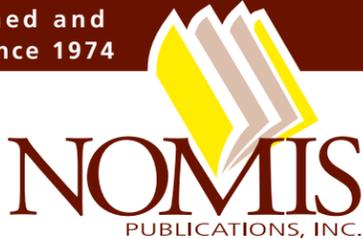


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# NEWS

MAY  
2011

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Cemeteries can enhance their Memorial Day programs by participating in Funeralwise.com's First Annual Photo Contest.

### Memorial Day Photo Contest a Public Relations Opportunity for Cemeteries

See Page A4



### ICCFA ANNUAL CONVENTION

### International Cemetery, Cremation and Funeral Association

Highlights begin on Page A43



### 100BWFS hold Women in Funeral Service Empowerment & Education Conference

See Page A39

### New Monthly Column:

### Protecting Your Families and Business

By Jim Starks, CFuE, CCrE

See Page A18



## Miller-Jones Mortuary and Crematory



Miller Jones Mortuary Locations

**HEMET, CA**— On October 19, 1975, **Nick and Charlotte Jones** opened the doors of the **Miller-Jones Mortuary** in Hemet, CA. For over thirty five years, the Jones family has provided personal, appropriate, meaningful and affordable ceremonies, as unique as the individual being remembered. Their commitment to personal

care, leadership, quality and innovation has allowed them to maintain the longest continuously family-owned, managed and operated funeral homes serving Hemet, San Jacinto, Sun City, Perris and Moreno Valley. Those same ideals prompted them to offer an exclu-

**CONTINUED ON PAGE A25**

## Allnutt Funeral Service is proud to have served Northern Colorado for 125 Years



The Greeley location today

**GREELEY, CO**— On Wednesday, April 6, 2011 northern Colorado's largest funeral service provider, and the state's oldest continuously family operated business, **Allnutt Funeral Service**, celebrated its 125th Anniversary.

One hundred and twenty five years ago on April 6, 1886, **Capt. Thomas G. Macy** established the **Macy Undertaking Co.** in Greeley, CO known today as Allnutt Funeral Service. Capt.

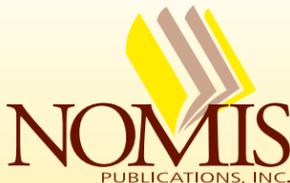
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SEE PAGE A31 FOR DETAILS

# HAVE YOU SEEN THESE CHILDREN?

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

## Endangered Missing QUA'MERE ROGERS



**Date of Birth:** 6/6/2005  
**Date Missing:** 12/1/2008  
**Missing From:** Syracuse, New York  
**Age at Disappearance:** 3 Yrs  
**Age Now:** 5 Yrs  
**Sex:** Male  
**Race:** Black  
**Height:** 2'5"  
**Weight:** 30 lbs  
**Hair:** Black  
**Eyes:** Brown

**Circumstances:** Quamere was last known to be with an adult male relative in Syracuse, New York. His nickname is Quatti.

## Endangered Missing BRITTANEE MARIE DREXEL



**Date of Birth:** 10/7/1991  
**Date Missing:** 4/25/2009  
**Missing From:** Myrtle Beach, SC  
**Age at Disappearance:** 17 Yrs  
**Age Now:** 19 Yrs  
**Sex:** Female  
**Race:** White  
**Height:** 5'0"  
**Weight:** 103 lbs  
**Hair:** Brown  
**Eyes:** Blue

**Circumstances:** The photos on the left and the photo in the center are of Brittanee. Her ears and nose are pierced. Brittanee has blonde highlights in her hair. She was last seen wearing a white, black, teal, and gray top, along with black shorts, similar to the outfit pictured above. Brittanee was also wearing white flip flops.

## Family Abduction TREYVON JEFFREY BONSLATER

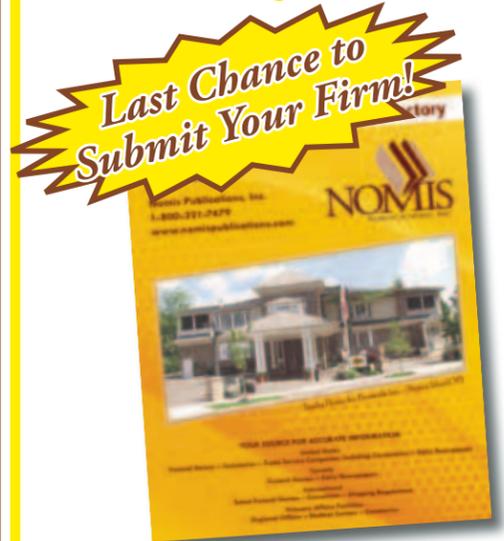


**Date of Birth:** 3/25/2008  
**Date Missing:** 2/5/2011  
**Missing From:** Mason, Michigan  
**Age at Disappearance:** 2 Yrs  
**Age Now:** 3 Yrs  
**Sex:** Male  
**Race:** Black  
**Height:** 3'1"  
**Weight:** 36 lbs  
**Hair:** Black  
**Eyes:** Brown

