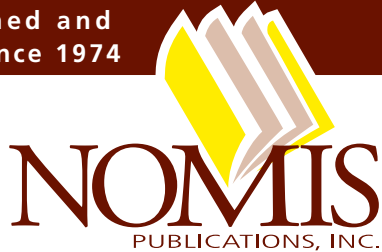


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# FUNERAL HOME & CEMETERY

# NEWS

MAY  
2010

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“Marshall White, owner of White Family Funeral Home, is also a professional Strongman. It’s hard to imagine that on weekdays he is dressed in a suit and tie and making final resting plans with families in his community, only to be lifting cars on the weekends in his professional sport.”

See “World’s Strongest... Undertaker?” on Page A13

“The company also provides many other services, including: Death Certificates and other paperwork; trade embalming; transportation and drivers; as well as Bio-Seal.”

See “Storer Mortuary Transport offers services in Southern Ohio” on Page A14

## International Cemetery, Cremation and Funeral Association Convention

Officers Elected, Attendance Records Broken



Highlights and Photos begin on Page A37

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

Ralph L. Klicker, Ph.D. offers Klicker’s Crosswords on Page A40

## Lake Shore Funeral Home offers old-fashioned customer service in Texas



Lake Shore Funeral Home

WACO, TX— With the slogan “Let us show you the difference a caring neighbor can make,” **Lake Shore Funeral Home** is a faith-based environment that not only provides families with service, but they also show true compassion. Located in Waco, Lake Shore Funeral Home and Cremation Services offers families old-fashioned customer service tied in with modern technology, while at the same time giving grieving families space and privacy.

Owners Brent and Carri Shehorn couple Christianity and customer service to offer the best service for their community.



Carri and Brent Shehorn

The funeral home has both large and small chapels to accommodate needs as well as a large foyer and hallway that leads up to three large visitation/viewing rooms, a children’s playroom, full-sized kitchen and a reception hall which can seat up to 70 people.

The large chapel seats up to 250 guests and includes an optional private seating area for family members. The chapel, modern yet simply subtle, has full audio, video, webcasting, and multimedia capabilities. The smaller chapel can hold up to 50 people, giving small farewell services a more intimate feel. If additional visitation/viewing rooms are needed, the small chapel can be converted in to two extra visitation/viewing rooms.

CONTINUED ON PAGE A22

## A El Cielo (To Heaven) Funeral Home is first Hispanic Funeral Home in Washington State

KENT, WA— Born in Yakima, WA to migrant farm workers, **Cindy Figueroa** grew up learning how to work hard in order to survive. Through all the trials and tribulations of growing up with parents who didn’t speak English and were illegal in this country, she still managed to put herself through college and receive a top notch education. Little did she know she would one day become owner of the first Hispanic funeral home in Washington State.

Cindy was always very determined to succeed at the American dream, knowing that her parents crawled through sewer tunnels to give her more opportunities than those available in Mexico. She graduated from Highland High School in 1996, being the first Hispanic to achieve honors no other had accomplished there. Among them she was the first Hispanic to become President of



Cindy Figueroa

her high school, she was also captain of the volleyball team, drill team, track team, javelin record holder and received honors for her academic accomplishments. And so, after high school Cindy knew she wanted to attend college, even though her mother insisted she just get a job at the local warehouse sorting apples. This was not a part of Cindy’s plan.

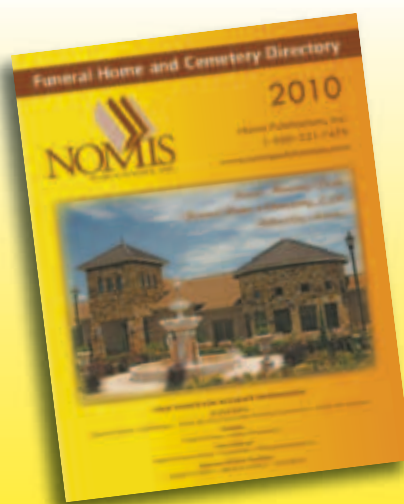
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# HAVE YOU SEEN THESE CHILDREN?

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

## Endangered Runaway

**SANDRA V. CRUZ**



**Date of Birth:** 5/11/1994  
**Date Missing:** 11/20/2009  
**Missing From:** Chicago, Illinois  
**Age at Disappearance:** 15 Yrs  
**Age Now:** 15 Yrs  
**Sex:** Female  
**Race:** White/Hisp  
**Height:** 5'2"  
**Weight:** 112 lbs  
**Hair:** Red  
**Eyes:** Brown

**Circumstances:** Sandra was last seen on November 20, 2009. She may still be in the local area.

## Endangered Runaway

**ERIC ROBINS**



**Date of Birth:** 1/5/1993  
**Date Missing:** 5/30/2009  
**Missing From:** Aurora, Illinois  
**Age at Disappearance:** 16 Yrs  
**Age Now:** 16 Yrs  
**Sex:** Male  
**Race:** White/Hisp  
**Height:** 5'4"  
**Weight:** 130 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** Eric was last seen on May 30, 2009. He is Biracial. Eric is Hispanic and White.

## Endangered Runaway

**AMELIA JOSE ANTONIO**



**Date of Birth:** 12/18/1992  
**Date Missing:** 6/4/2009  
**Missing From:** Godwin, North Carolina  
**Age at Disappearance:** 16 Yrs  
**Age Now:** 16 Yrs  
**Sex:** Female  
**Race:** White/Hisp  
**Height:** 5'1"  
**Weight:** 110 lbs  
**Hair:** Black  
**Eyes:** Brown

**Circumstances:** Amelia was last seen on June 4, 2009.

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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## A El Cielo is first Hispanic Funeral Home in Washington State

*Continued from Front Page*

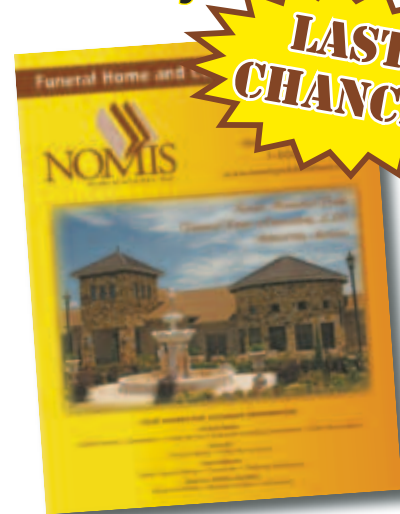
After receiving several academic scholarships and with the help of grants and her desire to pursue collegiate athletics, Cindy ended up at Central Washington University with the hope of one day completing her college career with a degree in psychology. After one year exploring the field and one year on the CWU track team, Cindy decided to study business and communications and ended up on the Rugby team as a starter.

It was during her third year in college that she suffered a major loss with the death of her first daughter. This was her first experience with death in 24 years of life and with that came all the planning for a funeral. She had a great experience with the funeral home that performed the services and in this case it was also the grandparents of her deceased daughter.

Her struggle didn't end there; she found out she had cancer. It wasn't until surviving cancer and finishing school that she

CONTINUED ON PAGE A8

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## New scam targets Funeral Homes

John Gallaher almost became a victim but caught the scam just in time.

**FORT MYERS, FL**— There's a new scam targeted toward funeral homes that crosses state lines.

**John Gallaher** of **Fort Myers Mortuary Service** in Fort Myers, FL, received a call from a North Carolina funeral home, telling him that a family wanted to ship to him cremated remains for a memorial service and interment. The North Carolina funeral director was told that **Gulf Coast Mortuary**, also owned by John Gallaher, would not accept the family's check for these services.

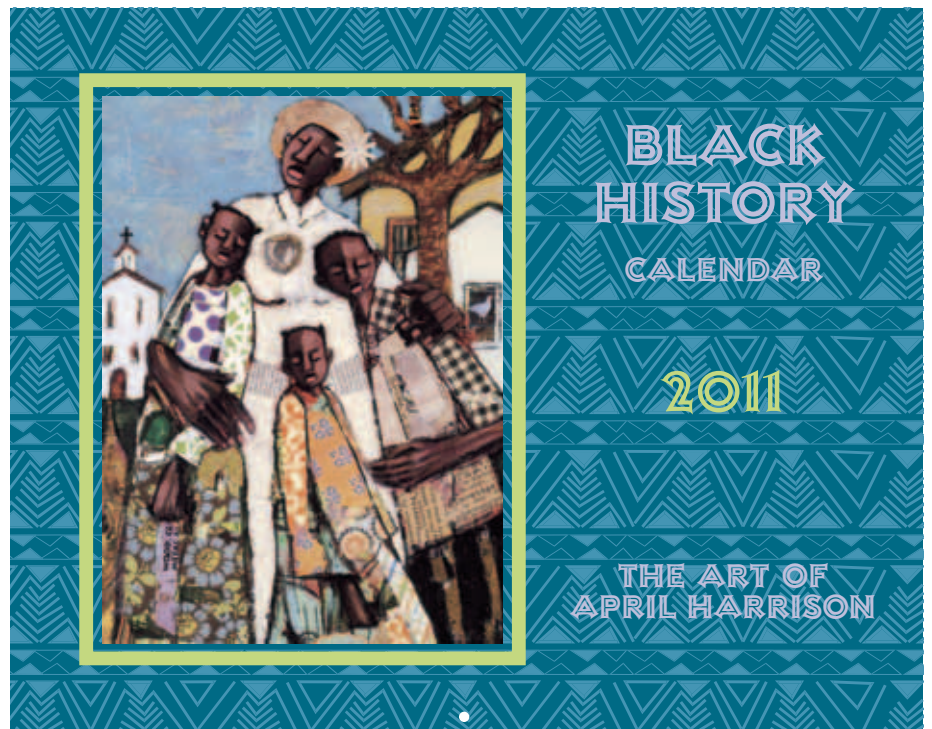
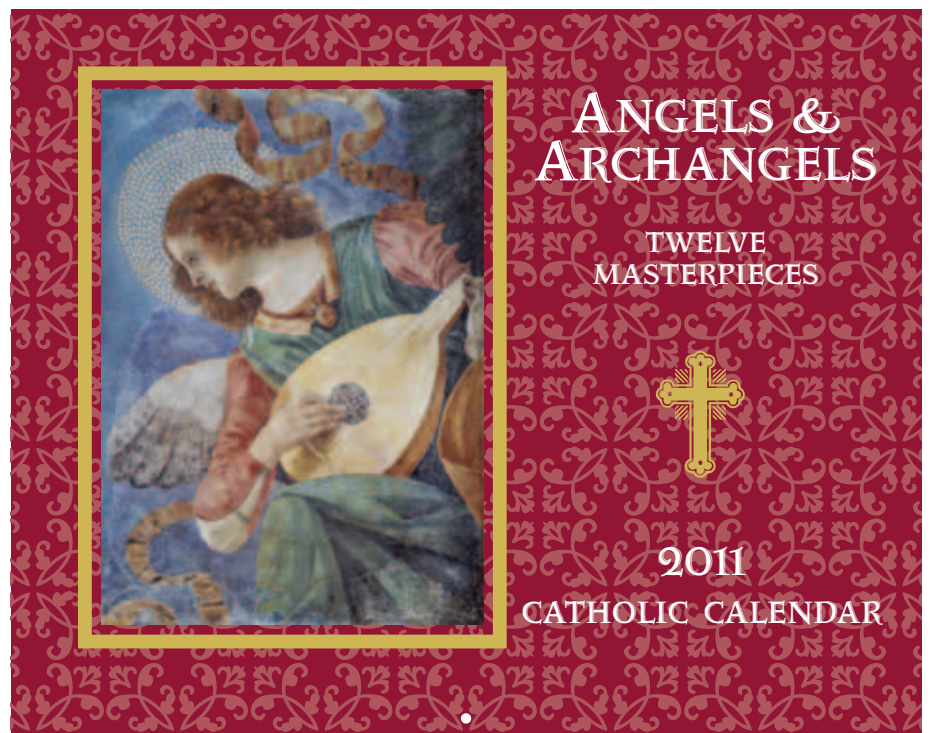
Using AT&T Relay, a free program in which a sender types a message for a relaying operator to read to the receiver, scammers are choosing random funeral homes asking that money be sent to another state so that a fictitious body can be sent for burial because the shipping funeral home will not accept the family check. The scamming company then gives the victim funeral home a credit card to use—which has been stolen—to withdraw funds from and then send it to the "shipping funeral home" via Western Union. The name and credit card number are those of legitimate funeral home directors, but have the wrong phone number and contact information.

Gallaher caught the scam before he finalized any decision. He called the scam artist, who was all too familiar with many details of funeral service, leading Gallaher to believe this may be an "inside" operation.

A retired sheriff of the Lee County Sheriff's Department, Gallaher notified the Economic Fraud Division of the Sheriff's department who then notified the proper agencies in the jurisdictions where the fraudulent credit cards were being used.

Gallaher warns the industry "Beware of strange phone calls. I just almost became a victim because they used my funeral home as the shipping funeral home."

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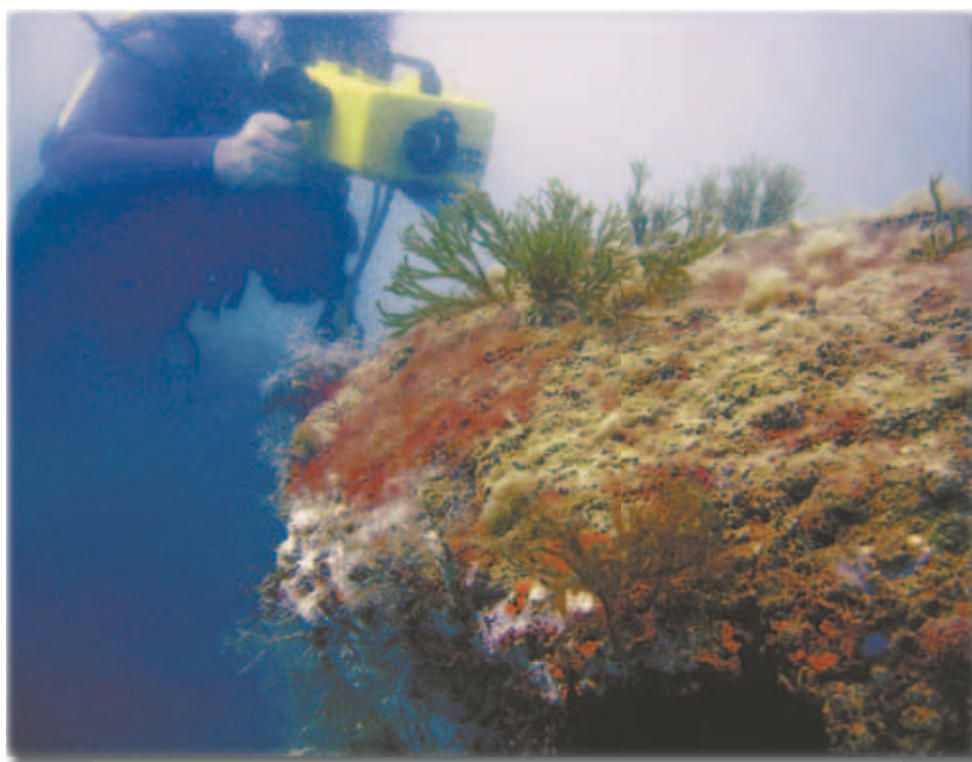
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## New England Burials at Sea announces Northeast distribution agreement with Great Burial Reef®



Great Burial Reef situated in the water.

A Great Burial Reef being placed.

MARSHFIELD, MA—New England Burials At Sea (NEBAS), the northeast's largest burial at sea provider announced this April that they signed an exclusive distribution license arrangement with Great Burial Reef® of Sarasota, FL to augment its popular and growing ash scattering program from Maine to Rhode Island.

Captain Brad White said, "Our reef burial program creates a very special way to fulfill your family's at sea burial wishes while creating a new, living, underwater reef ecosystem that continues to support sea life for generations." By teaming up with the Sarasota Florida based Great Burial Reef® company, who designed and manufactures the Living Burial Reef™, the 450-pound solid concrete burial reef is now available in New England and is designed to accommodate the cremated remains of an individual or couple. The Living Burial Reef™ is gently lowered to the ocean floor while families from across the globe can watch from the comforts of a private vessel. The

reef unit becomes part of an undersea ecosystem... a profoundly meaningful alternative to traditional burial.

The memorable deployment event is typically performed during a scheduled Burial At Sea voyage with family and friends under the care of a USCG licensed captain and crew, aboard a vessel suitable in size to the family group. Burial reefs are placed into the ocean from marine vessels equipped with a davit, a device that can lift the burial reef out over the water and slowly lower it to the ocean floor.

"Living Burial Reefs™ can also be dedicated and deployed without the family present with complete video documentation," said Captain White.

Great Burial Reef Founder Jason Rew said, "The multi-tiered design and rough texture of the Living Burial Reef™ is the result of several years of collaborative development with marine ecologists and construction experts. At its present weight and design configuration, the burial reef has been tested for stability and can withstand hurricane strength ocean conditions and typical marine traffic without incurring damage. Living Burial Reefs™ are manufactured through a proprietary process, and are made from 100% pure concrete with a natural additive called micro silica,

**CONTINUED ON PAGE A26**

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## The Gift of Aftercare

By Sherry L. Williams

### Watch the Clichés and Platitudes

When death reaches out and touches the lives of our friends and families and even those we serve on a daily basis, it is very natural to want to say and do the right things and it is very natural to feel helpless. In our attempt to provide support and comfort, we often find ourselves struggling for words and calling upon clichés that are meant to provide solace. Instead, these clichés can cause anger and additional pain.

Our society struggles to find the right words and words are not the answer. To console the bereaved, your mere presence and a listening ear is all that is needed. Just be there!

It is important not to confuse empathy with sympathy. Empathy is the ability to perceive another person's feelings and experiences and reflect those perceptions back to them. Empathy implies acceptance of feelings and experiences without judgment. Sympathy, on the other hand, is non-supportive and non-productive because you allow your own feelings

to be projected. You begin to identify with the situation and not the person.

Be honest and genuine in your attempts to help others. Don't be phony, be sincere! When talking with the bereaved, ask questions that will allow them to see more clearly their options. It is important that you never give advice and don't try to push the bereaved into doing what you think is best for them.

Clichés and platitudes are not helpful; these are the last things a grieving person wants to hear. To say that it is God's will doesn't help even if that is how you feel. This world of ours is imperfect and things happen that are out of everyone's control. Statements like this and "God needed him or her in heaven" or "God does not give you more than you can handle" are statements that assume that we know God's will and we don't.

It is much more helpful to be honest. After all, there are some things in life that we will never understand. So say that! Let the bereaved know that you will be there to provide support so they won't have to go through this alone. You might even say that the particular situation is difficult for you to understand too and that life just isn't fair sometimes, but that you will be there for them.

To say that you "Know how they feel" only adds insult to injury. You don't know how they feel. In all honesty, we can never truly know what another person feels. Everyone grieves differently because we are all different. In addition, there are many variables that impact grief. Things such as the relationship to the person who died, the age of the person who survives, and the circumstances of the death are only a few of

the issues that will add to the mix of feelings and experiences of grief.

When we say things like "They lived a long life," "Time Heals" or "There are others who are worse off than you," we very often discount the grieving person's pain. And at this time, no one's pain is greater than their pain. Time alone is not the answer, it takes a lot of hard work to travel the journey of grief. So travel that journey with your friends, loved ones, or clients. Do not be afraid to say the name of the person who has died. That person was real; they were and still are loved. Just because someone dies, we do not stop loving them, and don't ever forget that. Remember that the most important thing you can give any grieving person is your "presence."

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

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

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

# The "Classic" Cremator

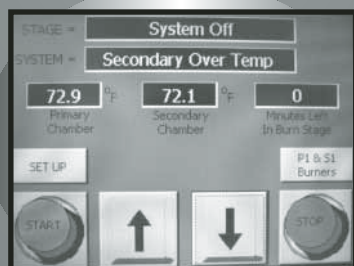
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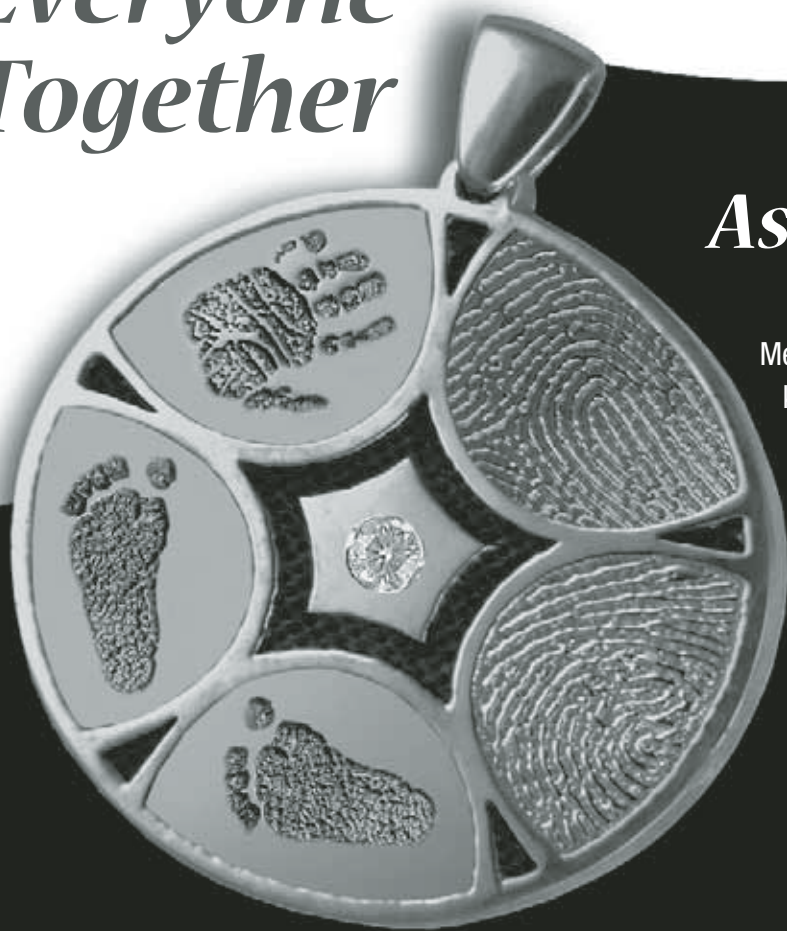


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## Palmer-Marler Funeral Home Opens

**PERKINS, OK**— Palmer Marler Funeral Home has opened a third location in Oklahoma.

Palmer Marler reached a business agreement with Assembly of God Church to renovate church property to offer a full-service funeral home.

