20 years, and worked with her husband, **Thomas R. Neeld**, and son, **Michael T. Neeld**, in their fifth generation family business. She was a member of the *Montgomery County Funeral Directors Association*, the *Ohio Funeral Directors Association*, and the *National Funeral Directors Association*.

WILLIAM JOSEPH LONDERGAN of Philadelphia, PA died February 10, 2009 at the age of 95. He was a licensed funeral director for over 50 years and co-owner of the **Kirchner-Londergan Funeral Home** in Philadelphia. Courtesy Mancini Funeral Home, Philadelphia, PA.

FRANK E. SCHMIDT of Hampton Township, PA died March 22, 2009 at the age of 55. He was a funeral director for more than 33 years with the **Herbert R. King, Jr. Funeral Home, Inc.** in Hampton Township. He was past district governor and on the legislative committee of the *Pennsylvania Funeral Directors Association*, and he was also past secretary/treasurer of the *Butler County Funeral Directors Association*. Courtesy Clem's Livery Service, Pittsburgh, PA.

WILLIAM V. POWELL, JR. of Knoxville, TN died March 18, 2009. He was co-founder, president and chief financial officer of **Unity Mortuary** in Knoxville. He was former chairman of the *Tennessee State Funeral Directors and Morticians Association*; former chairman of *East Tennessee Funeral Directors and Morticians Association*, and was appointed by Governor Sunquist to the Tennessee State Board of Funeral Directors. Courtesy Gentry-Griffey Chapel, Knoxville, TN.

RACHEL M. HUB of Grant Park and Chicago Heights, IL died March 24, 2009 at the age of 89. She was the original founder and owner of **Hub Funeral Chapel** in Chicago Heights for almost 60 years and also owned **Hub Funeral Chapel** in Grant Park for over 30 years.

ERIC C. WIRTH of Las Vegas, NV and formerly of the Boston area died March 9, 2009 at the age of 50. A 1979 graduate of *New England Institute*, he worked for **P.E. Murray Funeral Home** in West Roxbury, MA **Keohane Funeral Homes** in Quincy, MA and **Richardson Funeral Home** in Scituate. For the second half of his career, he represented the **Batesville Casket Company**, and later the **Wilbert Burial Vault Company**. His territory included Boston and Eastern Massachusetts. He relocated to Chicago when he was appointed national sales manager for Wilbert.



ROBERT W. ROARK of Fort Worth, TX died February 27, 2009 at the age of 88. He was owner of **Roark Casket Company**, which he founded in 1974. He was also past president of the *Casket and Funeral Supply Association of America*. Courtesy Casket and Funeral Supply Association, Lake Bluff, IL.

JAMES M. HURST of Peru, IL died March 16, 2009 at the age of 71. He was a second generation funeral director of **The Hurst Funeral Homes** in LaSalle-Peru, Ladd, Tonica and Wenona. A 1956 graduate of *Worsham College of Mortuary Science*, he was a member of the *Illinois Funeral Directors Association* and the *National Funeral Directors Association*.

NEWTON HUNTER "BILL" CULBERTSON, JR. of Estill Springs, TN died March 31, 2009 at the age of 88. He was former owner for 41 years of **Daves-Culbertson Funeral Home** in Tullahoma, TN. He was a member of the *Tennessee Funeral Directors Association* and the *National Funeral Directors Association*. He was also a graduate of *Gupton-Jones College of Funeral Service*.

BILL LINDSEY of Harrisonburg, VA died April 5, 2009 at the age of 91. His parents started **Lindsey Funeral Home** Harrisonburg and Weyers Cave, VA in 1929 and he and his brother, **Harold**, took over the family business in the 1940s. Following his brother's death in 1990, he retired and sold the business in 1993. He was also a graduate of *Eckels Mortuary School* in Philadelphia.

FREDERICK E. MATTISON of Falconer, NY died April 2, 2009 at the age of 93. Mr. Mattison and his father purchased the **Falconer Funeral Home** in 1936, which he owned and operated until his retirement in 1978. A 1936 graduate of *Simmons School of Mortuary Science*, he received his funeral director's license in 1937. He was a past president and member of the *Chautauqua County Funeral Directors Association* and life member of the *New York State Funeral Directors Association*. He also served as a Chautauqua County coroner from 1952 to 1958.