**Circumstances:** The child may be in the company of his mother. They may have traveled to the Milwaukee, Wisconsin area. The child may be in need of medical attention.

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

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



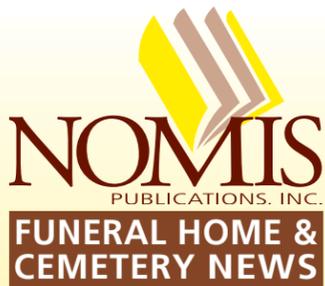
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Include your firm's name, address, phone number(s) and name of contact person on your company letterhead, along with your photograph or line drawing. Include a short description of your facility.

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### NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A56 and Section B, which contains the Classified Advertising and consists of pages B1-B20. If you do not receive both sections please call 1-800-321-7479 or email [info@nomispublications.com](mailto:info@nomispublications.com).

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## Allnutt Funeral Service is proud to have served for 125 Years

*Continued from Front Page*



The Original Macy location in Greeley

Macy's great grandson **Bill Allnutt** and great-great-grandson **Rick Allnutt**, are proud to celebrate the anniversary of their family funeral establishment.

The business owns and operates seven locations. From its original location in Greeley they have grown to include locations in Loveland, Estes Park, Fort Collins, Kimball, NE and Cheyenne, WY. Allnutt also owns and operates two crematories and two cemetery properties.

Allnutt Funeral Service's philosophy is to perform with the same caring concern that began 125 years ago and is chosen by fami-