Funeral director and owner **Duane Marler** recognized a need for a funeral home in Perkins due to the number of people that commute to Stillwater for services. The renovating process began in August of 2009.

State Certified Apprentice funeral director—and Marler's son—**Josh Marler** stated the entire floor plan was re-done to make it conducive to what the family does.

Everything from wiring to carpet changing to re-doing the parking lot has been changed.

The reception area provides access to a chapel, family gathering area and arrangement room.

The building houses a Family Center that provides families a place to gather before services. The Center has a kitchen for luncheons and will soon have a large-screen television.

Duane has always considered this industry to be his ministry. He has 47 years of experience in funeral service. His father was a youth leader in church, and Marler took after his father and became one as well. He is still very active in the Freewill Baptist Church.

Duane has seen many things during his career, including receiving bodies of service members who

died during the Vietnam War to serving victims in the postal shooting in Edmond, Oklahoma to the Murrah bombing.

He has operated three funeral homes in the Oklahoma City area for years. In 1997 he sold them and took a two-year hiatus and then returned to Cushing and managed a funeral home there. He purchased a church building in 2005 and remodeled it, opening it as **Palmer-Marler-Carberry Funeral Home**.

Making it a family business, **Anita Marler**, Duane's wife, is the funeral director at the Cushing location. Their son, Josh, studied business at the University of Central Oklahoma then studied Funeral Services. He will be graduating this spring.

**Kevin Caldwell** is a State Certified Apprentice Funeral Director who is also finishing the Funeral Services program at UCO. Marler hired him after the two worked together for a vaulting company.

For years Marler has been looking for different ways to comfort families as they grieve the loss of a loved one. The Grief Share program is a recovery support group that meets weekly in Cushing. Each session provides both video and group discussions. Attendees can attend at any time and work through their grief at their own pace. Video interviews with professionals who deal with grief and recovery are available at the sessions.

Residents of the Perkins area can expect to see a lot of the community minded staff of Palmer Marler.



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## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### Free Samples?

Each month I share with my readers my thoughts and insights on a wide variety of topics related to funeral prearrangement, funeral service, marketing and public relations. This month, I'm doing something new. Something unorthodox. Something a little off-beat. I'm asking you to please share your ideas, thoughts, comments and suggestions with me, so that I may share what you think in a future column. What I'm interested in is consumer sampling. More specifically how we, as funeral service professionals, might offer consumers a "free sample" of our unique personal service and/or merchandise.

A lot of businesses offer free samples to consumers. It's a common and rewarding practice. The consumers take advantage of the opportunity to test new merchandise in order to see if it is something they would

use. Free samples are found most everywhere across the broad spectrum of American business today. Businesses that offer a vast product range are the ones who offer the most samples and includes companies such as: Proctor and Gamble, Johnson and Johnson, Nestlé and many more. They offer free samples because sampling drives purchase consideration. In a recent Opinion Research Corporation survey of 1,000 consumers for the U.S. Postal Service; 61 percent of consumers said an actual product sample is the most effective way for a brand to get them to try a product. Eighty-one percent said they will try a product after they receive a free sample and 89 percent said that an accompanying coupon would increase the value of a mailed sample box. Seems like once they get a free sample they are inclined to try and/or use the new product. Could consumers, who have never used your business's services and/or merchandise, be given a "free sample" of some sort? If so, might they be inclined to use our funeral home in the future? Interesting thoughts.

Funeral service is a relationship business. We are always looking for ways to strengthen and deepen relationships with families we have previously served and develop new relationships with families who have never used our services. This is how we maintain and grow our business. With that in mind, I pose two questions to my readers. First, can and/or should we offer "free samples"? Second, if you think the premise of offering "free samples" has some merit; how and what can we offer on an at-need, pre-need or aftercare basis? Interesting questions aren't they?

I would love to hear what YOU think about this top-

ic. Please e-mail your comments, ideas, thoughts and suggestions to [ckuhnen@theoutlookgroup.com](mailto:ckuhnen@theoutlookgroup.com). I wish to hear the good, the bad and the ugly, so please don't hold anything back. Honestly share with me what you think. I will write a follow-up column later in the year and share what your contemporaries have to say on the matter.

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

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

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

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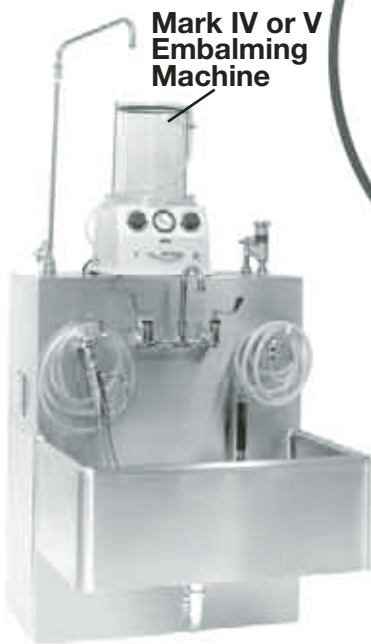
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## A El Cielo (To Heaven) Funeral Home is first Hispanic Funeral Home in Washington State

*Continued from Page A2*

decided she wanted to be in an industry that helped people when they most needed it.

After college she went into financial advising with a financial services company earning her license as an insurance agent. It was at that point she started talking to families about death, but never actually got into the specifics. One day she received a call from the funeral home who did the services for her daughter, wanting to know if she would come work part time in the finance office, she was more than happy to be a part of that and agreed.

The first six months at the Seattle-based funeral home she was doing financials for the company. After that point she had seen and experienced enough at the funeral home to spark her interest in becoming a funeral director.

After a year and a half with the funeral home, she pursued an internship with **First Call Plus of Washington** as a removal technician/funeral director intern. Her experience with FCP was very educational and motivating. She was able to do removals, funeral arrangements and shipping arrangements with more than 45 families many of which were Hispanic. It was very rewarding and leads up to today.

As of March 1, 2010 **A El Cielo Funeral Home** is officially open for business. This is the first Hispanic Funeral Home in the State of Washington. Although the funeral home serves all races, it is predominately focused on reaching out to the Hispanic population, as this group of people has been overlooked in the funeral industry.

A El Cielo, means "to heaven" in English this reference in the name means Funeral Home To Heaven. A El Cielo prides itself in having some of the best pricing in the entire state and is specializing in shipping deceased to other countries for a fraction of what most funeral homes charge. Another major difference from A El Cielo and other more traditional funeral homes is that it serves all of Washington State. Although based in Kent, A El Cielo contracts with the largest mortuary in the country to assure that when necessary there is always someone available to take the deceased into A El Cielo's care.

The dream for Cindy has just begun and with the support of her friends, family, associates and the community, her future is full of happiness and success. "I look forward to leaving a long lasting legacy for my family, where it all began...here in Washington State," said Cindy.

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## Changing Lives Through Laughter

By Nancy Weil

"Thank you." The two most powerful words in your business today. Are you using them to their utmost efficacy? How often do you hear them and what is your response when you do? In a rushed society we toss words around as if they have no value. We rarely stop and think about the impact our words can have. Even less often do we communicate these words in a handwritten note rather than text, tweet, instant message, Facebook posting or blogging them.

Parents are cautioned to catch their child doing something right instead of constantly reprimanding them. Research has found that positive remarks are better at molding behavior than the negative ones. Adults are merely children hidden inside of a larger body. We, too, need the positive strokes to feed our egos and remind ourselves that the difficult work we do is worth the effort. "Thank you" can go a long way towards doing just that.

I received a note the other day from a grateful client. In it they wrote, "You have touched our lives and helped to create a very special moment. I will never be able to thank you enough." I had no expectation of hearing from them following the service nor did I help them any more than I have thousands of other clients. Yet they took the time to let me know how much it had meant to their family and it made my day. Each of you reading this article has had the same experience. I keep a file in my desk drawer filled with these notes. When I am low, I sometimes pull

them out and read them again. It reminds me of the value of the work that I do for the families we serve. For as many as do not take the time to write, I speculate that they too were touched by my efforts. It's nice to know that what we do matters. We are in a relationship business and sales depend upon connecting with our families. This is apparent in a note a colleague of mine received, "We would never hesitate to recommend you to anyone as your professionalism and caring gave us great comfort knowing that you were there taking care of everything."

"It is more blessed to give than to receive," it states in the bible. Taking this advice can be the best business move you can make. Thank your customers for placing their trust in you. Following a pre-need sale, don't just mail out the paperwork, send them a hand written note of thanks. If you have worked closely with a family, let them know how much their presence in your life has meant to you. Even those clients who are difficult to deal with will be touched when they receive your message of thanks and appreciation. When dealing with clients, keep it sincere or they will respond as if this is just an obligatory letter you send to all of your clients. Be specific in what you are grateful for in working with them. Take note of a small interchange you may have had or a story they may have told. Keep it personal and keep it real.

Did you know that one of the top five reasons employees leave their job is because they feel undervalued or unrecognized? Managers listen up: this is a completely preventable situation. Your company does not need to face turnover due to lack of acknowledgement. Two words can solve this and you now know what they are – thank you. Say them, not only to their face, but to others who may hear. At your next staff meeting, take a moment to recognize each person and thank them for a specific event or action. Write a note to your colleague thanking them for their input and efforts in the business. Cite examples of where their help was most appreciated. You don't need to be the boss, the manager or the owner to participate in this process. Acknowledge your co-worker for their help in a project or with a client. There is no protocol or chain

of command in gratitude. As it says in the Nike ads: Just do It.

As a laughter professional I know how much better the message can be received when it is delivered in a fun way making the workplace a joyful jobsite. Get a silly certificate of recognition and fill it out with their name and what they did to deserve such a prestigious award. It shouldn't just be the children who get to have something to hang on the refrigerator! Hand them a package of Good 'n Plenty candy and attach a note telling them that they did "Good" and you are "Plenty" grateful. If they got you out of a jam, let them know they were a "Lifesaver." Buy a reward ribbon that says, "Good listener award" or "Superstar." Hand them a lottery ticket and say, "thanks a million." Make them smile and make their day.

Finally, remember that the only response to "thank you" is a simple "you're welcome." No need to deflect the compliment or expand upon it. Just take it in, feel warm and fuzzy inside for a moment and then get back to work making a difference in someone else's life.

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

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

You can contact Nancy at nancyw@mountcalvarycemetery.com or visit her website at www.thelaughacademy.com.

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## Bryan-Lee Funeral Home purchases New Fleet



**GARNER, NC**— Mary and Alex Lee, along with sons Sheridan and Paul Lee, of Bryan-Lee Funeral Homes in Garner, Angier and Raleigh, NC, take delivery of four 2010 Presidential limousines and three 2010 Masterpiece coaches from Melvin Thompson of Bill Black Cadillac, Greensboro, NC.

## Tanya Scotece is recertified as CFSP

**VENICE, FL**— Tanya Elaine Scotece, CFSP, of Farley Funeral Home in Venice, FL, has recently qualified for recertification of the designation of Certified Funeral Service Practitioner (CFSP) by the Academy of Professional Funeral Service Practice.

A number of professions grant special recognition to members upon completion of specified academic and professional programs and "CFSP" is funeral service's national individual recognition.

To initially receive this award, the practitioner must complete a 180 hour program of continuing education activities and events. In addition, the practitioner is required to accumulate 20 hours per year to recertify. Credits are awarded by the Academy for work leading to personal and/or professional growth in four areas: academic activities, professional activities, career review (for retroactive credit) and community and civic activities.

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



Tanya Elaine Scotece

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## Legal Speak

By Atty. Harvey I. Lapin

### Burr Oak Cemetery Update

On July 9, 2009 the unthinkable happened when the Chicago media began reporting the story about the situation at Burr Oak Cemetery located in Alsip, Illinois. Apparently, four employees of the Burr Oak had engaged in a scheme involving alleged removal of human remains from grave spaces and the resale of those grave spaces to at need purchasers for cash. Since this is an ongoing criminal investigation the facts as reported by the media can only be considered as alleged and nothing in this article is intended to impinge on that investigation.

A lot has transpired since the media started reporting about the situation at Burr Oak Cemetery. Since then the Governor of Illinois appointed a panel of prominent citizens and some government officials to hold hearings and make recommendations for new legislation, if required. The panel complied and issued a report recommending primarily that the oversight of cemeteries in Illinois be consolidated under the jurisdiction of one governmental agency, and that cemeteries and cemetery managers be licensed. In addition there were specific modifications that were proposed.

This report was used as the basis for a proposed law that became known as the Cemetery Oversight Act ("COA"). Unfortunately, as the COA wound its way through the legislative process, changes were made as a result of pressure from special interest groups, a secret agenda of a member of the legislature and the political agenda of politicians that were up for re-election. COA was finally passed by the legislature and signed by the Governor in January 2010. COA, however, was passed so quickly that there were problems that are now being addressed in clean-up legislation.

COA consisted of over 200 pages of legislation when finally enacted. Small inactive cemeteries are exempt, religious and governmental cemeteries are partially exempt and the other cemeteries, consisting primarily of profit cemeteries, are fully covered by COA. COA requires covered cemeteries to be licensed, cemetery managers to be licensed, and customer service employees to be licensed. COA contains a consumer bill of rights provision, a complaint mediation procedure, written contract and disclosures requirements and a maintenance requirement that applies to all cemeteries except for the fully exempt.

Anyone interested in looking at the provisions of COA can find it by using search in the Compiled Law section of the Legislature sub site on the State of Illinois website. COA was enacted as part of Public Law 096-0863 and that Public Law also made changes to other laws in the State of Illinois. Some of the other laws changed include the Funeral licensing law, the Victim's Act, the penalties for vandalism of grave spaces and the Whistleblower laws. While the changes to the laws of the State of Illinois were extensive, only a small part of the changes related to the alleged crimes committed by the Burr Oak defendants. In fact, in the author's opinion, none of the changes will prevent someone from committing the same crimes in the future. The ICFHA.org website also contains information about COA, including a summary of its most important provisions and the key effective dates of various provisions.

The four Burr Oak Defendants have been indicted for violations of 7 Illinois Laws that were in effect at the time of the alleged crimes. They were released on bail and are currently waiting for a trial. The Defendants' attorneys and the government attorneys are engaged in the discovery process and if there is a trial it probably will not occur until later this year. It will be interesting to see whether they will be found guilty and what type of jail sentence they receive. Unfortunately, the result of their alleged actions is that the cemetery industry in Illinois is over burdened with onerous regulation.

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

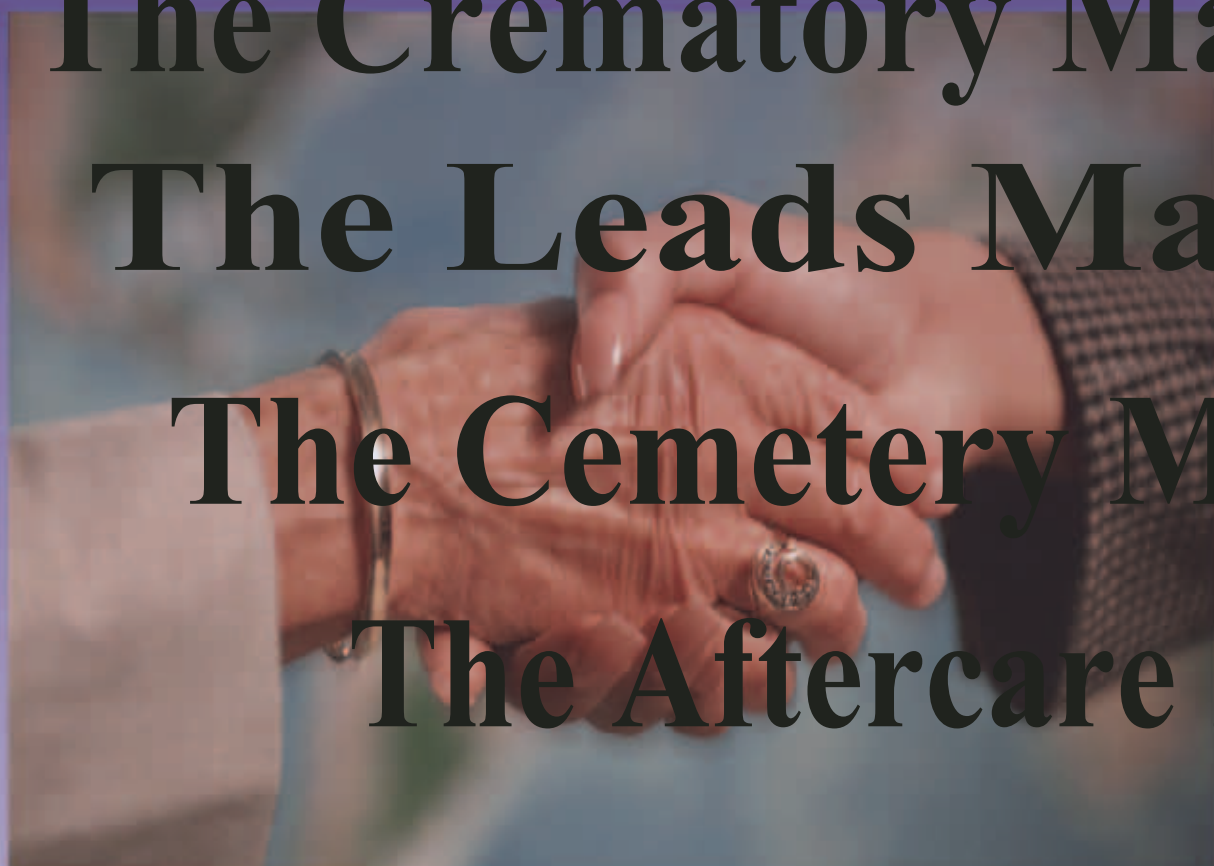
He has written numerous articles on the subject of taxation, funeral and cemetery law.