FUNERAL FACTS



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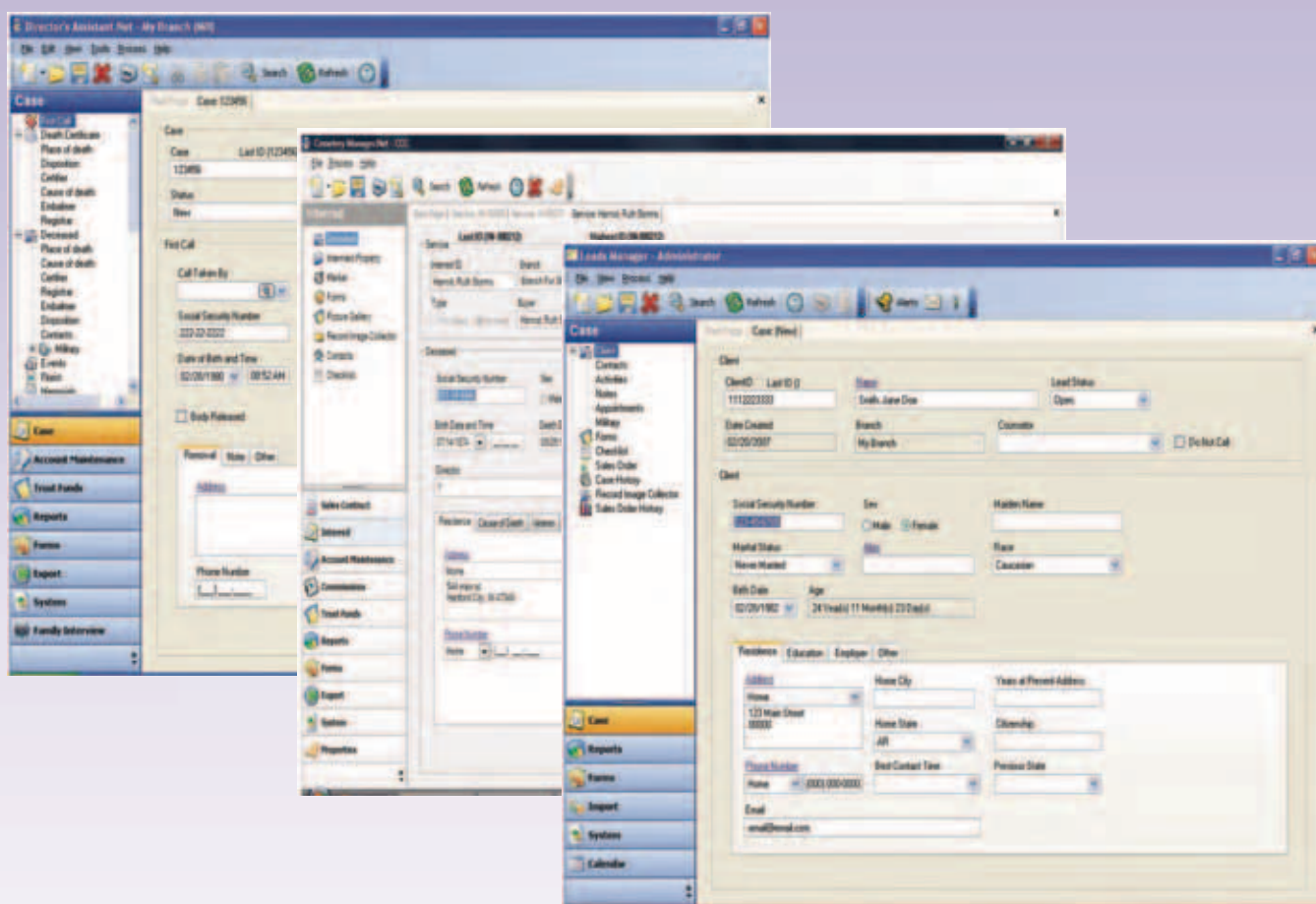
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