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

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

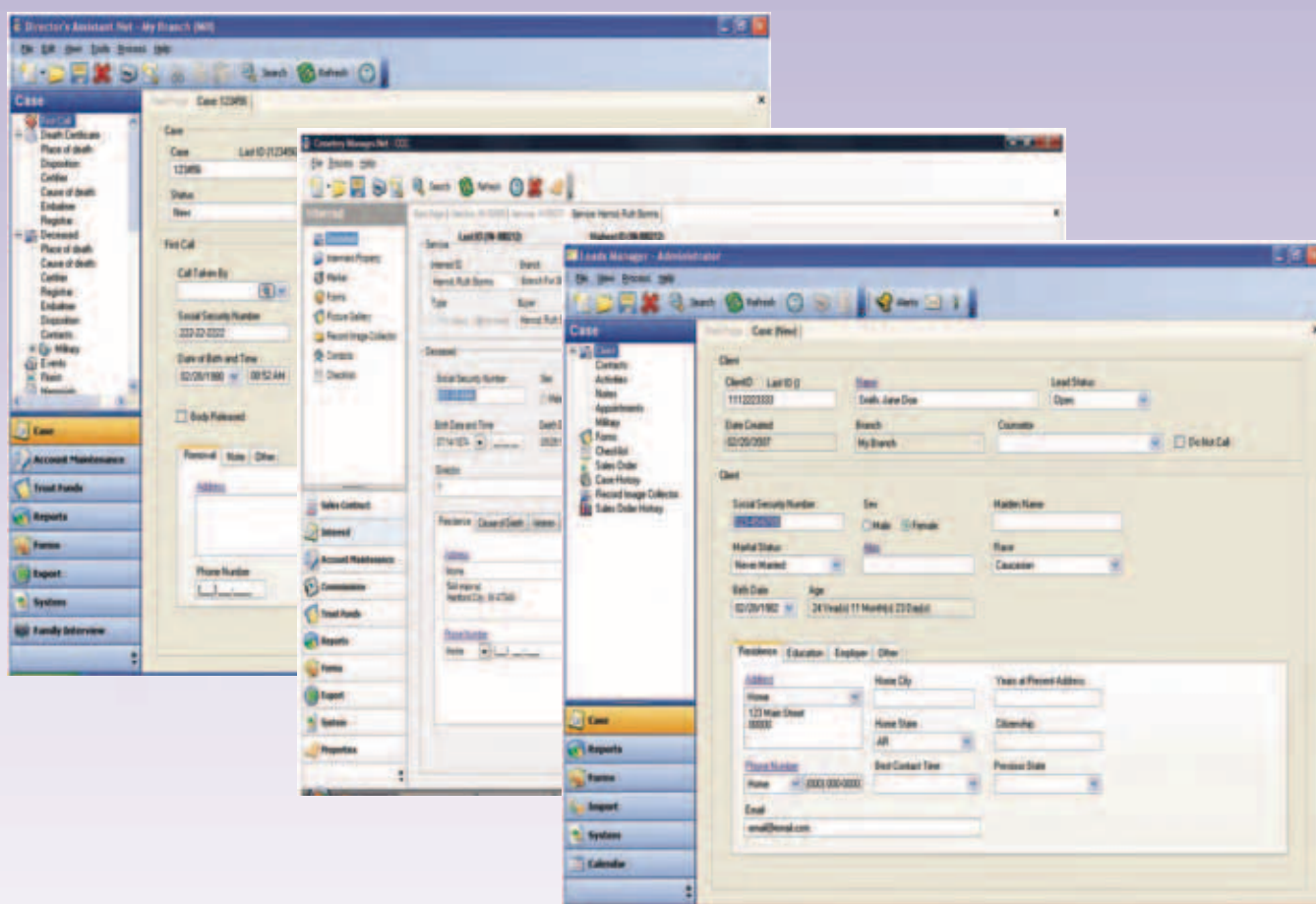
The author also writes more extensive articles on subjects of interest to the industry in the newsletter Cemetery & Funeral Business and Legal Guide published by CB Legal Publishing Corporation. Subscriptions to the combined Guide cost \$110 per year for ten issues on different topics, new subscribers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

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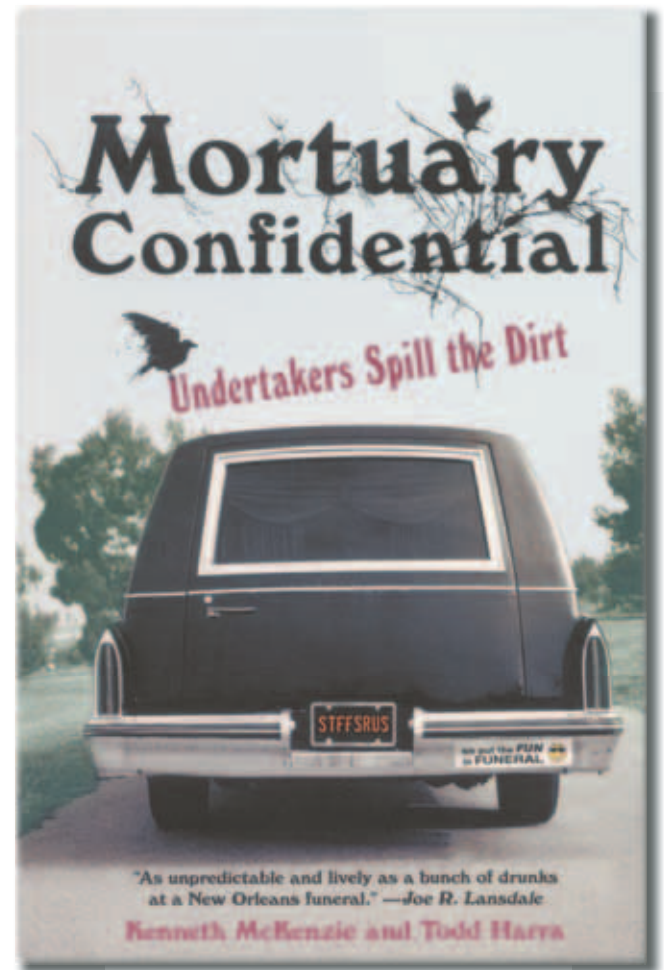
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## Spilling the Dirt on Undertaking

LONG BEACH, CA— "When the casket reached the front of the sanctuary, there was a loud cracking sound as the bottom fell out. And with a thump, down came Father Iggy."

*Mortuary Confidential* is not an ordinary book. A compilation by **Kenneth McKenzie** and written by **Todd Harra**, the 288-page collection of stories tells funeral directors most embarrassing, jaw-dropping events that are irreverent and deeply poignant as Life knocks on Death's door. Discover what causes shoot-outs at funerals to runaway corpses to mistakes made by rookies and why death sometimes involves duct tape, shedding a new light on the life of an undertaker. The audience can also find out what scares funeral directors and even moves them to tears. Enjoy tales of the recently and dearly departed who spend eternity naked from the waist down and get bottled and corked—in



a wine bottle. Meet their families—weepers, punchers and the stolidly dignified, then the ones that drop off their dead mother in a pickup truck.

McKenzie, a funeral director of 22 years, first became interested in undertaking when he was 12, just after his father's suicide. He created the Men of Mortuaries calendar, which then inspired the book. Both the calendar and book benefit Breast Cancer Awareness. [www.menofmortuaries.com](http://www.menofmortuaries.com) has more information on McKenzie, his book and calendar.

Todd Harra is a fourth-generation undertaker and has posed as Mr. January for the *Men of Mortuaries* calendar. For more information on Harra, visit [www.wtoddharra.com](http://www.wtoddharra.com).

*Mortuary Confidential* is already receiving lively praise. Jonathan Mayberry, multiple Bram Stoker Award-winning author of *They Bite!* and *Rot & Ruin*, says the book is "Sick, funny, and brilliant! I love this book." Author Joe R. Lansdale claimed the book to be "As unpredictable and lively as a bunch of drunks at a New Orleans Funeral."

The book, released on April 27, 2010, can be purchased from [amazon.com](http://amazon.com), [borders.com](http://borders.com) or your favorite book retailer.

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## Observations

By Steven Palmer

### The Screen Test

*The mistakes made by Congress wouldn't be so bad if the next Congress didn't keep trying to correct them.*

—Cullen Hightower

This screen test doesn't take place in Hollywood, but it will at an airport near you.

The screening is the latest in the Homeland Security measures in ensuring all cargo items on passenger planes are safe. A noble idea, but as you can imagine with a federal program, it is going (ahem) flawlessly.

The 9/11 Commission Act of 2007 required that fifty percent of all cargo carried on a passenger plane within the US had to be screened by February 3, 2009. Transportation Safety Administration (TSA) required that 95% of all flights (narrow bodied passenger planes) require cargo screening.

Now TSA (a Homeland Security Agency) is enforcing the congressional mandate that ALL cargo on passenger planes is properly screened by August 1, 2010. TSA had said that was an immovable date mandated by congress. Is it for shipment of human remains? As of deadline, I can't tell you. The scramble is on to fix all of the logistics for human remains to make the August 1 deadline reality. However reality is telling us that will not work, so we are getting the answer it will be that date or shortly thereafter, once we work out the prob-

lems.

The bottom line is it is going to happen, sooner or later. Another reality is that this is federal law, a further reality is that implementation of this law is not funded. Do it, but someone else must pay for it. Who? If airlines screen they will have to charge funeral homes.

Marquis de Custine (1790-1857), a French aristocrat, born into nobility and a travel writer observed this about another country's government,

"A multitude of little superfluous precautions engender here a population of deputies and sub-officials, each of whom acquits himself with an air of importance and a rigorous precision, which seemed to say, though everything is done with much silence, 'Make way, I am one of the members of the grand machine of state.'"

The screening mandate has established many programs, two of which are the Certified Cargo Screening Program (CCSP) and of course a place to make it happen, the Certified Cargo Screening Facilities (CCSF).

The CCSP is a voluntary program designed to move the screening process to the shippers. These third party logistic providers can operate the CCSFs (the screening facilities). As long as they have been screened at a CCSF and follow through a secure chain of command, inspection at the airport would not be necessary. Sounds easy, but it isn't.

A brief example would be a funeral home that is a graduate of the CCSP and now operates a CCSF, with all employees having access to the casket or combo unit being shipped having the proper security check; and has a secure facility a locked area where no unauthorized persons and employees would have access to the human remains and its container through to the airlines cargo. Tamper proof technology would ensure that the cargo has been screened. The airline would be ultimately responsible that the human remains container had been screened. The screening

is looking for mainly explosive devices and its elements.

The next problem or issue, during the screening, for whatever reason, explosive materials are detected (an employee was target shooting at lunch and touched the container) or a mis-read occurred. What happens?

The airlines will not accept the human remains until the alarm is resolved. A physical inspection takes place. Who does this? Not the airlines. This is one of the issues being addressed. A team of funeral directors, TSA certified, to open and inspect human remains? This remains to be resolved.

In many major airports screening facilities are being installed, the expense will be passed on. TSA is training those interested in CCSP. In fairness, 7,500 tons of air cargo is shipped per day. One container of explosives is all that is needed to create another 9/11 scenario.

The problem is present, the program is in place and our final answers are coming. Please be aware as it will be you that must tell a family the late Uncle Harry is really going to be late because you did not know the new TSA screening regulations.

*Bureaucracy is the epoxy that greases the wheels of progress.*

—James Boren

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](mailto:westcott@commspeed.net) or through his website at [www.westcottfuneralhome.com](http://www.westcottfuneralhome.com).

**World's Strongest... Undertaker?**



Marshall White's win in Bucharest, Romania

**PAGOSA SPRINGS, CO**— At first glance, **Marshall White** doesn't appear to fit the profile of the typical funeral director that the public has become accustomed to seeing. Gaunt, hunched over, frail are not terms used to describe his 6'3" and 315 pound frame. Terms such as hungry, powerful, strong, dedicated, and patient are more accurate descriptions of Marshall's athletic and professional career. It's hard to imagine that on weekdays he is dressed in a suit and tie and making final resting plans with families in his community, only to be lifting cars on the weekends in his professional sport of Strongman. As a proud business owner (which was purchased in April 2009), a dedicated husband to his wonderful wife Rachel (of five years this October), and an ecstatic expectant father of his families first child, and a professional Strongman, the future appears to be very bright for the White's as they venture into the year 2010.

One hundred feet. One hundred hard, grueling feet. Marshall White has traveled thousands of miles to a distant land to stand now at this moment, a representative of the United States, as one of the strongest men in the world. After four grueling events consisting of pressing logs that weigh more than most men over his head for reps, carrying a yoke weighing 1000 pounds on his back for the fastest time over distance, and dead lifting a car for repetitions, he now stands with a 40,000 pound tractor trailer attached to his back and is preparing to pull it one hundred feet under sixty seconds. The judges belts out the commands: Competitor Ready?! He tugs out all of the tension from the 2" mooring line he will be using to pull/guide himself towards his final destination. Competitor Set?! Marshall lowers himself into his ready position which is approximately parallel with the pavement, knees bent and flexed, back straight, biceps already bulging from the tension of the load...



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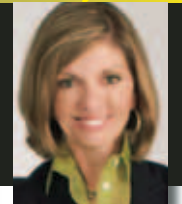
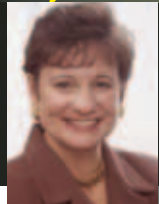


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After working for the company since 2005, Michael Storer purchased *White Dove Mortuary Transport* in February 2008, changing the name to Storer Mortuary Transport.

The company is staffed with dependable drivers who are always on call. Currently, there are two vehicles in operation, each fully equipped with **Ferno** one man cots, unmarked cot covers, various body bags, protective wear, smooth movers, and other equipment one would need for virtually any first call situation.

Storer Mortuary Transport makes an effort to know the needs of local families, funeral homes and medical institutions. The company is primarily a first-call (removal) service,



Michael Storer and Gretchen Kell

but they also provide many other services, including: Death Certificates and other paperwork; trade embalming by professional embalmers; transportation to or from a crematory, airports, hospitals and nursing homes, churches, or Coroner's Office; a driver and/or coach for your funeral home if needed; as well as Bio-Seal (no odor or leakage).

During the actual removal process the funeral home is always represented in their name. Storer staff does not identify themselves as a removal service but as funeral home personnel, unless specifically instructed otherwise. Every deceased is either wrapped in a clean sheet or placed in a non-reusable body bag. In this industry one of the most important details of the removal is the tagging of the deceased. All human remains are tagged with an identification bracelet immediately if not already done so by the hospital or nursing home.

Michael Storer was born in Jamestown and raised in Sabina, OH. He always had a desire to work in the funeral business, and attended West Virginia Training School and Bible College in Point Pleasant, WV. He has worked at **Littleton Funeral Home** in Sabina, and at **Smith Funeral Homes** in Wilmington, OH.

Gretchen Kell was raised in Wilmington and at a young age wanted to be a funeral director. Gretchen graduated in 2003 from the *Cincinnati College of Mortuary Science*. She has a bachelor's degree in Mortuary Science and is a licensed funeral director and embalmer of the State of Ohio. Gretchen provides embalming services for the company.

For more information, contact Storer Mortuary Transport at (937) 302-0306. Email [storer@hotmail.com](mailto:storer@hotmail.com) or visit their website at [www.storermortuarytransport.com](http://www.storermortuarytransport.com).

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## OSHA Compliance

By Gary Finch

### Coming Soon - It's Unions and Manufacturing in "The Mother of All Battles"

Last month, I wrote that OSHA would lower the formaldehyde TWA threshold from 0.75 PPM to 0.3 PPM within the next two years. I'm going to stay in predictions this month. I am expecting Congress to pass a comprehensive Ergonomic Standard before 2012. The standard will become effective in 2013 or at some point after the 2012 elections.

This was initially announced as a given by OSHA administrators that were appointed by Obama. I took it as such, but now, I'm only 70 percent certain this will happen. I'm almost one hundred percent certain that if it is passed, it will be a watered down version of what was planned. There are two potential stumbling blocks to an ergonomic bills passing.

The first is jobs. Any ergonomic standard will cause manufacturing costs to rise. It results in jobs going to China and other places where labor is cheap and ergonomics is not in the lexicon. While labor unions will still push for a new standard, I'm not certain the administration will. They may prefer to delay it until an uncertain second term is assured.

The second stumbling block is politics. Less than a year ago, it was inconceivable that both houses of Congress might turn Republican. Even if it does not, there is a decided conservative shift. You can count on some opposition from Democrats. The bottom line here is that even if a new ergonomic standard is enacted, it will be a watered down version of what was first envisioned by the Obama Administration and big labor.

While this bill may not have a wide following by the public, both labor and manufacturing see it as the "Mother of all Battles". The Service Employees International Union (SEIU) spent over \$61 million to get Obama elected. They meet with him weekly and expect his support. Manufacturing has a hammer too. They are the ones that can ship a million jobs to China.

Let's assume that a watered-down Ergonomic Standard is passed. Is it likely to impact non-assembly line businesses like funeral homes? I'm almost certain that it will. More SEIU members work on computers than work on assembly lines. Data input employees are a primary concern to them.

The US Chamber of Commerce will lead the opposition. The last thing they will accept is data-input claims. Carpal Tunnel surgeries cost \$30,000 and take employees out of production for a month. It is impossible to determine if the injury was caused from work strain, or from the employee playing on a computer at home in the evening. The ergonomic standard that was over-turned a few years ago just assumed that this type of injury was work related. That kind of attitude results in job exportations.

This is the battle that will play out over the next year. For someone like me, it's Ali-Fraser all over again. We have ringside seats. I'll see you there.

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

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

## Wilmington Mortuary Service opens New Facility

WILMINGTON, NC— Doug Bevell opened Wilmington Mortuary Service in 1998 to serve funeral directors in his North Carolina community. This past winter he was in the process of constructing a new building to better serve his clientele.

Plans for the 3,800-sq-ft. facility included an office, a garage housing four vehicles, a crematory and a walk-in cooler for 24 bodies. That wasn't enough, however, for Mr. Bevell who had a dream. "I love embalming," he said. "I want an embalming room that I would be proud to show everyone. I'm 53 years old, and it is now or never. So I bit the bullet and incorporated a modern up-to-date preparation room in my new building. I'm glad I did."

The preparation room was designed and equipped by Duncan Stuart Todd, Ltd., utilizing Premier Source practices and is fully OSHA compliant. "State inspectors could not believe how modern the prep room is," Mr. Bevell comments. "It is over and above state standards."

Mr. Bevell's biggest concern was to have a safe ventilating system which was achieved with DST's exclusive PrepAir HVAC system. In his business, Mr. Bevell does a large number of autopsies and to him, the PrepArm, a localized air extraction product installed above the table, makes an "unbelievable difference".

The two-station room is outfitted with a full complement of foot-end products, health and safety features and custom cabinetry. A built-in desk has proved a benefit with the amount of paper work involved in the business. Wilmington Mortuary Service handles approximately 1,000 calls annually, not all of which involve embalming.

Speaking to DST in March, Mr. Bevell recounted that since opening his new facility, business has doubled this year over the same two-month period a year ago. The company serves eight surrounding counties from its Wilmington location.

A licensed funeral director and embalmer, Doug Bevell entered funeral service in 1976 with the former Crews Funeral Home, now Crowder-Hite-Crews Funeral Home and Crematory in South Hills, VA. He interned with Oakey Funeral Service in Roanoke, VA before entering Gupton-Jones College of Funeral Service in Atlanta, GA where he graduated in 1981.

Wilmington Mortuary Service is located at 1535 S. 41st Street, Wilmington, NC, phone 910-791-9099. Visit [www.wilmingtonburialandcremation.com](http://www.wilmingtonburialandcremation.com).



Wilmington Mortuary Service



Doug Bevell in his new Prep Room



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# Awards of Excellence



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



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

## Dr. O'Neil Swanson Sr. and Swanson Family Funeral Homes: Lifetime Achievement Award Winners

In 1958 O'Neil founded his own funeral home in Detroit and has served his community in various ways since.



The O'Neil Swanson Family

**Dr. O'Neil D. Swanson, Sr.**, chairman and founder of **Swanson Funeral Homes** serves as more than just a funeral home director. He received his mortuary training at *Cincinnati College of Mortuary Science* in Cincinnati, OH. O'Neil graduated from Central State University in Wilberforce, OH, where he has been inducted in to their Achievement Hall of Fame.

In addition to CSU's hall of fame, O'Neil has been inducted to the Junior Achievement of Southeastern Michigan Hall of Fame, awarded the NAACP Freedom and Justice Award in 2006. He has also been awarded honorary doctorate degrees from CSU, Shaw University and the Urban Bible Institute.

As a business leader and community role model, O'Neil serves on the Greater Detroit Chamber of Commerce, NAACP and SCLC. He has also has put an emphasis on career development and clinics in the Detroit public school system. O'Neil was one of the forefathers for the African American Bank in Detroit as well.

Due to the fact that Motown and Swanson Funeral Home share the same home-

town, the Swanson Funeral Home has become affectionately known as the "Funeral Home to the stars." O'Neil handled *Rosa Parks*' funeral services as well as being a consultant to **Watkins Funeral Home** when they handled *Coretta Scott King's* services. 100 Black Women of Funeral Service, Inc. has honored O'Neil with the Academy Award for Rosa Parks' service as well as the consultation of Coretta Scott King's service. In 2009, Swanson Funeral Home was awarded the Chairman's Lifetime Achievement Award.

O'Neil's three children work in the business.

The 100 Black Women of Funeral Service, Inc. was established in 1993 to provide a network for black women and minorities who have chosen the funeral service as their profession or career.

For more information, contact: 100 Black Women of Funeral Service, Inc., P.O. Box 2652, Orlando, FL 32802-2652, Doretha F. Hector, CFSP, President, [dfhcfsp812@aol.com](mailto:dfhcfsp812@aol.com), (410)804-1044 or Eleanor C. Starks, CFSP, Executive Director, [hundredbwfs@aol.com](mailto:hundredbwfs@aol.com) (407)595-9277.



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## A Chance to Spend Five More Minutes with a Loved One: Best-Selling Author launches Inspiring New Remembrance Site on the Web

**SEATTLE, WA**— What would you say to a departed loved one if you had five more minutes to spend with them? That is the premise of “Five More Minutes With,” a Web site launched this month by best-selling cookbook author and noted food and wine columnist, **Braiden Rex-Johnson**, of Seattle.

Five More Minutes With is building a community of spiritual, like-minded people offering comfort, care, and support in addition to being a cathartic way to say goodbye and provide closure.

“While writing and promoting recent projects, I suffered several significant life losses and I realized I never took the time to mourn them properly,” said Rex-Johnson. “My goal is to help others like me to say goodbye, make amends, or to bring closure to the deaths of departed loved ones. It is a very healing process—a positive way to grieve—that can bring solace and joy, simply by putting these special thoughts and memories into writing.”

Visitors are invited to explore the site for inspiration and then submit their own story to share. They are encouraged to think beyond beloved husbands, wives, or close relatives and include cherished friends or companion animals, or even people who may not yet have died, but are simply lost to them (such as an adopted child or former lover). Photos are also encouraged.

“FiveMoreMinutesWith.com is a special place where clarity, compassion, and catharsis are shared; emotions released; and lives celebrated. It’s remarkably cozy and intimate, something not usually found in Web sites,” said Kate Heyhoe, founding editor of the first food-and-wine Web site, GlobalGourmet.com. “Often, the smallest words make the biggest difference, and here they create a potent experience for both contributors and observers.”

Based in Seattle, Rex-Johnson is the author of seven books, including *Pacific Northwest Wining & Dining: The People, Places, Food, and Drink of Washington, Oregon, Idaho, and British Columbia* (Wiley, 2007); the *Pike*

*Place Public Market Seafood Cookbook* (Ten Speed Press, 2005); and the *Pike Place Market Cookbook* (Sasquatch Books, 2003). Rex-Johnson is a regular contributor to *Pacific Northwest*, *The Seattle Times Sunday* magazine; *Wine Press Northwest*; and Amazon.com’s *Al Dente* blog. She is Vice President/Program Chair of Les Dames, Seattle,

and is also active in International Association of Culinary Professionals (IACP), Women Chefs and Restaurateurs (WCR), the Portland Culinary Alliance (PCA), and Phi Beta Kappa, and serves as a judge for the James Beard Foundation annual awards. For more information go to [www.fivemoreminuteswith.com](http://www.fivemoreminuteswith.com).

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## In Lieu of Flowers Site Continues to Offer Excellent Sympathy and Bereavement Etiquette Tools and Resources

VICTORIA, TX— Clay Atchison, of [www.InLieuOfFlowers.info](http://www.InLieuOfFlowers.info), announces updates to the site which have made it an even better resource for both funeral directors and members of the general public who need guidance in expressing sympathy to friends or family after the death of a loved one.

People often wonder about the “proper thing to do”; should they just send a card, flowers, or make that impersonal donation to a charity in the name of the deceased? “Our goal is to

### New Articles Increase the Value to this Widely-Visited Web site

help them make that important decision more easily – and to do something that they will be proud of years down the line,” declared Clay. “You certainly can’t go back and do it over again; so doing the ‘right thing’ is essential.”

“We’ve now got even more articles in our archive,” shared Clay, “including an insightful article for human resource managers and business owners: Business Memorial Contribution Etiquette and Policies. Our Google stats have proven that is an often-visited page within the site; which tells me that people are starved for information on how to handle expressions of sympathy within the context of the workplace. This new article will help managers and co-workers arrive at the socially-acceptable expression of sympathy, while staying within their company guidelines,” shared Clay.

### Helping Families Make Difficult Decisions Just Got Easier

Funeral Directors are the first to admit that people often wonder about the “proper thing to do”.

While more and more families are requesting that donations to charitable organizations be made in honor of their departed loved ones, the wording of the request often reads something along the lines of “In lieu of flowers, donations can be sent to...” This statement is perceived as a limitation by many who would like to express their sympathy to the family.

“I’ve watched people stress out over these decisions, and ultimately do nothing at all,” said Clay Atchison, Web master of the site, InLieuOfFlowers.info. “Then they feel so guilty about the whole thing. It’s heart-wrenching to watch them struggle to find the perfect solution.”

### Flowers Truly Say More

“We know from research and from our own experience that flowers provide a voice for the many people who have difficulty finding the right words of consolation and support during a time of tragedy,” InLieuOfFlowers.info founder Atchison said. “Flowers are a tangible means of showing concern, affection and sympathy for the bereaved.”

At the funeral service, flowers also help brighten a somber environment and provide a topic of conversation and a tranquil focal

point. The study further demonstrated that because of their soothing qualities, sympathy flowers displayed at funerals actually had a positive impact on the emotional well-being of the bereaved. “After the funeral service, arrangements and plants act as keepsakes to brighten the home and in the case of flowering plants, can serve as a living memorial to the deceased,” Atchison added.

Funeral Director **Todd Van Beck** offers this elegant comment on the subject: “Families deserve the right of complete freedom of expression at time of death. People are not cut from the same spiritual or emotional mold. Therefore, they should be free to express themselves in the manner which best conveys their emotions. Any expression which is the result of dictate ceases to be an act of the heart.”

### Selecting the Right Flowers for the Relationship Shared

Another difficult decision facing friends and family members who choose to send flowers “in lieu of a donation,” involves the actual selection of sympathy flowers. InLieuOfFlowers.info provides insight into buying the right flowers for the type of relationship shared. Whether the deceased was an immediate family member, a friend, neighbor or a business associate, InLieuOfFlowers.info has the recommended floral arrangement.

“We want inlieuofflowers.info to remain the most-informative, most-visited site of its kind,” declared Clay. “And that means giving people what they need to ease their path during a time of loss.”

InLieuOfFlowers.info provides the support you may be looking for. “It’s my goal to help people come to know the perfect heart-driven action to take, and assist them in taking it with ease and the self-assurance that comes when you know you’ve “done the right thing.”

InLieuOfFlowers.info is a website where you can locate the resources to select the perfect expression of sympathy after the death of a loved one, friend or acquaintance. The wealth of information on the site ranges from the tribute guide by relationship, mentioned earlier, to a selection of bereavement poems and sympathy card messages. There’s also a section covering sympathy etiquette, as well as a compendium of funeral hymns, and a glossary of sympathy terminology.

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## Homesteaders recognizes Outlook Pre-Need Professionals as among the "Best in the Business"

FRANKLIN, OH— Homesteaders Life Company recognized an outstanding group of elite Outlook Group Advance Funeral Planning Professionals at their 2010 Leaders Conference held March 23-27 in Washington, DC at the world renowned Grand Hyatt Washington Hotel. In 2009 The Outlook Group, Inc. officially qualified 20 sales producers and 12 leadership team and marketing partner members to attend this industry renowned conference.

This annual event recognizes high achievers for outstanding family service during the previous year. Homesteaders has hosted past Leaders Conferences in such exotic locations as Hawaii, Costa Rica and The Bahamas. Conference itineraries include educational meetings, tours, fellowship, entertainment, and a gala recognition and awards banquet.

Special congratulations are extended to several national award winners from The Outlook Group, Inc. Ann Miller of Lima, OH, was the winner of the Dennis G. Kerschen Persistency Award, named in honor of Homesteaders' late Vice President, Regional Director, Dennis G. Kerschen. This award is presented to the Leaders Conference qualifier with the highest 12-month persistency on all business written, and must be contracted 13 months or more. Ann had a 95.988% sales persistency rating.

Tyler Anderson and Christian Chambers were named VIP Managers. In order to be named a VIP Manager the manager must be responsible for agents who produce a minimum gross total of \$8 million dollars and have a minimum persistency of 80%.

Additionally The Outlook Group, Inc. won the coveted Daniel M. Voeks Award for Total Sales Volume with total net sales volume of over \$58 million.

The Outlook Group, Inc. is a Funeral Service Solutions company. Since 1985, they have provided unique and customized pre-need, training and marketing solutions to meet the needs of America's most progressive funeral homes. For more information about the company or any of their services, contact Charles W. Anderson (800) 331-6270 or visit them on-line at [www.theoutlookgroup.com](http://www.theoutlookgroup.com).

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## World's Strongest...Undertaker?

Continued from Page A13

Marshall White began his life in a small rural town in the northern suburbs of Houston, TX. Like most typical Texas youth, Marshall was encouraged to pursue Texas high school football. While he did not truly love football, he did notice one thing: he was strong. He excelled early on in the weight room and with his teenage size in excess of six feet tall and three hundred pounds, it seemed that the weight room might suit him more naturally. The potential seemed endless for the Texas teen, but how would he ever harness and control the teenager who was transi-

tioning into manhood and apply it to something such as the weight room? After some positive and applicable encouragement from a close family friend by the name of Floyd Wilder, and viewing Magnus Samuelsson on ESPN's World's Strongest Man in 1999, Marshall White was now on a quest to become the World's Strongest Man. Let this term roll off your tongue as you say it out loud: The World's Strongest Man. It has a certain ring to it that's almost unattainable, but at the same time, someone wears the crown, and Marshall White now wanted it for his own.

Marshall decided on his professional career of Funeral Directing and confirmed it by his enrollment and graduation with a degree in Mortuary Science from the Commonwealth Institute of Mortuary Science in Houston, Texas in 2003. There was always a desire within himself to serve and be part of his community in a special way and serving as a funeral director and one day owning his own funeral home seemed to fulfill his ideas of servitude in his community. He began work at a funeral home in Houston, Texas and then moved to Port Angeles, Washington to fulfill a professional position. In 2005, Marshall married his sweetheart **Rachel Livesey** (White). Between the years of 2005-2009, Marshall would continue to serve the Port Angeles community as a funeral director at **Drennan-Ford Funeral Home** and would gain his professional status in the sport of Strongman (2006) with some help from the late Jesse Marunde. With the steady loving support his wife Rachel, the Whites now had dreams of their own to purchase a funeral home that they could cultivate and pass on to their children one day. They began research and finally settled on a little town in the mountains of Colorado by the name of Pagosa Springs. This town was full of good people, the great outdoors, and seemed perfect for the next stage in the White's life: business ownership and children.

GO! His biceps ripple from the strain of the diesel tractor strapped to his back. His legs now serve as the engine for his mighty load as he begins his quest for the finish line. Toes grab the pavement and attempt to rip it from the Earth in his specialty shoes designed for just such an event as this. Ten seconds go by... 20... 30... Oxygen is hard to find at this point in the event. Eyes strain to maintain focus. All that remains in his tunnel vision is the glowing finish line now fifteen feet from him. His legs, calves and hips jackhammer the steamy pavement below him as he thrusts himself and his 40,000 pound load across the finish line. As he stands upright and fills his lungs with the now plentiful oxygen, he is not listening for his time. Marshall White has one more event

CONTINUED ON PAGE A23

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## Let's Chat

By Kristan Dean

Can't see yourself sponsoring a professional sports team? No worries. The directors at Monreal Funeral Home do not stop reaching out to their community at the baseball field. They take it on the road. They bring an entire bus load of people out for a day of fun and excitement. Best of all they have found a way to charter a bus where everyone on the bus, including the Monreal Funeral Home, travels for free.

How? They partner with their neighboring casino who reimburses each Monreal guest's reservation fee with \$25.00 in Casino Money. Even better by using the Internet and social marketing they are able to market their casino adventure without breaking the budget. Not sure a casino adventure is for you?

How about partnering with your neighboring outlet mall or resort? You may be able to help this economy give the people in your community a gift yet. All you need to do is find the destination that will reimburse your guests' bus reservation fees in mall or attraction dollars.

The question is where do you want to go? I look forward to your thoughts. Please give me a ring at 781-331-5308 or, if you prefer, email me at kristan@mooney-tunco.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.

They say that the only things certain in life are death and taxes—a horrible expression with one familiar commonality, procrastination. Think about how many of us wait in line on April 15th knowing that we need that postmark? Worse, how many families come to you needing to plan their loved one's funeral while they are in the midst of grief?

This leads me to ask, what are you doing to give the families you serve the comfort of knowing that their loved one's funeral is the event that they wanted? How do you reach out to your community to help people see that you are the one who can help them plan their last celebration? What are you doing to help the people in your community feel comfortable asking you about pre-need arrangements? Is your funeral home or cemetery the one people look to when they want to learn how they can plan their own funeral and cemetery needs?

If you are like the **Monreal Funeral Home** in East Lake, Ohio you do all that you can to reach out and help your community learn more about you. You go beyond your walls and partner with other organizations in your community so that you can help each other expand your reach within your community. Best of all you find fun ways to help people get to know you.

You are the perfect fit to sponsor the Cleveland Indians' minor league team, The Captains' "Dead or Alive Game." At that game, one person is called onto the field and with the help of all the people in the stands answers the jumbo screen question "Dead or Alive." The game gives winners gift certificates to area merchants and one grand prize winner a free Monreal Funeral Home Service.

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# Award Winning Speaks Family Legacy Chapel Veterans Program Coming to Truman Library



David Speaks (left) was presented the First Place 2009 KIP Award at the 2010 ICCFA Convention in San Antonio, TX on March 12. Speaks Family Legacy Chapel's 4th Annual "Lest They Be Forgotten" Veterans Program took top honors in the Event category. Wang JiSheng with Fu Shou Yuan Cemetery in Shanghai, China accepted an Honorable Mention KIP for the cemetery's program remembering cancer victims that passed away and celebrating survivors who had been in remission for five years.

## INDEPENDENCE, MO—

**Speaks Family Legacy Chapel** has announced that the 5th Annual "Lest They Be Forgotten" Veterans Program will be held on Wednesday, May 26, 2010, at the Harry S. Truman Presidential Library and Museum in Independence. In a week when America remembers its veterans through Memorial Day observances, this program, free and open to the public, honors those who in war and peacetime have protected the freedoms we cherish.

The event will feature "Omaha Beach, D-Day June 6, 1944", a documentary by award winning filmmaker *Larry Cappetto* about the American troops involved in the World War II invasion of Normandy, France. This hour-long film is a powerful, up-close look into the lives of America's veterans who fought and survived the suffering and anguish of D-Day, one of our nation's most brutal battles.

Cappetto will speak about the making of this film and his passion for capturing the first hand personal stories of America's servicemen and women.

On May 27 and 28, Cappetto will be conducting veteran interviews at the Carson-Speaks Chapel for use in his upcoming documentaries so that area veterans may be a part of this moving project.

Last year's Speaks 4th Annual "Lest They Be Forgotten" Veterans Program, "Vietnam—Remembered", received a First Place 2009 KIP (Keep it Personal) Award in the Event category. The award was presented by the *International Cemetery, Cremation and Funeral Association (ICCFA)* on March 12 at their 2010 convention held in San Antonio, TX. The KIP competition, which recognizes the best in personalization in the cemetery, funeral service and cremation profession, drew

entries from around the world. In 2008, Speaks 3rd Annual event saluting the Korean War veterans won an Honorable Mention KIP Award. Both programs were held at the Truman Library auditorium and drew capacity crowds.

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

The KIP Awards are judged by marketing and communications professionals from outside the funeral service profession. Judges were impressed with the creativity and compassion displayed by Speaks. One judge commented that the event was "a well put together program that keeps the focus on the veteran not the funeral home." Another judge described the function as "a very robust event."

"As a funeral home, we annually serve families of many veterans who so bravely put their lives on

the line for the cause of freedom," stated **David Speaks**, chairman for the event. "We believe that veterans should be honored and remembered for the sacrifices they've made and this special event is just one more way for us help our community do that. Our goal for this 5th Annual event is to preserve the basic 'Lest They Be Forgotten' program, while adding elements that will make it even more meaningful to the veterans, their families and all who attend."



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## Chambers & Grubbs Funeral Homes purchases new Hearse



WALTON, KY— **John Muster** of **Muster Coaches**, Calhoun, KY delivers a 2010 Chrysler Van Hearse to **Chris Grubbs** of **Chambers & Grubbs Funeral Homes**, with locations in Walton, Florence and Independence, KY. This family owned firm serves Northern Kentucky and Southern Ohio.

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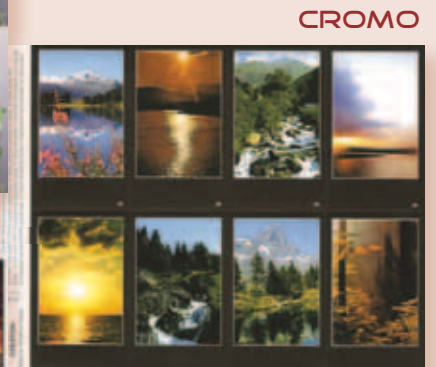
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# Lake Shore Funeral Home offers old-fashioned customer service in Texas

*Continued from Front Page*

Once a church building, Lake Shore Funeral Home opened in early 2008 after a complete remodel conversion. The 16,000 square-foot funeral home is situated on four acres of land in a peaceful setting to accommodate grieving family members and loved ones.

Lake Shore Funeral Home guarantees to have competitive and fair prices while being sensitive to a family's needs. Customers experience patience and sympathy as attendants are on hand to offer advice, listen to concerns and be considerate of families' needs during a grieving time.

In addition to human services, Lake Shore Funeral Home offers pet cremation. Founded in 1997, **God's Creatures Pet Crematory**, a division of Lake Shore Funeral Home, as-



Lake Shore's large foyer and hallway

sists more than 2,000 pet families a year.

Lake Shore Funeral Home is locally owned and operated by **Brent and Carri Shehorn**. Brent, a 1990 graduate of *Dallas Institute of Funeral Service* and Class Valedictorian, started his career



One of the two chapels



Lake Shore's Reception Hall



One of the many seating areas

in 1989 at **Wilkinson-Hatch Funeral Home** in Waco for 10 years then moved to **Brookview Funeral Home** for two years where he worked as assistant manager. Brent then moved to Cleburne to manage **Crosier-Pearson-Mayfield Funeral Homes**, where he worked for six years as operations manager. He then returned to Waco to manage **Pecan Grove Funeral Home** until opening Lake Shore Funeral Home. His wife, Carri, graduated from Baylor University with a bachelor's degree in Education, and then received her master's degree in Counseling from Tarleton State University. She works as a Licensed Professional Counselor at the funeral home, assisting

client families and anyone from children to adolescents to adults, either in private or group sessions, specializing in grief and trauma.

The Shehorns run their funeral home with a Christian mindset, considering their funeral home as a ministry service to their community.

Together the couple has two daughters, Taylor and Madison, where they are very involved in their schools in China Spring ISD.

Lake Shore Funeral Home and Cremation Services is located at 5201 Steinbeck Bend, Waco, and can be reached by phone at 254-752-5900. For more information visit their website at [www.LakeShoreFuneralHome.com](http://www.LakeShoreFuneralHome.com).



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## *Cremation Issues and Answers*

By Ronald Salvatore



ing or prevent the loading door from being opened until the preheat temperature of the after/secondary chamber has been met. Another alarm could act as a high temperature limit that shuts the cremator down if temperatures exceed safe operating range.

Along with temperature, all cremators are operated or controlled to one degree or another based on time. Some cremators are equipped with just one timer that simply shuts the cremator down after being timed out. Others have multiple timers that control when certain functions start or stop, allowing greater operator control over the variables of the cremation cycle and further reducing energy consumption and operating costs.

Air is the third common denominator of cremator control systems, and as you should know by now, it is the most critical component of proper cremation and proper combustion of the exhaust gases. Some cremators are fixed air meaning air is always being supplied to the primary and secondary chambers (see previous articles for more information on burners, air and chambers). Others are adjustable air allowing crematory personnel to decide when air should be introduced to each chamber. This helps promote a faster preheat, reduces cremation time and allows better control when cremating large or obese cases. More next month...

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.

## *Cremator Control Systems (Part 1)*

The operating control systems of cremators vary, but all share a couple of common features. First, all cremators are operated via some type of temperature control system. This system operates much like your furnace at home - when the temperature reaches the set point you want, the thermostat shuts off the furnace. When the temperature falls below set point, the thermostat turns the furnace back on and you have heat.

A cremator is not shut off, but its burner or burners are modulated or "adjusted" to low-fire and high-fire (imagine small flame - large flame) as required to maintain the chamber set point temperatures mandated by the given environmental authority. The component that performs this function is a mini computer called a microprocessor and it acts as the thermostat of the control system. Connected to the microprocessor is a thermocouple which "senses" the temperature in the chamber, and a motor and valve assembly. The motor opens or closes the gas valve to the burner as directed by the microprocessor, increasing or decreasing the amount of fuel supplied to the burner saving energy and reducing operating costs.

There may be one or two microprocessors on the cremator depending upon the requirements of the environmental authority, and they perform other functions besides maintaining proper temperature. Microprocessors have alarms and these alarms are used to control different functions. An alarm may be used to prevent the cremation burner from start-

*Continued from Page A20*

before he calls it a day, so he needs to strategize: Atlas Stones, his specialty. A day of grueling events that would crush most men, then a seventeen hour transit back to his home in the mountains of Pagosa Springs, Colorado and back to work in a suit and tie on Monday. Welcome to the professional world of Strongman.

In April of 2009, the papers were finalized and Marshall and his wife Rachel were now the proud owners of **White Family Funeral Home**. Like the start of anything, there can be bumps and hardships in the first year of owning your own business. Through all of the good times, the hard times, Rachel surprised Marshall with the news that she was now pregnant with their first child. For any of you that have ever received such wonderful news, you can now imagine and relate to the man who competes in such a heavy and taxing sport such as Strongman, was now humbled and overwhelmed with joy at the thought of his beautiful wife now carrying their child. Along this

same time period in 2009, Marshall received the biggest news of his athletic career and was personally invited to compete in The World's Strongest Man Competition 2009. This was a ten year goal that was now blossoming in front of him. He would compete as a representative of his United States as one of thirty men, in what is now considered the greatest field of strength athletes ever assembled. Contestants would hail from all four corners of the globe and the events would be carried out over a two week period in Malta, Italy and would then be broadcast before millions on ESPN. Everything seems to be falling into place and 2009 turned out to be a tremendous year for the Whites.

This brings us to 2010. If you did not know about the sport of Strongman, you now have a name and

face to go with it. If you have ever become a parent, you now have a fellow man that we can also relate to. Funeral Director/Owner and Professional Strongman Marshall White has taken each of these titles and wear them not only with distinction, but with an ever swelling pride. 2010, whatever it may bring, will come regardless, and Marshall White has plans to make the most of it and the years that follow by serving his community as many of you do as a Funeral Director or in his sport of Strongman as he continues to travel the globe and represent the United States internationally.

**Sandra Clark Funeral Home takes delivery of Lincoln Limousine**



DALLAS, TX— Muster Associates, Inc. would like to thank Sandra Clark and the Sandra Clark Funeral Home for their recent purchase of Lincoln limousines. Pictured with their new limousine is owner Sandra Clark.