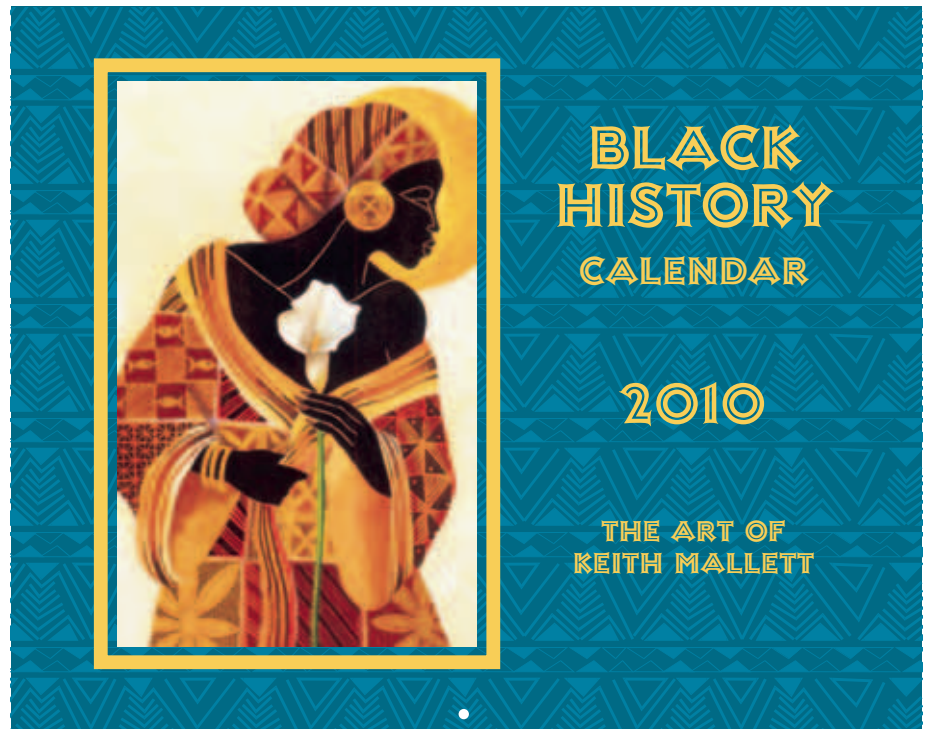
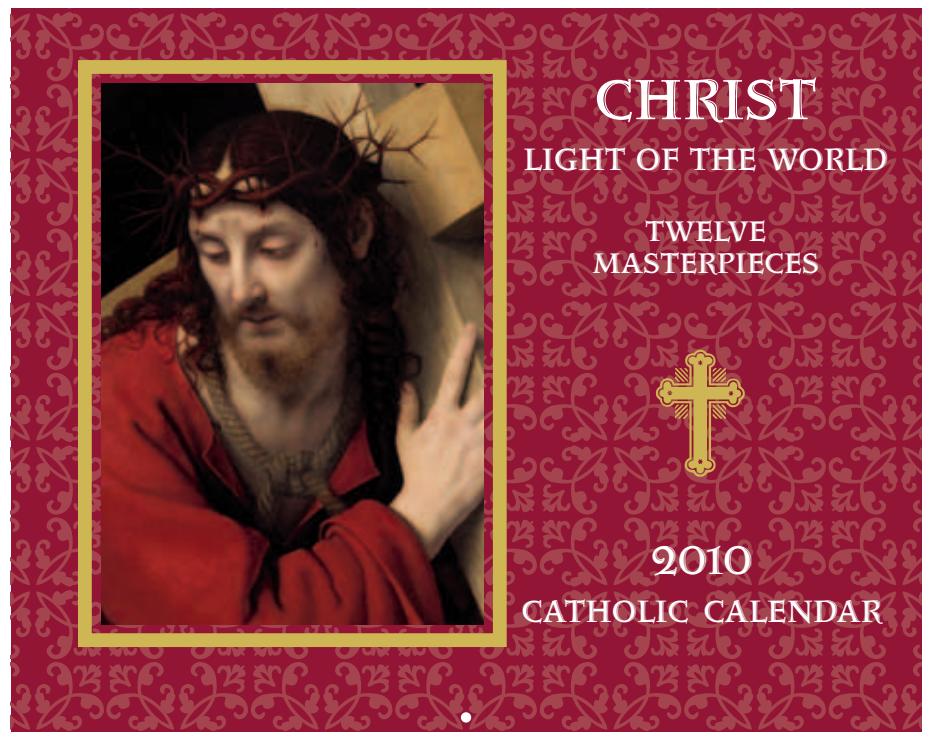
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