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—Hamilton Jones, CFSP  
 Owner, Miller-Jones Mortuary & Crematory and Menifee Valley Memorial Park Hemet, California



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**John Hudson - Marketing Director**

## Guide for US FDA-Regulated Organizations Now Available from Veriteq



**RICHMOND, BC, CANADA**— “How to Avoid and Respond to Public FDA Criticisms—Form 483 Letters— for Temperature, Humidity and other Controlled Environments” is now available from **Veriteq**, a leader in FDA-compliant environmental monitoring, alarming, reporting and temperature/humidity technology at [http://www.veriteq.com/fda\\_response.htm](http://www.veriteq.com/fda_response.htm). The 10-step Guide is designed to help the wide range of pharmaceutical processors, blood and tissue banks, clinical laboratories, medical device manufacturers, research hospitals, and other GxP facilities who may receive public criticism warning letters respond quickly and appropriately within the permitted 15-day window. Proper FDA 483 letter response is critical to both help in reputation repair and for real remediation actions to assure a quality process and patient safety.

FDA 483 letters are expected to increase this year, reflecting the FDA's recent staff expansion and rewrite of the FDA 483 Letter rules to narrow response time to the new 15-day window.

**Ken Appel**, Veriteq Vice President Regulated Markets, comments, “Veriteq is keenly aware of the great number of FDA-regulated companies that thought they were in full compliance but were not when it came to temperature monitoring. Since Veriteq offers the only monitoring system that ensures both gap-free records and accuracy in between calibration intervals we have always had customers who came to Veriteq

because they were using inferior solutions. Customers are often disappointed over the failure of chart recorders or data loggers to record data during facility power outages, hold calibration accuracy of sensors or other equipment failure that had triggered negative FDA actions or product loss. If and when a company receives a Warning Letter it is a matter of public record listed on the FDA's web site. Veriteq's guide—“How to Avoid and Respond to Public FDA Criticisms-Form 483 Letters-for Temperature, Humidity and other Controlled Environments” will help quality departments that have received such public criticism regroup, but more importantly, will give some best-practice tips that will help FDA-regulated organizations avoid Warning Letters in the first place.”

To obtain a copy of the Guide fill out the request form at [http://www.veriteq.com/fda\\_response.htm](http://www.veriteq.com/fda_response.htm) or contact: **Janice Bennett**, Veriteq Marketing Manager, 800-683-8374 (or +1-604-273-6850 outside North America), FAX 604-273-2874.

Veriteq Instruments ([www.veriteq.com](http://www.veriteq.com)) provides environmental monitoring of temperature, humidity and other critical variables in controlled environments for regulated industries and other critical storage applications where product loss or audit failures are unacceptable. A network of independent data recorders equipped with industry-best 10-year batteries deliver monitoring, alarming and reporting with a continuous record of data, immune from power outages and network interruptions. Headquartered in Richmond, BC, with a worldwide distributor network (<http://www.veriteq.com/contact/index.htm>) Veriteq serves thousands of users, from Global 500 companies and major learning, standards and government institutions to mid-sized research and manufacturing organizations.

## Dignity Pet Mortuary has successful launch

**GREENVILLE, SC**— **Sandra Martin** is not your average woman.

Despite an unpromising economy, Martin runs the **Dignity Pet Mortuary Service**. Since opening her doors in early 2010, she says “business has not stopped.”

Martin volunteers in animal organizations such as ASPCA, PETA, Speak for Animals of Greenville, South Carolina, Concerned Citizens for Animals and Bark in the Park festival. To help the local K-9 police officers purchase vests, she donates 20 percent of her profits.

Dignity Pet Mortuary Service offers a variety of urns and caskets as well as tombstones. She uses local crematories that only veterinarians use. Obituaries are written and submitted to local newspapers as well as on the company's website.

Martin does not only cater to the deceased pet. On the company's website, each month is a variety of community events to do with pets as well as safety tips to ensure a lasting and living relationship with pets.

Among the volunteering and donations, Martin also offers grief counseling once a month to families who have recently lost a pet. Costing \$20 a session, a minister is on-hand for one-on-one meetings. Photos and stories are shared during the group session. During the sessions, memory boxes are built to preserve the memories of the deceased and beloved pet.

For more information on Dignity Pet Mortuary Service, call (846) 593-2858 or visit the website [www.dignitypetmortuaryservice.com](http://www.dignitypetmortuaryservice.com) for more information.



## The Basics of 21<sup>st</sup> Century Temporary Preservation Technology (Part 7)

By John A. Chew

Over the past sixty years I have had the opportunity to work with individuals whose being exemplified the true meaning of funeral service. With years of combined knowledge and experience to build on, we are able to meet the challenges of the 21<sup>st</sup> century with open minds.

Today it is important to meet the criteria of both practitioner and the European Union who issued a directive to meet environmental safety. Presently, the concern is the possible influence the directive will/may have on federal agencies in the United States and funeral service practices.

We may at least have two options: develop alternative non-toxic formulations or initiate special training and licensure for the use of specialized hazardous chemicals for specific purposes. There are special purpose chemicals which are proven essentials in the hands of skilled licensed embalmers.

Part 6 introduced the use of pre-injection and the need to observe potential biophysical conditions associated with the death. We know that decomposition begins at the moment of death caused by two factors: general decomposition (autolysis) and the breaking down of cells by the body's own internal chemical system activated by enzymes thereby causing putrefaction. Once death occurs, the body breakdown takes place in stages and in cycles which may take several days or up to several years.

It is within a window of three to five days which the initial treatment of the remains is essential. At this point with the ceasing of metabolic activity, the body naturally enters algor mortis which is the cooling of the body's temperature to that of its surroundings. Also during this period, one may observe telltale conditions associated with the cause of death.

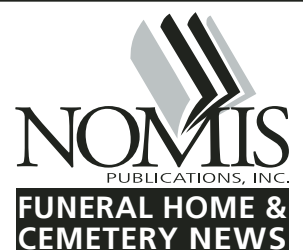
There are those conditions that are internal due to internal flora that continue when natural defense mechanisms are compromised. In some instances these conditions, pathological, organic or microbial influence the general physiology of the body. During treatment medications may destroy natural flora in the digestive tract and affect the integrity of the vascular network.

The use of non-formaldehyde Multi-Purpose fluid provides for a wide range of uniform distribution and saturation. This fluid inactivates the enzymes at the cellular level which retards or prevents autolysis up to ten days when tissue is saturated.

Presently, Multi-Purpose fluids are compatible with existing formalin based chemical formulations which will achieve necessary tissue fixation for minor and major restorative treatments. The objective for adding a fixative firming chemical is to recreate a base for special reconstruction. The major obstacle will be to develop a fixative other than formaldehyde to prepare the tissue for restoration.

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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# Newbern shares the dangers of MRSA and TB at the ICCFA Convention

SAN ANTONIO, TX— “Minimum protection is maximum protection – you have to wash your hands” was the recurrent theme **Shun Newbern**, CFSP shared during the “Embalming: Bacteria and Staph” education session. The *International Cemetery, Cremation and Funeral Association* session was one of many breakout sessions for Embalming at the fantastic convention and exposition in San Antonio, March 10-13. Shun gave a thought provoking presentation and contagious disease update on colonization of Methicillin-resistant Staphylococcus aureus, Classic Creutzfeldt-Jacob disease, and all seven of the Hepatitis Viruses that embalmers and removal staff often overlook. He exclaimed, “AIDS has been the focus and the fear over the past two decades, but HBV and Mycobacterium tuberculosis are a much greater danger to funeral care workers.” He also examined inadequate cleaning practices and offered resources along with demonstrated techniques on oxidation to raise the protective levels to staff members and others that enter the work area.



Shun Newbern

Shun also shared the spotlight during “Embalming Difficult Cases: Part 1 and 2” with **Frigid Fluid** representative and embalmer, **Matt Smith**, on “Secrets of the Embalming Masters”. The session covered various techniques to remove discolorations, offensive odor, clothing stains as well as secrets in reducing facial swellings and head trauma restorations. “The profession has a large number of embalmers, but few transition to level of master” says Shun. “Consumers lack the understanding of the value of good embalming and it is our duty to educate them, as well as regain the lost art of embalming. The open casket was the center of all that we did in the traditional funeral home. Without it, our future is austere.”

If you missed either of those presentations at ICCFA, Shun Newbern will also present at the 106th *California Funeral Directors Association* Convention, June 15, 2010

in San Diego at the Bahia Resort Hotel. During “Mastering Communication Between the Funeral Director and the Embalmer” he will add emphasis on bridging the information to provide harmonious work relationships to provide quality services. On June 22, 2010 he will present at the 86th *Florida Morticians Association Annual Convention* in Tampa at the Westshore Marriott. The session “Keys to a Successful Viewing” will center on restoring the value of embalming, ways to handle the challenges faced by embalmers and look at action plans to build credibility to improve family satisfaction.

In August he speaks at the International Embalming and Restorative Surgery Conference for Professional Embalmers, hosted by world renowned restorative artist, **Vernie Fountain** in Springfield, MO. Shun will speak on August 7, 2010 on “Techniques in Embalming the Obese Decedent”. He will demonstrate how to take this challenge and make it a daring opportunity.

Are you planning to attend the NFDA convention in New Orleans? If you are you can catch his presentation “Mortuary Litigation, A to Z” as he shares cases that he has testified and consulted on and offer protective measures for the profession. Shun has spoken for both small and large organizations, in addition to funeral home settings. For additional information on the speaker and links to register for any of the 2010 conferences or conventions visit [www.shunnewbern.com](http://www.shunnewbern.com).

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## Something New and Useful?

By Dan Rohling

After thirty plus years of gently placing plastic undergarments on cases that really needed them hoping all the while that the plastic wouldn't tear this time...all of my mumbling and borderline utterings have been answered. Finally there is a product that works much better than the dry-cleaning plastic piled high in all of the preparation rooms across America, and those cheesy plastic tear-all (yes, you know those tear-all, rip-all, leak-all plastic garments all too well).

The folks at LDI have devised a durable line of plastic undergarments. Durable to the extent of actually being able to be placed on a body with confidence never before realized with the old tear-alls (not to mention the dry cleaner's plastic).

I saw the *Mort-Port Drainable*, Mortuary Garments advertised in a mortuary periodical some time ago and couldn't wait to get my hands on a set to see what they were, how they were put together, how they worked and if they worked as advertised.

Two words are all that is necessary here...they do. They are durable, heavy duty, their design allows for draining fluids from the distal end of the legs. What a novel and useful idea! Now one can take control of what before has been an all too real problem with fluid leakage. No more listening to that irksome drip, drip, drip of fluids on the church floor during funeral services, not to forget that huge accumulation of fluids that one must advise family members (and others) to avoid while exiting the church.

To borrow a word or two from some advertiser of the past “try them, you'll like them.”

Dan Rohling, CFSP is an expert witness in the funeral, cemetery and crematory industries nationwide and may be reached at [dan@rohling.us](mailto:dan@rohling.us) for comments.

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## New Providers join Veterans Funeral Care's Rapidly Expanding Network

CLEARWATER, FL— Veterans Funeral Care is proud to announce that the following have joined its ever-growing network of providers: **Brooks Funeral Care**, Clive IA; **Cremation Society of Iowa**, Des Moines IA; and

**O'Guinn Family Funeral Homes** of Birch Run, Clio, and Montrose MI. Established in Clearwater in 2000, Veterans Funeral Care currently consists of 100 providers throughout 39 states—and that number con-

tinues to grow. The network's mission is to help funeral providers grow their business by offering veterans specialized funeral services at a reduced cost. They are also endorsed by The American Legion of Indiana

which is their National Headquarters. To find out how you can become an exclusive Veterans Funeral Care licensee, contact: Russ Cable at 1-800-467-7850 or visit [www.VeteransFuneralCare.com](http://www.VeteransFuneralCare.com).

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## New England Burials at Sea announces Northeast distribution agreement with Great Burial Reef®

*Continued from Page A4*

which balances the burial reef to the ocean's pH. This allows marine life to attach to the reef instantly. A fully cast Living Burial Reef™ stands three feet tall, is four feet wide, and weighs between 400 and 450 pounds. The burial reef is cast with a single chamber in its protected core, which is designed to hold the cremated remains of a single individual or couple. The remains are sealed under a substantial amount of fresh concrete, which is allowed to harden before the burial reef is placed in the ocean.

the North East coastline and the Great Burial reef program's deployment approval process is well under way enabling the program to hopefully commence operations in 2010.

Sea Burials are affordable dignified alternatives to traditional burials. NEBAS provides your loved one a final resting place at sea, while relieving your family of significant financial burdens in their time of distress. Requests can usually be accommodated within 24-48 hours of the first call, depending upon location, weather conditions and season.

"Grandpa was a lifelong fisherman, and will now be near the fish, turtles, dolphins and whales like he always wanted," said one recent client family from Florida.

For ash scatterings, NEBAS vessels voyage three nautical miles to sea and scatter ashes with a customized family sea tribute service. The reef is typically deployed during that service period and at the close of the event the attending loved ones receive a distinguished commemorative parchment sea burial certificate indicating the date, time, depth and exact latitude and longitude of the ceremony and reef deployment so that area can be visited at a later date. Also included is an aerial ocean photo view of the location and a Sea Memory Bottle™ filled with the specific area's water, sand and indigenous sea shells that are wax capped sealed and hanked with sailor's marlin wrap as a keepsake of the event. Sea tribute services may be attended or unattended.


Mr. Rew also added, "Many families that love to scuba dive often revisit the site after a year or so to see the sea life attached to the underwater reef ecosystem."

For more information, visit [www.NewEnglandBurialsAtSea.com](http://www.NewEnglandBurialsAtSea.com), 149 Old Main St, PO Box 489, Marshfield Hills, MA, 02051-0489. Phone (781) 834-0112, cell (617) 966-1986, toll free (877) 897-7700, fax (781) 834-0113, email [OceanBurial@Aol.com](mailto:OceanBurial@Aol.com)

Founded in 2006, NEBAS has grown from one vessel to over 25 from Maine to Miami. NEBAS is also the creator and manufacturer of the Atlantic Sea Burial Shroud®. The company is building a network of approved and qualified sea burial certified funeral home providers™ on the east coast of the USA.

Captain Brad White added, "The combined efforts of NEBAS and GBR will allow us to grow our top quality sea burial event programs along

Founded in 2000 and based in Sarasota, Florida, Great Burial Reef® designed and manufactures the Living Burial Reef™. The reef unit becomes part of an undersea ecosystem...a profoundly meaningful alternative to traditional burial. For more information, please visit [www.GreatBurialReef.com](http://www.GreatBurialReef.com) or call (941) 448-0898.



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## Veterans & Family Memorial Care Supports "Helping Heroes Home"

**SANIBEL, FL**— In response to a growing need to support military members returning from active duty, *Cell Phones for Soldiers* announced an expansion of their services by offering free cell phones to all armed forces returning from service in Iraq and Afghanistan.

To help in achieving this goal, *Cell Phones for Soldiers* is working closely with their strategic partner, **Veterans & Family Memorial Care**. The charity is calling upon the over 800 Exclusive VFMC Providers nationwide to encourage people in their communities to donate their old phones to the cause. The free phones are drawn from those donated by individuals and

corporations; to achieve this goal, an additional 1 million phones will need to be donated in 2010.

*Cell Phones for Soldiers* would like to thank the over 800 family owned and operated Veterans & Family Memorial Care Providers nationwide for their efforts. VFMC Providers collected 2,578 phones in January and February of this year which translates into 154,680 free Calling Minutes for our heroes overseas. "We are well on our way to our One Million Minute goal for 2010" said **Mark Davis**, founder and CEO of Veterans & Family Memorial Care.

"With tens of thousands of our brave troops returning from active duty this

year, the need to help them get back on their feet here at home has never been greater," said Mark Davis "We are thrilled to be able to provide this tremendous service to our brave men and women."

The *Helping Heroes Home* campaign relies on the donations of used phones. Qualifying phones are refurbished and given to requesting soldiers along with a month of calling time. Other donated phones will either be recycled or used to fund the charity's free calling-card program for troops overseas.

*Cell Phones for Soldiers* was founded in 2004 by brother and sister *Robbie* and *Brittany Bergquist*. To date, they have provided

ed more than 60,000,000 minutes of free calling cards thanks to a national network of individual and corporate supporters donating phones and money.

"There are more than 130 million phones retired every year in the United States," said Robbie Bergquist, co-founder of *Cell Phones for Soldiers*. "If just 2% of all Americans were to donate their phones, we could supply every troop with a phone as a small measure of the gratitude of a nation."

To get information about becoming the Exclusive VFMC Provider in your area and Help Our Troops Call Home visit: [www.VeteransFuneralHomes.com](http://www.VeteransFuneralHomes.com) or call toll free (866) 770-6791.



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## StoneMor Partners L.P. announces signing an agreement to acquire nine cemeteries in Michigan for \$14 Million in Cash

**LEVITTOWN, PA**— **StoneMor Partners L.P.** (Nasdaq: STON) announced that it has acquired nine cemeteries in Michigan for an aggregate price of approximately \$14.0 million in cash, subject to various post-closing adjustments. The acquisition of these properties is consistent with StoneMor's growth strategy and provides for further utilization of its national operating platform. In conjunction with this transaction, StoneMor will receive control of cemetery merchandise and service trusts of approximately \$45.0 million, and perpetual care trusts of approximately \$15.0 million. The merchandise and service liability costs assumed at current cost are approximately \$16.0 million.

These properties are expected to contribute approximately \$9.0 million to the value of contracts written and \$13.0 million in production-based revenue during their first year of operation. Although there is no assurance of future performance or increased distributions to unit holders, historically, StoneMor has been able to improve revenues and operating profits of acquired properties, and StoneMor's prior acquisitions have contributed to increases in distributions to its unit holders.

Currently, StoneMor operates three cemeteries in the state of Michigan. This acquisition is expected to strengthen the company's current market position in the state. Each of the acquired cemeteries is expected to benefit from the

company's existing operational management structure. In 2009, the cemeteries that we are acquiring performed approximately 2,400 burials. Additionally, as of 2009, these properties have over 300 undeveloped acres available for sale, over 71,000 unsold cemetery spaces in the developed sections, over 3,000 unsold lawn crypts, over 5,000 constructed unsold mausoleum crypts, and over 15,000 constructed unsold cremation niches.

The cemeteries are located in the following cities: Lansing, Kalamazoo, Rochester Hills, Peck, Okemos, Mount Moris, and Muskegon.

StoneMor Partners L.P., headquartered in Levittown, Pennsylvania, is an owner and operator of cemeteries and funeral homes in the United States, with 235 cemeteries and 58 funeral homes in 26 states and Puerto Rico. StoneMor is the only publicly traded deathcare company structured as a partnership. StoneMor's cemetery products and services, which are sold on both a pre-need (before death) and at-need (at death) basis, include: burial lots, lawn and mausoleum crypts, burial vaults, caskets, memorials, and all services which provide for the installation of this merchandise. For additional information about StoneMor Partners L.P., please visit StoneMor's website, and the Investor Relations section, at <http://stonemor.com>.

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## How to Impress Female Web Shoppers: The Secret to Winning More Calls

By Brian Young

Between 65-75% of the people searching the Internet for Deathcare services are women. However, most Deathcare Web sites were designed, selected and purchased by men unaware of what it takes to impress women online. Making the right 'first impression' with female Web shoppers increases the number of people calling you before calling your competitors, improving your chances to win more business.

Much is required to make a great first impression. A Web site lacking meaningful, helpful content is not going to interest anybody looking for reasons to call your business before calling some other firm in town. Poor navigation will also turn them away. However, that part of the discussion is for a future article. This article explains the other part of making the kind of first impression that drives hopeful phone calls from potential customers.

Women do most of the shopping for Deathcare in America. They also use a different 'selection criteria' than men when selecting a Deathcare provider.

Women are much more relationship-oriented than men. That is why your online identity, and how well it connects with female shoppers, is intrinsic to their interest in your assistance — particularly during such an emotional time as that of a loss. Does your Web site project the type of personality and character your target-shopper is looking for?

To be more specific, what does your landing page look like? Usability research shows that a user's first impression of a Web site is created in less than a second. It has

everything to do with colors, layout and the visual "feel" of the site, not the text on the page. Research also shows that the feeling generated within the viewer during that first second will often color the lens through which they view the Web site and the business for the remainder of their online visit.

Is the impression your Web site makes one that suggests professionalism, capability and comforting, human warmth? Or, do you offer a dull or archaic-looking online personality due to an out-of-date Web site? Do the colors and pictures around the text instantly communicate the presence of sincere, caring professionals who understand not just the paperwork, but also the type of support that eases the emotional burden surrounding Deathcare? Or, does your Web site look pretty similar to your competitors' sites?

This goes beyond the words on your Web pages. How does your site feel to a woman looking for a "friend" to help her? The influence of her feelings on her choice can't be underestimated. That is why many of the best funeral homes in America take their Web sites so seriously.

Unless nobody in your town offers a quality, 'emotionally-effective' Web site, the firms with the unimpressive Web sites won't get the first phone call from female shoppers — unless something like a recommendation or a past experience influences them. Why? Because they offer no motivation to do so.

Does this mean the most effective Web site in a market will win all of the families that pre-shop via the Web? No.

However, the advantage absolutely goes to the death-care provider who gets the first phone call from a positively-impressed shopper. It's far easier to convince that caller that you are the right solution if she calls you first, thinking you probably are.

Brian Young is the Marketing Director at FuneralNet, the original and largest provider of custom Web sites to the death-care industry. You may contact Brian at 800-721-8166 x536, or brian@funeralnet.com

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# Service Corporation International successful bid for Keystone North America

HOUSTON, TX— Service Corporation International (NYSE: SCI), the largest provider of deathcare products and services in North America, announced that 23,748,302 common shares of **Keystone North America Inc.** ("Keystone"), representing approximately 91% of the outstanding Keystone common shares, have been rendered to the offer (the "Offer") dated November 16, 2009, as amended, made by SCI Alliance Acquisition Corporation ("SCI Alliance"), a wholly-owned subsidiary of SCI. Since all of the conditions of the Offer have been satisfied, SCI Alliance has taken up all of the Keystone common shares tendered to the Offer.

SCI intends to acquire all of the Keystone common shares that were not deposited under the Offer pursuant

to the compulsory acquisition provisions of the Ontario Business Corporations Act.

"We welcome the Keystone associates into the Dignity Memorial family," said **Tom Ryan**, SCI president and chief executive officer. "The acquisition is a great complement to the more than 300 similarly situated businesses we currently operate and will provide a platform to grow our business in this valuable segment."

In connection with the Offer, the board of directors of Keystone has been replaced by nominees of SCI, with **Mr. Steven Tidwell** remaining as a director of Keystone.

Keystone has given notice that its subordinated notes (including the subordinated notes forming a part of the income participating securities of Keystone) were to be

redeemed on April 26, 2010. Keystone has deposited sufficient funds with the trustee under the note indenture to redeem the notes and pay all interest up to the redemption date. In addition, Keystone has repaid the outstanding amounts under, and terminated, the senior credit facility of its subsidiary, Keystone America, Inc.

Service Corporation International (NYSE: SCI), headquartered in Houston, Texas, is North America's largest provider of deathcare products and services. At December 31, 2009, we owned and operated 1,254 funeral homes and 372 cemeteries (of which 212 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through our businesses, we market the Dignity Memorial® brand which offers assurance of quality, value, caring service, and exceptional customer satisfaction. For more information about Service Corporation International, please visit our website at [www.sci-corp.com](http://www.sci-corp.com). For more information about Dignity Memorial®, please visit [www.dignitymemorial.com](http://www.dignitymemorial.com).

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## K2 Commercial Finance Loan Programs for Funeral Homes

NEW BRITAIN, PA— If you are currently in or seeking to become a part of the death care profession, you are probably in need of some form of financing. And you're in luck. There is financing available for the death care profession, and funeral home loans can include a wide range of loan programs. These programs include conventional financing, SBA Loan Programs, USDA Loan Programs and private money loans.

sure to conduct extensive due diligence on the business and the property before making a purchase decision. Your acquisition team should include an accountant; a lawyer and a funeral home financing specialist who can each help you avoid costly mistakes.

Depending on what the purpose is for your funeral home loan, a specific program will be required. Since your mortgage payment is likely to be the second largest monthly expense (behind only payroll) finding the right loan will have an enormous impact on your cash flow.

There are government guaranteed loan programs available which can provide up to 90% or more of the purchase price for qualified borrowers. Plan for the loan process to take as long as 90 days and build this time into your purchase offer.

Here is a broad overview of the most common needs for funeral home loans and the different programs available for each of those needs.

While the current market environment makes funeral home acquisition loans challenging to secure, using the proper channels and working with an experienced financing specialist can greatly increase your chances for success.

**New Business**

The most common type of financing used to start a new funeral home business is a small business loan. Start-up funeral home financing is perhaps the most difficult to secure but there are excellent options available. You will need to create a strategic business plan with realistic cost and revenue projections. Strong credit, extensive industry background and a reasonable cash injection will also help with the loan approval process.

**Refinancing**

Unfortunately, there are many funeral home owners who are paying far more than necessary on their existing funeral home loan. In these cases, refinancing is often an excellent option even when no balloon payment is coming due.

**Purchase/Acquisition**

It is often easier to finance the acquisition of an existing funeral home than it is to build one from the ground up. Established funeral homes have tax returns, call histories and pre-need sales that are very good indicators of future profitability.

Cash-out refinancing for funeral homes is also available to cover the costs of renovations, remodeling, purchasing equipment and even for inventory and working capital purposes. In these cases, it's essential to have a complete list of how you will use your loan proceeds.

Once you've identified an acquisition candidate make

It is important to note that your individual needs and circumstances are completely unique and therefore it is critical for you to research which funeral home loan program and lender is right for you. Lenders vary based on credit requirements, programs offered, loan size, where the business is located, cash-in requirements,

**CONTINUED ON PAGE A31**



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### Buchmann joins Eddy Funeral Home

JAMESTOWN,ND— Eddy Funeral Home in Jamestown, ND has a new licensed funeral director. Mark Goehner, Eddy Funeral Home president, announced Nicole Buchmann has joined the staff

after completing her year-long internship with the funeral home that started in October 2008. Buchmann graduated from the University of Mary in Bismarck in 2007 with a Bachelor of Science in

business administration as well as from the University of Minnesota in 2008 with a Bachelor of Science in mortuary science. Buchmann and her husband reside in Jamestown.

### K2 Commercial Finance Loan Programs for Funeral Homes

debt service requirements and more. If you've ever been turned down for funeral home financing or waited in limbo for weeks while a lender dragged out a decision, you understand just how frus-

trating the process can be. Taking the time to find the right combination of lender and loan program will prove very valuable and well worth the effort. K2 Commercial Finance provides free initial con-

Continued from Page A30 sultations to funeral home owners seeking improved financing options. Call Ken Kaplan at 215-230-1885 to discuss your scenario with no cost or obligation. The right loan can save you thousands every month.



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# Educational NEWS

## Nassau Community College Mortuary Science Club hosts First Annual Job Fair

GARDEN CITY, NY—The Mortuary Science Club of Nassau Community College recently hosted a job fair for prospective graduates of the Mortuary Science Program. On hand for the first event were representatives from the Nassau Suffolk Funeral

Directors Association, the Metropolitan Funeral Directors Association and the Catholic Cemetery Guild.

The purpose of the event was to bring together members of the funeral service industry and future graduates seeking employment. Prospective

job applicants were required to put together a package consisting of a resume and other pertinent employment information for distribution to funeral homes and members of the various associations present at the event. Dubbed a

“Meet and Greet” by the students, the participants networked with each other over a buffet style meal and light refreshments.

The evening’s activities were deemed a success and plans are already underway to make the job fair an annual event.

Nassau Community College is part of the State University of New York and is the state’s largest single campus community college.

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## Cincinnati College of Mortuary Science Staffer Joseph Main uses his Expertise for Haiti Disaster Relief

CINCINNATI, OH— Joseph S. Main of West Chester, OH, clinical supervisor in the Cincinnati College of Mortuary Science (CCMS), was among a number of professionals from around the country deployed in response to the earthquake in Haiti.

Main and other medical personnel from the U.S. Department of Health and Human Services’ agencies, the HHS National Disaster Medical System and the U.S. Public Health Service assist the state and local agencies in the identification and return of victims’ remains to their families and provide information to assist in the identification of the victims.

Main is an Ohio-licensed funeral director, the clinical supervisor with CCMS and a service rep for the Frigid Fluid Co., and has been a DMORT member since 2006.

DMORT is part of the National Disaster Medical System under the U.S. Department of Health and Human Services’ Office of the Assistant Secretary for Preparedness and Response. Team members are activated following a mass fatality incident to support state, local and other federal agencies in responding to emergencies.

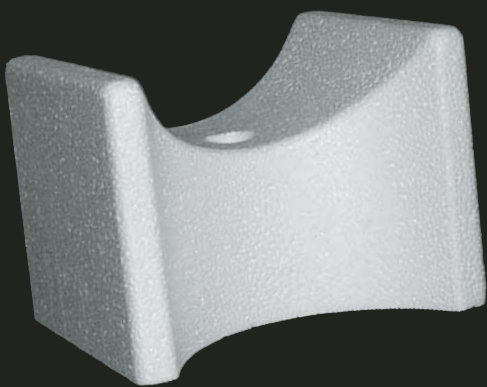
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Joseph S. Main

medical examiners, coroners, pathologists, forensic anthropologists, funeral directors, medical record technicians, mental health specialists, computer professionals and administrative support staff, as well as security and investigative personnel.

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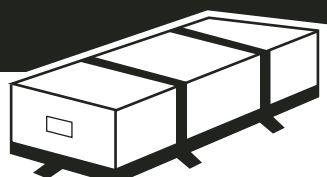
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## Professional Embalming Seminar to be Held in Long Beach

By Shun Newbern, CFSP

LONG BEACH, CA— The Western Region of Epsilon Nu Delta Mortuary Fraternity, Inc. will hold its annual professional development embalming seminar at the Seaport Marina Hotel Conference Center, May 14, 2010. The talented Nu Chapter, of Los Angeles, CA has endeavored to reach licensed embalmers, mortuary science students, funeral directors and arrangers who desire to improve their skills with “Better Practices, Better Results”. This year the session will host a First Timers Reception and Mixer on Thursday, May 13 at 6 pm for those who arrive early to prepare for the day of sessions.

La Quinta Howard will address “The Arrangement, Best Practices”. She is a graduate of Cypress College, Department of Mortuary Science Program, and brings more than 13 years of professionalism and compassion to the mortuary industry. She is a licensed funeral director and embalmer with the 3rd largest mortuary in Southern California, Inglewood Cemetery Mortuary, where she currently serves as the Manager. During her tenure she has realized that she has more than compassion, she also has a talented skill for embalming, with a gentle woman’s touch. During her presentation she will examine the best practices in the arrangement conference and the value of good communication skills, including interpreting body language.

“The Embalmers Accountability: Measures to Prevent Lawsuits” will be delivered by Ty P. Gilliam a licensed funeral

director and embalmer with Morgan Jones Funeral Home in Sacramento, CA and a native of Northern, CA. He is a graduate of the San Francisco College of Mortuary Science. He has held various management roles throughout California but the Bay Area is home. Over the years Ty has received various awards and recognition by Stewart Enterprises and Epsilon Nu Delta for Sales, Leadership and Management making his presentation valuable.

The charismatic Harold D. Cole, AS, is a licensed embalmer and funeral director with Keaton’s Mortuaries in San Rafael, CA. Harold has also obtained numerous other licenses in his funeral service career. His barber stylist and cosmetology license has afforded him employment with films and television shows such as the Tyra Banks Show, Young and the Restless, CBS, and the BET Network as a cosmetology expert. He is currently the Dignity coordinator for the SCI Corporation Northern California market where he is responsible for the training of more than 25 funeral home locations on how to effectively and sufficiently serve families and communities during their hour of bereavement with Dignity and professionalism. His presentation will address the difference between “Good Service and Great Service”.

To request additional information and registration on the spring seminar you may contact Nu Chapter member Kevin Weaver by email at endnuchapter@gmail.com contacting him at 619-263-3141.

# Educational NEWS CONTINUED

## Foresight completes second Aftercare and Outreach Programming Seminar



(L to R) Steve Palmer, Westcott Funeral Home; Jennifer Lowry, Edmonds & Evans Funeral Home; Rick Carrillo, Carrillo Funeral Homes; Andrew Cumby, Cumby Family Funeral Services; Jamie Sarché, Feldman Mortuary; Kathy Luginbuel, Luginbuel Funeral Homes; Debbie Copeland, Copeland Funeral Home; David Luginbuel, Luginbuel Funeral Homes; John Tucker, Ellis Funeral Home & Cremation; John Evans, Edmonds & Evans Funeral Home; and Dan Isard, The Foresight Companies. Not pictured is Lynn Fermstad, Lewis Funeral Chapel.

SCOTTSDALE, AZ— Daniel Isard, President of The Foresight Companies, LLC one of the funeral and cemetery profession's most well known management and financial consulting firms announced that in late March they completed presenting their Aftercare and Outreach Programming seminar for the second time in Scottsdale, AZ. "We had 10 firms fly in from all over the US to

attend this two day meeting," Dan said. "This seminar is my way of trying to demonstrate to the profession that there is more to running a funeral home or cemetery than just making sure a funeral starts on time," Dan added.

The seminar content is very hands on and covers the reasons why the profession must use Aftercare programming now, the ways to do it for maximum

benefit to the attendees and the firm and how to introduce preneed into the mix in a subtle but effective fashion. Attendees went through a very exhaustive two days of programming which gave them the ability to learn what types of programming they should be introducing in their particular businesses and how to go about the administrative planning to make these events be successful.

"This was the best seminar I have ever attended of all the seminars I have seen Dan give," said Rick Carrillo of Carrillo Funeral Homes in Dallas and Fort Worth, TX. "I am ready and excited to get this program up and running at our funeral home," said Debbie Copeland of the Copeland Funeral Home in New Paltz, NY.

Funeral Home & Cemetery News columnist Steve Palmer attended the program. "This was really well worth the time. I wasn't sure what to expect but was very impressed with the purpose and execution of the seminar! Dan is to be commended for a program that truly can help the funeral directors," Steve said. Attendees left with a com-

plete administrative booklet to help them plan more than 90 different programs and continuing education from the Academy.

This program will be offered again the beginning of September in Arizona. People wishing more information should contact Foresight by phone 800-426-0165 or e-mail to susanralston@f4sight.com.

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## PIMS and Pierce/Royal Bond sponsor Continuing Education Program



Mike Kuruc with speakers Dr. Bob Mayer and Matt Genereaux.



Dr. Robert G. Mayer autographs his book for PIMS student Jaison Gallagher.



(L to R) Matt Genereaux, NFDA Immediate Past President John Reed and Mike Kuruc.

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) and Pierce Chemicals Royal Bond sponsored a six hour continuing education program on Friday, March 19. The program included a compendium of techniques and protocols addressing embalming and information regarding repatriation of fallen heroes.

Mr. Michael J. Kuruc, local sales representative from Pierce/Royal Bond was on hand to assist with the program and 120 attendees. The morning session entitled: 2010 Definition of Embalming-Theory and Practice/Best Work Practices, was presented by Dr. Robert G. Mayer, author of the text *Embalming: History, Theory & Practice*. The afternoon session entitled: The Dover Experience, was presented by Mr. Matt Genereaux, FD and former embalmer at the Dover Port Mortuary in Dover, DE.

The program had made approval for 6.0 CEUs to APFSP, West Virginia Board of Funeral Service Examiners, Board of Embalmers and Funeral Directors of Ohio, Maryland Board of Morticians, New York Bureau of Funeral Directing, and Pennsylvania State Board of Funeral Directors. PIMS conducts several ConEd programs and activities throughout the year. Anyone interested in receiving further info can contact PIMS or view their website at: [www.pims.edu](http://www.pims.edu).

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As Founder and President of Meadow Hill, the makers of Thumbies and Buddies Keepsakes, I want to do more than just say thank you to the funeral service professionals with whom I work every day. I need to demonstrate that gratitude in a more concrete way. That's why I have pledged \$50,000 to the Funeral Service Foundation's Hand in Hand Endowment Campaign. This Endowment benefits funeral service professionals, the families they serve and their communities as a whole – both in the near term and down the road. It's the right thing to do.

**David Gordon,**  
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# Educational NEWS CONTINUED



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## Ivy Tech Students welcome Matt Smith



Ivy Tech Students

INDIANAPOLIS, IN— Brian Miller, Chair of the Mortuary Science Department at Ivy Tech Community College invited Matt Smith of the Frigid Fluid Co. to present a three hour training program for his students.

The students learned with step by step slides that even the most difficult

cases can be viewable. Cases that were otherwise in the past considered non-viewable now are. Matt's program illustrates how the most severe trauma is no more difficult than a puzzle, and with just a little time the most inexperienced embalmers can produce incredible "open casket" results. Miller says, "Matt's seminars and techniques are exactly what we teach our students every



(L to R) Matt Smith, Brian Miller, and Andy Rumph, Frigid Fluid Co. Representative.

day." Using Matt's techniques are not only good for the funeral home, but necessary for the family's healthy grieving process. To find more information on Matt Smith's seminars visit [www.frigidfluidco.com](http://www.frigidfluidco.com) or call 866-774-4746. If you would like to learn more about Ivy Tech Community College please contact Mr. Miller at (317) 921-4325 or [bd-miller@ivytech.edu](mailto:bd-miller@ivytech.edu).

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# Educational NEWS CONTINUED

## Funeral Service Business Forum Focuses on Profitability, Service



Dan Isard will speak about how aftercare can help funeral homes boost profits and improve customer service.

**WALL, NJ**— Funeral service professionals dedicated to improving profitability, bolstering customer service and finding new revenue streams are already signing up for the Fifth Annual **Funeral Service Business Forum**, which will be held November 17-19 at the Palazzo at the Venetian in Las Vegas.

The business forum offers up to 13 continuing education units. "I'm thrilled that we've added more speakers and that we've completely redesigned the content of the program to maximize value for our attendees," said **Thomas A. Parmalee**, executive editor of **Kates-Boylston Publications**, which is organizing the conference. "The first day of the conference focuses entirely on cremation, and then we'll drill down and focus on other important topics such as preneed, aftercare, marketing, pricing and much more."

Over three days, a dozen speakers will help funeral service professionals tackle the issues that so often impede profits



(L to R) John McQueen and Thomas Parmalee at last year's event. Parmalee says this year's forum includes all-new content, more speakers and up to 13 CEUs.

or prevent firms from realizing their potential. You'll discover: new ideas on delivering excellent customer service; strategies to maximize your marketing budget; forms and work tools to avoid lawsuits tied to cremation; ways to incorporate technology to bolster profits; and much more.

Speakers at the program include:

- **Teresa Allen**, owner of **Common Sense Solutions** and a nationally recognized speaker, author and business consultant who helps clients improve customer service.
- **Bruce Bratton**, former funeral home owner and chief executive of **IQBrew LLC**, a funeral home consulting company, and president of **Brown-Wilbert**, a **Wilbert Vault** licensee.
- **Chris Farmer**, former counsel to **Service Corporation International** and now the general counsel for the *Cremation Association of North America*.
- **Glenn Gould**, chief executive of **MKJ Marketing**.
- **Dan Isard**, founder and president of **The Foresight Companies**.
- **Tom Johnson**, chairman of **Johnson Consulting**.
- **Stephen Lang**, chief operating officer of **Homesteaders Life Co.**
- **Bill McQueen**, former president of **CANA** and co-owner of **Anderson-McQueen Funeral Homes** in St. Petersburg, FL.
- **Mike Nicodemus** oversees cremation operations at 10 locations for **Hollomon-Brown Funeral Homes**, and he is the chairman of **CANA's Crematory Operator Certification Program**.
- **Arthur "Buddy" Phaneuf**, who operates **Phaneuf Funeral Homes and Crematorium**, with three locations in New Hampshire.
- **Dale Rollings**, founder of **Rollings, Shaw & Associates**.
- **Jerry Sullivan**, president of the *International Cremation Federation*, president of the *Cremation Society of Illinois* and an international delegate for **CANA**.

Visit <http://katesboylston.com/bizforum> to learn more about the program, what each speaker will focus on and to register. For additional questions, contact Thomas Parmalee at [tparmalee@katesboylston.com](mailto:tparmalee@katesboylston.com) or by phone at 732-730-2586.

Kates-Boylston Publications publishes *American Funeral Director*, *American Cemetery*, *Funeral Service Insider*, the

*American Blue Book of Funeral Service* and other publications that help death-care professionals. Based in Wall, NJ, the company has been helping members of the death-care community succeed and serve since 1877.

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## Rocky Ezell speaks to Ogeechee Tech Students



Rocky Ezell

**STATESBORO, GA**— **Rocky Ezell**, a graduate of the Funeral Service Education program at *Ogeechee Technical College* in Statesboro, recently returned to the college to speak to current students about his experiences since graduation within the funeral service profession. Ezell related his experiences with a smaller independently owned funeral home, and with one which is owned by a somewhat larger regional operation.

According to Funeral Service Education instructor, **Crystal Vinson**, students were interested to learn about Ezell's opportunities within the funeral service profession and what they may expect when they enter the job market following graduation. "Often the opportunities for advancement will depend upon the ownership and manage-

ment structure of the business. While 'mom and pop' businesses may have certain things to offer, medium and large sized firms also have certain advantages for employees," said Ezell.

"It was great for our students to get the perspective of someone who is working in the profession on a daily basis. They had the opportunity to get a first-hand description of what they may encounter after they graduate," stated Vinson. Ogeechee Technical College is one of only two funeral service education programs in the State of Georgia, and the only one at a public institution in the state. The program is accredited by the American Board of Funeral Service Education. For more information on the program, go to [www.ogeecheetech.edu](http://www.ogeecheetech.edu).

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# Educational NEWS CONTINUED

## 69th Epsilon Nu Delta Mortuary Fraternity END Osiris Held in Dallas, Texas

By Soror Francine Ross-Roden, CFSP



National Coordinator Damien Hall displaying his shirt received from Theta Chapter in Louisiana, home of the Super Bowl Champion New Orleans Saints.

WASHINGTON, DC— Epsilon Nu Delta Mortuary Fraternity, Inc., held a memorable 69th Osiris at the Doubletree Hotel near the Galleria in Dallas, Texas February 12 – 15, 2010. Travel to Dallas was extremely challenging due to the snowstorms in Texas as well as all over the United States. Many flights were cancelled or postponed but quite a few of the members were able to reach Dallas safely.

Due to the untimely and inclement weather our trip to the *Dallas Institute of Funeral Service* scheduled for Thursday, February 11 was cancelled. Four new members were inducted into the fraternity and were welcomed with open arms. The board meeting, presided by **Bro. Shun Newbern**, CFSP, Chairman of the Board, proved to be quite rewarding and productive. The meeting concluded with



The executive committee for 2010-2011. (L to R) Seated: Deborah Whipper-Wyche, Danette M. Moore, Lynn Armstrong-Patterson, CFSP and Diane Gentles, CFSP. Standing: Rev. James Preston, Bro. Albert Tillman, Damien E. Hall, Rodney McFarland, Sr., Alexander Wynn III, Wendell Naylor, Kevin Weaver and Clarence E.H. Glover. Missing from the photo are: Vincent Wilson, Lee S. Perry, Jr., and LaKeishia Fox-Kimmons.

a presentation to the executive committee from **Bro. Rodney McFarland, Sr.** and the members of Theta Chapter from the "Great State of Louisiana" with gifts representing the Super bowl champions, New Orleans Saints. Members present also received beads from Theta Chapter in celebration of Mardi Gras that was taking place at the time of the Osiris.

Friday evening afforded the fraternity members a relaxed environment to share news from various chapters across the country. The reception was graciously hosted by Kelley Witherspoon, LLP Attorneys and Counselors, who also presented welcome gifts to the members present.

The General Session of the 69th Osiris was presided by National President, **Bro. Clarence E.H. Glover**, CFSP. The Osiris began with the Memorial Service Tribute by **Bro. Rev. James Preston** honoring END members and families of members that have passed on. Epsilon Nu Delta members that were remembered are **Bro. Vernon Bailey** (Alpha Beta), **Soror Elizabeth Brannum-Trass** (Theta), **Soror Jacqueline Crawley Davis** (Alpha Theta), **Soror Ruby Echols** (Alpha Omega), **Bro. Harry Caise** (Alpha) and **Bro. Taquan Evans** (Alpha Kappa).

The Osiris continued with a presentation of the "African American Mor-

iticians, Embalmers and Funeral Service Leaders" Historical Publication by Harris Connect. More national and regional reports to the general body followed by lunch. After lunch, a new chapter was established for members in the state of Arizona. Alpha Chi will be part of the Western Region and **Soror Irene Preston** will serve as its interim president.

All national offices were declared vacant and an election was held. The results of the election are as follows: Chairman of the Board, **Bro. Clarence E. H. Glover**, CFSP, National President, **Bro. Damien Hall**, National Coordinator, **Bro. Vincent Wilson**, General Secretary, **Soror Lynn Armstrong Patterson**, CFSP, Recording Secretary, **Soror Deborah O. Whipper-Wyche**, National Treasurer, **Soror Danette M. Moore**, Chaplain, **Bro. Rev. James Preston**, Sergeant-at-Arms, **Bro. Wendell Naylor**. Regional Vice Presidents: Southwestern, **Bro. Rodney McFarland, Sr.**, Eastern, **Soror Diane Gentles**, CFSP, Southeastern, **Bro. Lee S. Perry, Jr.**, Southern, **Bro. Alexander Wynn, III**, Midwestern, **Soror Keshia Fox Kimmons**, Western, **Bro. Kevin Weaver**.

The conclusion of the Osiris took place with the closing banquet Saturday night. **Bro. Ted Felder** of Nu Chapter served as the Master of Ceremonies for the banquet. The

STAR award recipient for 2010 was **Soror Francine Ross-Roden**, CFSP of Eta Chapter, who was nominated by Regional Vice President, **Soror Diane Gentles**, CFSP. The Embalmer of the Year is **Nicole Lee Collins**, a native of Dallas. While employed at **Sandra Clark Funeral Home** with bereaved families, Ms. Collins' interest in Mortuary Science was peaked. She entered Dallas Institute of Funeral Service, where she discovered her passion for embalming. It is in the capacity of Embalmer that she realized that she had the God-given ability to restore and enhance the deceased to a life-like appearance. Currently, Ms. Collins is the Head Embalmer/Supervisor at **Restland Funeral Home** in Dallas.

On Sunday morning, the Fraternity had fellowship and worship at Pearly Gates Baptist Church in Dallas, where NFD-MA Scope Editor, **Mr. Frankie L. Washington** and family are members. The worship celebration

was followed by dinner and departures to the airport for the journey home.

Special thanks are given to all who were instrumental in making the Osiris a success. We would also recognize the commitment and dedication of our past National Officers, namely **Bro. Shun Newbern** and **Bro. Keith Biglow**, immediate past Chairman of the Board and South Western Regional Vice-President respectively. As the 69th Osiris comes to an end, we look forward to the 70th Osiris that will take place in St. Petersburg, Florida in 2011.

Epsilon Nu Delta Mortuary Fraternity, Inc. does not discriminate against any current or potential members on the basis of race, color, gender, national origin or sexual preference. It is committed to science and service within the profession. Information on upcoming seminars, events and meetings can be obtained at the fraternity's website [www.epsilonnudelta.org](http://www.epsilonnudelta.org).

## Northampton Community College Activities



BETHLEHEM, PA— Members of the Funeral Service Education student association, Sigma Phi Sigma at Northampton Community College, Bethlehem, PA, gathering before a seminar on cremation conducted by **Bob Buhrig**, CFSP of the **Dodge Company** in March 2010.



(Left to Right) **Paul Peterka**, sales consultant; **John V. Lunsford**, program director; and **Justin K. Huie**, instructor; pose in front of a new **Matthews** fractional casket display in the Funeral Service Education classroom at Northampton Community College.

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# Association NEWS

## International Cemetery, Cremation and Funeral Association elects officers at convention



Kevin R. Daniels



Kenneth E. Varner

**STERLING, VA**— The International Cemetery, Cremation and Funeral Association (ICCFA) has elected new leaders during its 2010 Annual Convention & Exposition, March 10-13 in San Antonio, Texas.

The new 2010-2011 officers for the ICCFA are:

President—**Kevin R. Daniels**, CCE, **Daniels Family Funeral Services**, Albuquerque, NM; President-Elect—**Kenneth E. Varner**, CCFE, **Cypress Lawn Cemetery Association**, Colma, CA; Vice President, Education—

**Nancy R. Lohman**, CCFE, **Lohman Funeral Homes, Cemeteries & Cremation**, Ormond Beach, FL; Vice President, Membership & Marketing—**Jeff Kidwiler**, CCE, CSE, **Heritage Park**, Metro Manila, Philippines; Vice President, Internal Affairs—**Darn B. Drabing**, **Forest Lawn Memorial-Parks & Mortuaries**, Glendale, CA; Vice President, External Affairs—**I. Frederick Lappin**, CCE, **Knowlwood Cemetery Corporation and Sharon Memorial Park**, Sharon, MA; Treasurer—**Jay Brammer**, **Gibraltar Remembrance Services LLC**, Indianapolis, IN; and Secretary—**Christine Toson Hentges**, CCE, **The Tribute Companies Inc.**, Hartland, WI. The following members have been selected to serve a three-year term on the ICCFA Board of Directors: **Richard O. Baldwin Jr.**, CCE, **Celebris Memorial Services**, Montreal, Quebec; **Gary Freytag**, **Spring Grove Family**, Cincinnati, OH; **Corey Gaffney**, **Gaffney Funeral Home**, Tacoma, WA; **Ed Horn**, CCE, **St. Michael's Cemetery**, East Elmhurst, NY; **Hamilton Jones**, CFSP, **Miller-Jones Mortuary and Crematory**, Hemet, CA; **F. Daniel Moloney Jr.**, **Moloney Funeral Homes**, Lake Ronkonkoma, NY; **Thomas A. "TR" Rousong**, CFSP, **Routsong Funeral Home**, Dayton, OH; and **Michael Schoedinger**, CFSP, **Schoedinger Funeral and Cremation Service**, Columbus, OH. Past presidents were elected to serve a one-year term on the Board, including: **Timothy F. Brammer**, CCE, **Gibraltar Remembrance Services**, Indianapolis, IN; **Archie T. Davenport Jr.**, **Greenwood-Mount Olivet**, Fort Worth, TX; and **Irwin W. Shipper**, CCE, **Rose Hills Memorial Park**, Putnam Valley, NY. The International Memorialization Supply Association appointment to service a one-year term on the Board is: **Timothy M. Hentges**, **Tribute Precast Systems LLC**, Hartland, WI. The following were appointed to represent the ICCFA on the Cemetery Consumer Service Council: **Thomas P. Daly**, CCE, CCCE, **CHS Consulting Group**, Westwood, MA; and **William P. Tate**, CCE, CCrE, **Laurel Hill Cemetery**, Saco, ME. The 2010-2011 members of the Executive Committee are as follows: ICCFA President **Kevin R. Daniels**, CCE, **Daniels Family Funeral Services**; ICCFA President-Elect **Kenneth E. Varner**, CCFE, **Cypress Lawn Cemetery Association**, Colma, CA; ICCFA Immediate Past President **Gregg M. Williamson**, CCE, **Rose Hills Memorial Park and Mortuary**, Whittier, CA; **Richard T. Sells**, CCE (past president's appointment); **Paul M. Elvig** (president's appointment); ICCFA Treasurer **Jay Brammer** (ex-officio); ICCFA External Chief Operating Officer and General Counsel **Robert Fells**, Esq., (ex-officio); and ICCFA Internal Chief Operating Officer **Joseph Budzinski** (ex-officio).

Newly elected president Kevin R. Daniels, CCE is the owner of Daniels Family Funeral Services located in Albuquerque, NM. He formerly served as vice president ICCFA's Internal Affairs, Industry Relations, Education and Membership Steering Committees. He has also served as a co-chair of the ICCFA Wide World of Sales Confer-

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# Association NEWS CONTINUED

## International Cemetery, Cremation and Funeral Association Convention

Continued from Page A37



ence and Fall Management Conference and was chairman of the ICCFA 2007 Annual Convention, in addition to having served several terms on the association's Board of Directors. Daniels currently serves on the Future Directions Committee.

Daniels is a former dean and professor at the association's premier educational forum, ICCFA University and speaks frequently at conventions and conferences. As a Certified Cemetery Executive (CCE), his

extensive cemetery management experience and skills are recognized.

A past president and former board member of the *Florida Cemetery Association*, Daniels is also a former board member of the *Texas Cemetery Association*. He has dedicated many years of volunteering to the United Way as a member of its Alexis de Tocqueville Society. In addition, he has done extensive philanthropic work in El Salvador, Guatemala and Mexico.

The Daniels Family Funeral Services operates 14 funeral homes, four cemeteries and three crematories in the state of New Mexico.

Kenneth E. Varner, CCFE, president-elect, is chief executive officer of **Cypress Lawn Cemetery Association** in Colma, CA. He has served as president and CEO as well as currently holding position of president and chairman of the board of Cypress Lawn's for-profit subsidiaries and the

non-profit **Cypress Lawn Heritage Foundation**.

Varner previously served six terms as treasurer of the ICCFA and was chairman of the ICCFA Finance Committee. He was also member of the association's Executive Committee. He served on the ICCFA Board of Directors from 1999 to 2002 and from 2004 to 2007. Varner is a past president of the *Cemetery & Mortuary Association*

CONTINUED ON PAGE A39



# Association NEWS CONTINUED

## ICCFA elects officers at convention

Continued from Page A38



tion of California and also serves as the organization's chief financial officer and chairman of its Nominating Committee. He is a member of the *Historic Cemetery Alliance*, *National Funeral Directors Association*, *Cremation Association of North America*, *California Funeral Directors Association* and *Preferred Funeral Directors International*. Varner is also a frequent speaker at state and national professional events.

In 1989 Varner entered the cemetery and funeral service profession. In the past he has held positions as controller, general manager and regional manager of cemeteries and combination cemetery/funeral home companies for **The Loewen Group International** until he joined **Cypress Lawn** in 1996.

Varner holds a bachelor of science in accounting and finance from Oregon State University. He has a Certified Cemetery Funeral Executive (CCFE) designation in recognition of his extensive knowledge of cemetery and funeral management experience.

He is involved with various community educational groups as a member of the Board of Directors of the San Mateo County Community College Foundation and Stanbridge Academy which is a school for children with learning disabilities.

### Certification Program

The ICCFA certification program recognizes individuals who have demonstrated a high degree of competence and a high level of cemetery, cremation, funeral or supplier management, experience and skills. The following have been awarded:

**Mark Pennington**, CCFE, CCrE, CSE, president and CEO of **Halo International Corporation** in Twinsburg, OH, awarded a Certified Cremation Executive (CCrE) designation; and **Ronald J. Nestor**, CCE, grounds and operations foreman at **Knollwood Cemetery Corporation**, **Sharon Memorial Park** and **Knollwood Memorial Park** in Sharon, MA, awarded a Certified Cemetery Executive (CCE) designation.

### 25 & 50 Year Honorees

**Thomas M. Flynn**, **Homewood Memorial Gardens** in Homewood, IL; **Harry C. Neel**, **Jefferson Memorial Cemetery and Funeral Home** in

Pittsburgh, PA; **Dennis Syndergaard**, **Cedar Memorial Park** in Cedar Rapids, IA; **David J. Middlemiss**, **Jefferson Memorial Park** in Pittsburgh, PA; and **Michael Walker**, **Jefferson Memorial Park** in Pittsburgh, PA.

Posthumously inducted into the Half-Century Club was **Harold P. Ray** of **Cedar Memorial Park** in Cedar Rapids, IA.

### New attendance and booth sales records

The 2010 Convention & Exposition broke records for the association's 123-year history with a total attendance of 1,738 people and 369 supplier booths.

CONTINUED ON PAGE A43

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## 100 Black Women of Funeral Service announces Newest Member

ST. GEORGE, BERMUDA— New **100 Black Women of Funeral Service** member **Doreen Williams-James** was born in Bermuda to Hillary and Ursula Williams. In 1983 she graduated from the Bermuda Institute, furthering her studies at Oakwood College in Huntsville, Alabama and then transferred to *Gupton-Jones State College of Funeral Service* in Atlanta, Georgia. Williams-Jones was an apprentice at the historic **Sellers Brothers Funeral Home** while she attended *Gupton-Jones College*. In 1986 she graduated with an Associate Degree in Mortuary Science. Doreen worked for a few years at **A.J. Perinchief & Son Funeral Home**, where she learned first-hand about funeral directing and embalming.

operate a funeral home on the island of Bermuda. The business was awarded the Most Compassionate Funeral Home award within the first year of being open, then won the Best of Bermuda Gold Award. Doreen runs the funeral home as the proprietor as well as acting manager and embalmer.

Married to Charlie James, the couple has two daughters, 11 year old Channa and seven year old Brianna.

Actively involved in her church, Doreen is the Children's Ministries Director and also serves on the church board. She also promotes road safety and travels to schools on her own time. Volunteering activities also include talking to senior citizen groups, church organizations and other groups about grief, the importance of prearranging, and other topics.

One goal she hopes to fulfill in the future is having her own crematorium



Doreen Williams-James

women and minorities who have chosen the funeral service as their profession or career.

Today, women bring to the profession more education and training than our predecessors. Your eye for detail coupled with compassion and mother-wit uniquely qualify you for the profession. As we reach out together, women and mortuary students, we extend a welcome though our Leadership Program for Tomorrow. We must mentor and network with the old and the new.

For more information, contact: 100 Black Women of Funeral Service, Inc., P.O. Box 2652, Orlando, FL 32802-2652, Doretha F. Hector, CFSP, President, dfhcfsp812@aol.com, (410)804-1044 or Eleanor C. Starks, CFSP, Executive Director, hundredbwfs@aol.com (407)595-9277.

in Bermuda. She says that she finds that being a funeral director is rewarding and she feels honored to be a part of a dignified profession.

For more information on Alpha Memorial Chapel Funeral Home, call (441) 297-1306.

The 100 Black Women of Funeral Service, Inc. was established in 1993 to provide a network for black

## The 2010 New Jersey Funeral Directors Convention and Expo returns to Atlantic City in September

MANASQUAN, NJ— The annual Funeral Directors Convention and Expo returns to the new Taj in Atlantic City, NJ on Tuesday, September 28–Thursday, September 30. The event is fast becoming the largest and most comprehensive funeral service event of its kind in the region. An intricate balance of exhibitions, educational offerings and industry networking attracts funeral professionals from up and down the East Coast.

Hosted by the **New Jersey State Funeral Directors Association, Inc.** (NJSFDA), this premiere event continues to boast a sold-out exhibit hall and packed seminar rooms year after year. A long-standing tradition of providing high-quality continuing education for industry professionals, the convention and expo offer attendees the ideal mix of seminars, speakers, and social events on such contemporary, industry-specific topics as embalming practices, cremation regulations, memorialization and consumer 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 10 states.

Registration will begin this summer and is open to licensed funeral directors, with other registrations subject to management discretion. Overnight accommodations will be reserved in the new Taj's contemporary Chairman Tower at a discounted rate.

Visit [www.njsfda.org/convention](http://www.njsfda.org/convention) for more details as they become available, or contact **Emily A. Moscetti**, convention manager, at (800) 734-3712 or via e-mail at [convention@njsfda.org](mailto:convention@njsfda.org) for more information.

The New Jersey State Funeral Directors Association, Inc. (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.

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## Klicker's Crosswords

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By Ralph L. Klicker, Ph.D.

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

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

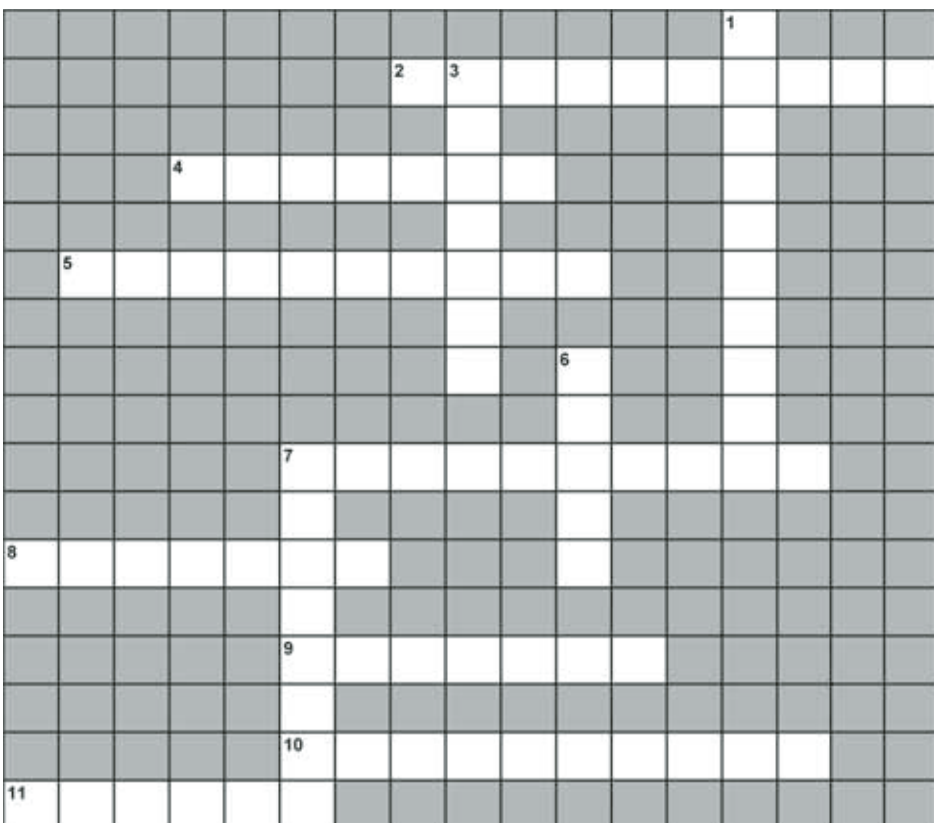
For information, contact him at Thanos Institute, PO Box 1928, Buffalo, NY 14321, (800)742-8257 or send an e-mail to [Thanosinst@aol.com](mailto:Thanosinst@aol.com).

#### ACROSS

2. Vigil for the dying
4. Church entryway
5. Sharing of sorrow
7. Killing of one's siblings
8. Give comfort
9. Sentence to death
10. Beheading
11. Death

#### DOWN

1. Coated steel
3. Stores human corneas
6. Medieval Burial Club
7. Killing of one's child



ANSWERS ON PAGE A44

# Association NEWS CONTINUED

## CANA and IAOPCC announce new Guidelines for Pet Cremation Guidelines include consumer disclosure requirements

**CHICAGO, IL**— The **Cremation Association of North America (CANA)**, an international organization composed of cremationists, funeral directors, cemeterians, industry suppliers and consultants, and the **International Association of Pet Cemeteries and Crematories**, an international organization recognized as the authority in the pet aftercare industry, have been working together to develop industry guidelines for pet cremation practices.

“There has been significant growth in pet cremation over that past ten years as families seek ways to appropriately memorialize a cherished pet,” said IAOPCC President **Scott Hunter**, “and at the same time owners want reassurance that the cremation facilities they use provide high quality services for their pets. By working with the Cremation Association of North America, we seek to establish standard industry terminology and practices for the proper respectful care of pets in memorial services.”

CANA President **Bill McQueen** noted, “As the premiere organization focused on all aspects of cremation service, CANA has been pleased to work with the IAOPCC to extend our knowledge and experience into developing broad-based guidelines for pet cremation. CANA’s highly regarded crematory operator certification program and model laws for cremation have significant application to practices in pet memorialization. CANA takes pride in being the cremation solutions community and is pleased to work with IAOPCC to extend the reach of our community.”

The jointly established Pet Cremation Council has worked to establish common terminology, guidelines for crematory operation and standards for pet memorialization through cremation. Among the key accomplishments, the organizations have:

- Combined terminology and agreed to definitions;
- Developed a Guideline outlining standards of practice for pet cremation;
- Committed to mutually extend the defini-

tions and guidelines in the industry, and

- Agreed to work together to ensure that all terminology is clear, not subject to misinterpretation and consumers are informed on the various methodologies used in pet cremation.

The Guidelines will be posted to the organization’s websites for member and public input. The organizations will be issuing advisories to their members as a result of these Guidelines.

Members of the Council from CANA include **Sheri Stahl**, of **The Island Funeral Home and Crematory** of Hilton Head, SC; **W. Scott Smith** of **Eastgate Funeral Home** and **Royse Crematory** in Dallas, TX and **Jerry Sullivan**, of the **Cremation Society of Illinois** in the greater Chicago area. IAOPCC members of the Council include **Scott Hunter** of **Gateway Pet Memorial Services** in Guelph, Ontario, Canada, **Angie Hansen** of **Memorial Pet Care** in Meridian, ID and **Debra Bjorling** of **Hamilton Pet Meadow** in Hamilton, NJ. In addition, IAOPCC Past President **Doyle Shugart** and CANA President, **Bill McQueen** will serve as Advisors to the Council.

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

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

The IAOPCC (International Association Of Pet Cemeteries & Crematories) is a not-for-profit organization dedicated to the advancement of pet cemeteries everywhere through public awareness programs. The International Association of Pet

Cemeteries was founded in 1971 and has members throughout United States, Canada, Australia, Latvia, and Mexico. Member pet cemeteries are expected to maintain the highest business and ethical standards. IAOPCC operates on a budget that is supported only by dues and other contributions from members. IAOPCC has no paid employees, all efforts are completely voluntary.

IAOPCC is headquartered in Ellensburg Depot, NY. To learn more about IAOPCC, visit [www.iaopcc.com](http://www.iaopcc.com).

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# Association NEWS CONTINUED

## NFDA makes progress on Issues during Advocacy Summit Congressional Visits

**BROOKFIELD, WI**— During its 2010 Advocacy Summit, March 8-10 in Washington, DC, members of the **National Funeral Directors Association (NFDA)** made notable progress in advancing important issues with their congressional representatives.

The three key issues that funeral directors discussed with members of the U.S. House of Representatives and Senate included:

- Ensuring taxpayers who set aside money for their funeral and burial trusts are not penalized for planning ahead by having this money counted as an asset in determining eligibility for the Supplemental Security Income (SSI) program;

- Urging passage of the "Bereaved Consumer's Bill of Rights Act of 2009" (H.R. 3655), introduced by Rep. Bobby Rush, D-Ill., which would require the Federal Trade Commission to develop a separate rule, similar to the Funeral Rule, that would cover cemeteries and all other sellers of funeral or burial goods or services; and

- Easing the tax burden for family-owned funeral homes through reduction or elimination of the federal estate tax.

NFDA Senior Vice President of Advocacy **John Fitch** reports significant progress on two issues that have not received much attention. "Most members of Congress had not heard of Rep. Rush's bill until they met with funeral directors during the Advocacy Summit. Similarly, many members of Congress were unfamiliar with our efforts to codify the SSI exemption for qualified funeral and burial trusts. Following their meeting with constituent funeral directors, several representatives and senators indicated interest in co-sponsoring these bills."

Fitch reported that while estate tax relief is a controversial issue for some members of Congress, most agreed that something needed to be done to ease the burden for small businesses.

In a historic first, NFDA members were joined by representatives from the *Cremation Association of North America (CANA)* and the *National Funeral Directors & Morticians Association (NFD&MA)* as they made their visits to Capitol Hill in conjunction with NFDA's annual event. This joint effort allowed more than 240 members of the three associations to present a unified position on key federal issues.

### Keynote Speakers Inform, Inspire

The keynote speeches during the 2010 Advocacy Summit explored new Transportation Security Administration (TSA) regulations and legislation pending before congress. Like the 2009 event, this year's keynote speeches were Webcast live; recordings of the speeches are now available for viewing and will be archived for the next year.

On March 9, Advocacy Summit attendees learned about the TSA's new 100% air cargo screening regulations. Presenters included: *Marc Rossi*, TSA branch chief, Certified Cargo Screening Program; *Rob Hyde*, TSA branch chief, Air Cargo Policy; and *Keith May*, American Airlines Cargo.

Under the "Implementing Recommendations of the 9/11 Commission Act of 2007," the TSA will require screening of 100% of air cargo transported on passenger aircraft at the piece level by August 1, 2010. The presenters discussed the new regulations and how they apply to the shipments of human remains.

To view a recording of this Webcast, visit <http://memorialstreams.com/ms/NFDA> and enter Service ID "855" and Password "nfda".

On March 10, two members of the U.S. House of Representatives working on behalf of funeral service addressed Advocacy Summit attendees. Rep. Rush spoke about what inspired him to author the "Bereaved Consumer's Bill of Rights Act of 2009" and why he continues to fight for this important legislation. In addition, Rep. *Charlie Wilson*, D-Ohio, shared his insights as an NFDA-member funeral director who is also serving his second term in Congress, where he's actively supporting and representing the interests of funeral service and families.

To view a recording of this Webcast, visit <http://memorialstreams.com/ms/NFDA> and enter Service ID "856" and Password "nfda".

### Mobile Museum on Capitol Hill

In conjunction with the Advocacy Summit, Reflections: The American Funeral, a free mobile museum sponsored by NFDA that chronicles the history of funerals and funeral service in this country, made an appearance on Capitol Hill on March 9 and 10.

More than 1,000 people – including members of Congress, such as Rep. *Mark Shaurer*, D.-Mich., and Rep. *Parker Griffith*, R-Ala. – toured the museum while it was in Washington, D.C., and praised its moving depiction of the diversity of funerals in America. Other guests included congressional staff, and staff from the Federal Trade Commission, Veterans Memorial Affairs, Veterans of Foreign Wars, Capitol Police and the U.S. Secret Service.

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

## Hardship Grant now available through Educational Trust

**DEERFIELD, IL**— A new and unique assistance program designed exclusively for independently owned and operated funeral homes adversely impacted by a natural disaster, fire or flood has been launched by the **Selected Independent Funeral Homes Educational Trust**.

"Every year we learn of some event that has a detrimental effect on a community or perhaps an individual home or business. Rarely though is there much attention paid to the independent funeral home which may also be affected in this situation and which is expected to continue their work and service to the community," said **Rob Paterkiewicz**, Administrative Trustee of the Selected Educational Trust. "We're pleased to be able to provide at least some assistance for that funeral firm to continue their operations, serve their families and get back on their feet."

The Educational Trust Hardship Grant is designated for payment of operating expenses not covered by insurance and/or other needs as identified by the funeral home. Grants are awarded up to two times each year and grant recipients are only able to receive the grant once in a twelve-month period, and

once per event.

To be eligible, a completed application must be submitted to the Educational Trust. An application can be obtained by calling 1-800-323-4219. All applications will be reviewed and voted on by the Educational Trust Board, and a majority approval vote is required of the full Board for awarding the Grant. Grants will be awarded based on the severity of the situation, the amount of insurance or other assistance expected and the number of grants already awarded by the Trust during the year. Membership in Selected Independent Funeral Homes is not a requirement, and a submitted application is not a guarantee of a Hardship Grant award.

The Selected Independent Funeral Homes Educational Trust was incorporated in 1982 as a 501(c)(3) Charitable Organization as recognized by the IRS and as a corporation of the District of Columbia with its principle office in Deerfield, IL. The Selected Educational Trust funds programs and activities of interest and importance to members of Selected Independent Funeral Homes and all independently owned and operated funeral home professionals.

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### BAKED CORNED BEEF

1 3-4 lb. corned beef brisket with spices  
2-3 bay leaves  
1 large onion, chopped  
1 Tbs. prepared yellow mustard  
¼ cup brown sugar, packed  
Whole cloves  
Syrup from 1 15-ounce can spiced peaches (if spiced peaches are not available, use regular heavy peach syrup)

Cover corned beef with water, add bay leaves and onion. Simmer covered until meat is very tender about 3-4 hours. Drain meat and remove all fat. Make paste of mustard and brown sugar and cover meat with paste. Bake at 325 degrees for 1 hour, basting frequently with peach syrup.

While meat is baking, peel some carrots and potatoes and cook in same water that was used to simmer the corned beef (about 30-40 minutes).

Makes about 10 servings.

### GRATIN OF WALLEYE OR FLOUNDER ON SPINACH

1 lb. walleye fillets (or flounder) fresh/frozen  
Salt and pepper for seasoning  
2 Tbs. vegetable oil  
Juice of 1 lemon  
2 Tbs. butter or margarine  
1 small onion, chopped  
¼ tsp. nutmeg  
1 10-ounce package frozen spinach, thawed, chopped and drained  
2 small tomatoes, sliced thin  
½ cup shredded Gruyere cheese (or mozzarella)  
Cooked rice for serving

Preheat oven to 375 degrees. Salt and pepper the fillets. In a large skillet, heat the oil and when it is hot, add the fillets. Pour the lemon juice over the fish. Cook for approximately 2 minutes, then turn the fish over and cook for about 2 minutes more. Remove the fillets to a plate. In the same pan that the fish was cooked in, melt the butter and add the onion and spinach. Season to taste and add the nutmeg. Sauté for 2 minutes and remove from the heat.

In a ceramic baking dish or casserole, spread out the spinach mixture and top with the fillets. Place the tomatoes on top of the fillets and sprinkle the cheese over the fish. Place the dish in the oven and bake for about 6 minutes or until the cheese is melted and the fish is heated thoroughly. Serve immediately. Makes 4 servings.

# Association NEWS CONTINUED

## ICCFA elects officers at convention

*Continued from Page A39*

Prior to 2010, the ICCFA had drawn top attendance figures consistently at its Las Vegas Conventions, while seeing a drop in attendance when other cities hosted the event.

ICCFA President Kevin Daniels, CCE said, "To have both records for attendees and exhibitors for the second straight year speaks volumes about the momentum this association and this Convention are gaining." He added that during a difficult economic time when hospitality and trade show conventions are suffering, it is exciting of the ICCFA's well-doing.

Daniels applauded Nancy Lohman, Program Chair and her planning committee for "putting together a slate of educational tracks" addressing the future of the industry while providing a real-world look at the Next Steps companies need in order to succeed in today's market.

ICCFA's *Pet Loss Professionals Alliance* held its first conference as part of this year's Convention. Dozens of participants were drawn from both pet-only facilities as well as traditional cemeteries and funeral homes that are adding pet-loss services to their traditional businesses.

The following is attendance breakdown:

17 percent representing combination cemetery/funeral home operations;

26 percent stand-alone cemeteries;

31 percent stand-alone funeral homes;

5 percent stand-alone pet loss providers;

10 percent mortuary school students; and

13 percent "other," including stand-alone crematories

and cremation societies, memorial designers, representatives of industry associations, mortuary school faculty and others.

Spousal/guest registrations was 182, while there were eight press passes and outside speakers. There were 729 exhibitor and supplier registrations.

Attendees classified their positions as follows:

43 percent owners;

47 percent managers;

10 percent staff;

63 percent final purchasing authority;

34 percent make purchasing recommendations; and

3 percent no purchasing authority.

This year the Convention hosted 103 international attendees and exhibitors representing 13 countries outside the United States.

Attendees gave the event an excellent rating with majority of them saying they will "definitely" or "probably" attend the ICCFA 2011 Convention on March 8-11, in Las Vegas.

**Anthony Ripepi Jr., A Ripepi and Sons Funeral Homes** of Middlesburg Heights, OH, said, "The best array of speakers and networking I have ever attended. The future of funeral service is in the hands of the ICCFA."

The event was a first for **Robbie Cody of Constant Companion Pet Funeral Home and Crematory** located in Cleveland, TN. He said this was his first time ever attending an event like this. He "went away with valuable infor-

mation what will hopefully not only position" his funeral home to but to make them "soar in the next generation."

Exhibitors rated the convention highly as well. With an average rating of 8.3, 10 being the best, 86 percent indicated they plan on going back to next year's convention.

### **Scholarships awarded**

The *ICCFA University* will be holding its classes from July 23-28 2010 at the Fogelman Conference Center at the University of Memphis in Memphis, TN. This is the only advanced training program of its kind for cemetery, cremation and funeral service professionals.

Awarded the ICCFA Educational Foundation \$1,500 scholarship was **Cassandra Canez, Miller-Jones Mortuary**, Sun City, CA. Two students were presented with \$1,000 scholarships. **Chris Cooke of City Cemeteries** of Evansville, IN and **Caren Harville of Glen Haven** in Sylmar, CA were awarded the scholarship. The Central States Scholarship Winner for full tuition to any of the six ICCFAU colleges is **Rebecca Ehlert of Pinelawn Memorial Park**, in Milwaukee, WI.

The ICCFA was founded in 1887, and is the only trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. The ICCFA membership is made up of more than 7,500 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

For a complete program and registration materials, visit [www.iccfa.com](http://www.iccfa.com) or call 1-800-645-7700.



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# Association NEWS CONTINUED

## WCCA convention set for June 16-18

**WAUKESHA, WI**— The Wisconsin Cemetery and Cremation Association will be holding its annual convention June 16-18, 2010, at the Country Springs Hotel and Conference Center located in Waukesha. The convention will be open to members and non-members alike. The WCCA has assembled a great list of speakers and topics, along with vendors displays, a silent auction, dinner cruise, and golf outing. For more information call **Bill Hoffmann**, 414-727-3050 or go to [www.wicemeteries.org](http://www.wicemeteries.org).

## Delaware State FDA holds First Annual Convention



(L to R) Frank C. Mayer III, DSFDA President, Spicer-Mullikin Funeral Homes, and Matt Smith, Frigid Fluid Co.

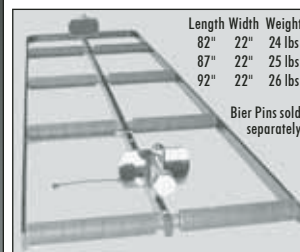
**DOVER, DE**— March 25, 2010 marked the First Annual Delaware State Funeral Directors Association (DSFDA) Convention, coordinated by DSFDA President **Frank C. Mayer III**. "We are moving in the right direction," says Mayer. "The turnout

was much greater than anticipated, and the presenters were top notch."

Frigid Fluid Co. was honored to have **Mr. Matt Smith** open the convention with a two hour continuing education program on Time Consuming Embalming, Trauma and Restoration - Keeping the Casket Open.

If you would like to learn more about the DSFDA please contact Mr. Mayer III at [www.spicer-mullikin-funeralhomes.com](http://www.spicer-mullikin-funeralhomes.com) or at **Spicer-Mullikin Funeral Home**, (800) 214-2213. For more information on Seminars with Matt Smith or to get his schedule of events, please visit [www.frigidfluidco.com](http://www.frigidfluidco.com) or call 866-774-4746.

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*Continued from Page A44*

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 our website at [www.kavod-jewishfunerals.com](http://www.kavod-jewishfunerals.com).

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*Traversing the Minefield* is recommended as a "must read" by experts and authorities in the field. Order directly from *Abbott and Hast* — go to [www.abbottandhast.com](http://www.abbottandhast.com) and click on "Death Care Web Store." *Traversing the Minefield – Best Practice: Reducing Risk in Funeral-Cremation Service.* Authors: Michael Kubasak and Dr. William Lamers, Jr., M.D.; LMG Publishing, 476 pgs., \$99.95

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# Death Notices



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

**MARY L. WALKER** of Carbondale, IL died March 17, 2010 at the age of 79. She was the first female to graduate from the *SIU School of Mortuary Science*. She owned **Walker Funeral Homes P.C.** and **Walker Cremation Services, Inc.** in Carbondale, Alto Pass and Hurst, IL.

**WILHELMINA "BILLIE" RUYSENAARS EDWARDS** of Woodville, TX died January 1, 2010 at the age of 106. A licensed funeral director, she and her husband owned the **Oakley-Metcalf Funeral Home** in Woodville.

**TEDDY BLAIR STAWSER** of Miami, OH died March 13, 2010 at the age of 75. He was a funeral director at **Stawser Funeral Home** in Blue Ash, OH. In 1976 he took over the funeral home founded by his parents **Blair "Doc"** and **Janet Stawser**. In 1975 he was president of the *Cincinnati Funeral Directors Association*.

**DOMENICK A. GIOSCIA** of Oakland, NJ died March 21, 2010 at the age of 89. Born and raised in Brooklyn, NY, he spent his entire professional career as a funeral director.



**JOELA WEINSTEIN** of Chicago, IL died March 14, 2010 at the age of 84. He joined the family business, **Weinstein Brothers**, which had been in existence since the 1890s. During a 58-year career, he joined **Piser Memorial Chapels**, **Original Weinstein and Sons** and **Piser-Weinstein Funerals**. In 1995 he helped create **Robert A. Weinstein Funeral Directors**.

**SAMSON SOONELL CHEATHAM** of Brewton, AL died March 27, 2010 at the age of 85. He was the owner and operator of his family's firm **Cheatham Funeral Home** in Brewton for over 40 years.

**RICHARD W. TILGHMAN** of Pemberton, NJ and Lake Alfred, FL died March 20, 2010 at the age of 79. A 1957 graduate of *Eckels College of Mortuary Science* in Philadelphia, he founded the **Tilghman Funeral Home** in New Egypt, NJ in 1960. Mr. Tilghman was a member and past president of the *Burlington County Funeral Directors Association*, as well as a member of the *New Jersey State* and *National Funeral Directors Associations*. He was also on the Board of Directors of the *Jacobstown Cemetery Association*.

**STEVEN V. FORTUNATO** of Dongan Hills, NY died March 10, 2010 at the age of 50. He was the owner and operator of **Steven V. Fortunato Funeral Home** in Brooklyn, NY. A graduate of the *American Academy McAllister Institute of Funeral Service* in Manhattan, he also worked as a prearrangement counselor for **Virginia Funeral Chapel**, **Casey Funeral Home** and **Casey McCallum-Rice South Shore Funeral Home**.  
Courtesy New York Daily News, New York, NY.

**STEPHEN L. DROWN, II** of West Chazy, NY died March 10, 2010 at the age of 58. A 1972 graduate of *Simmons School of Mortuary Science*, he owned and co-owned many businesses over the years, including **Drown Funeral Home** in Rouses Point, Mooers and Ellenburg; **O'Neill-Redden-Drown Funeral Home** in Plattsburgh; **Lyon Mountain Funeral Home**; **Drown Brothers Monuments and Vaults**; and **Drown and Strack Monuments**. He was a founding member and director of **Whispering Maples Memorial Gardens** and the executive director of the *International Association of Pet Cemeteries and Crematories*.

**ROBERT E. "GENE" LUCAS** of Frostproof, FL and formerly of Upper Sandusky, OH died March 19, 2010 at the age of 84. A 1949 graduate of the *Cleveland College of Mortuary Science*, he was a retired funeral director with **Lucas Funeral Homes**. He had been licensed since 1951 and had served in all locations, including as manager of the firms in Morral and Nevada, OH.

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# Association NEWS CONTINUED

## New Day, New Generation: New Generation of Funeral Practitioners Association

**FLORENCE, SC**— The chronicles of history have been kept and are remembered by the events that have changed it. The invention of the wheel, the first heart transplant, and the tearing down of the Berlin wall to name a few, are but a mere sample of the many things that have taken place in the world that we live that brought about a change in a positive direction. Interestingly enough, throughout all of these events, our great and historic industry has been there to witness it all. But today, we announce an event that will hopefully assist in the oldest profession known to man.

In this year 2010 we would like to make it known to all funeral directors, morticians, and mortuary college students, that there is a new association designed to promote unity and togetherness in an industry that is unfortunately plagued with segregation, jealousy, greed, and deception amongst the professionals within it. The **New Generation of Funeral Practitioners Association** is here. Founded by **Mr. Kenyatta King** a upcoming mortuary college student in South Carolina at *Piedmont Technical College* in Greenwood, SC who had a vision for an organization that celebrated the new generation of funeral service professionals that have to carry the torch just a bit farther than our aged predecessors.

The NGFPA will encourage, honor, educate, mentor and provide a learning place for members. It will encourage members to share information and experience, provide members with lecture and counting education development, and encourage mem-



Mr. Kenyatta King and Ms. Sharon L. Seay

bers to become certified and learn of new things going on in the funeral profession.

Mr. King was welcomed at the NFDMA office in Decatur, GA for a meeting with **Ms. Sharon L. Seay**. He was also

given a tour of **Willie A. Watkins Funeral Home** in Atlanta by **Mr. R. Jermaine Williams** operation manager and mortician, a tour of **Donald Trimble Mortuary** in Decatur, by **Mr. C.J. Powell** a graduate of *Gupton Jones College of Funeral Services*, as well as and a tour of **Divine Mortuary Services** in Lithonia, GA by **Mrs. Regina McDonald**.

If you are interested in joining, contact the NGFPA on Facebook, or visit [www.newgeneration5.homestead.com](http://www.newgeneration5.homestead.com). The board mem-

bers would love to assist you in any concerns or information about the organization. The NGFPA will be attending the NFDMA convention in Ft Lauderdale FL.

The New Generation of Funeral Practitioners Association was established on August 15, 2008, by Mr. Kenyatta King and reorganized October 5, 2009 to provide a network for young license and future funeral directors, high school and college students who have chosen to make funeral service their profession.

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