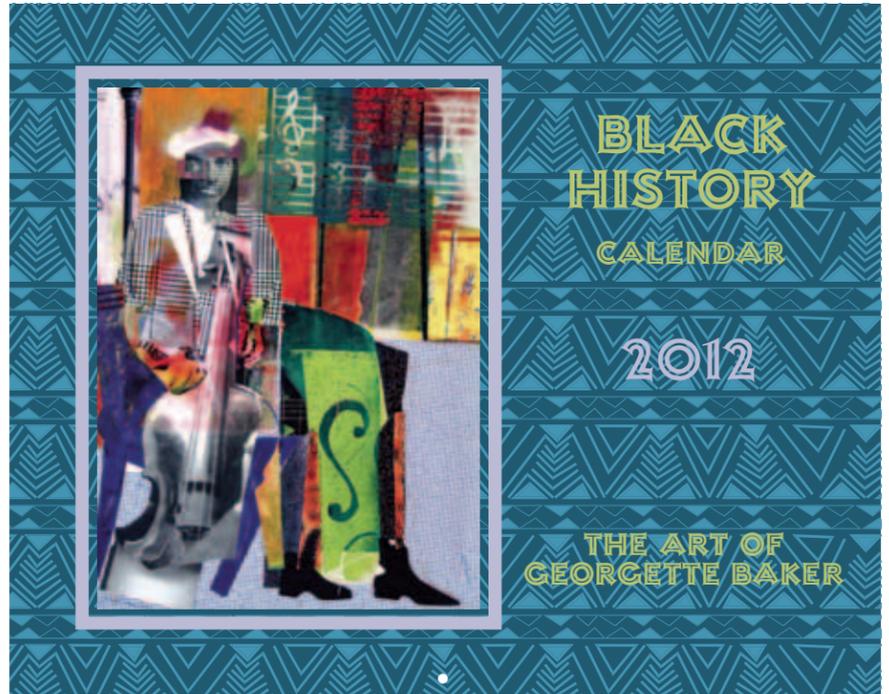
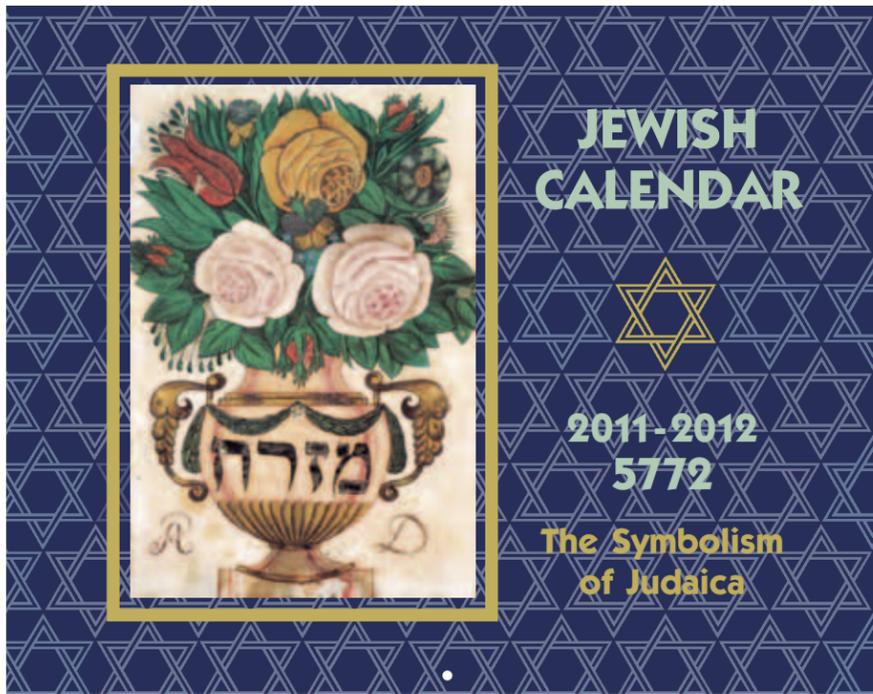
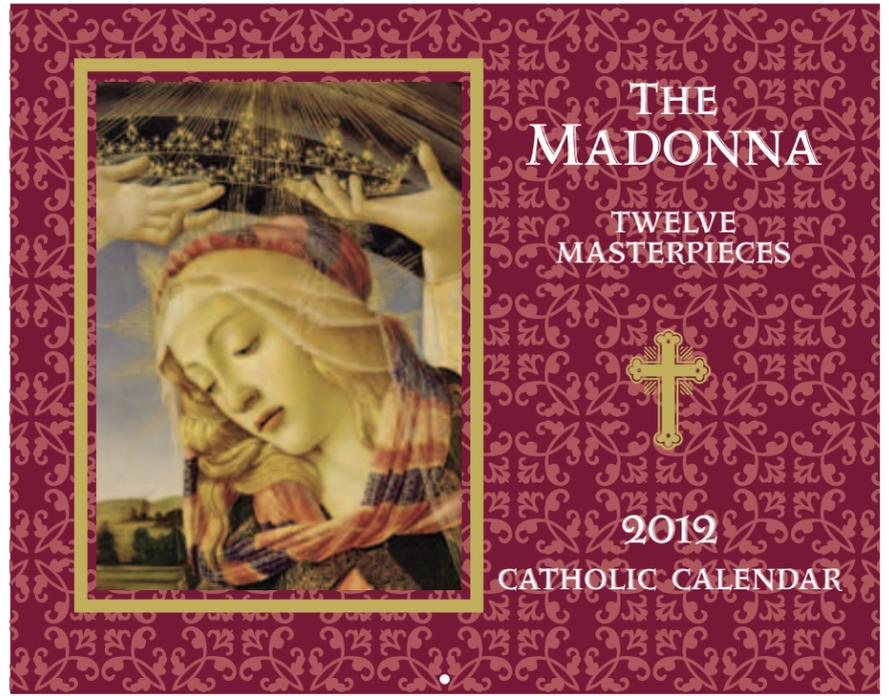
The outdoor patio at the Loveland location

lies who have also lived here for generations. As northern Colorado continues to grow, they continue to serve the new generation of fami-

lies that have come to live, work and play in the community. "I am proud to be the provider of profes-

**CONTINUED ON PAGE A14**

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## Memorial Day Photo Contest a Public Relations Opportunity for Cemeteries



**Cemeteries can create positive publicity and enhance their Memorial Day programs by participating in Funeralwise.com's first annual Photo Contest**

good time for photos because cemetery grounds are at their best."

All U.S. cemeteries are invited to participate in the photo contest by promoting it in their communities. Participation is free of charge. More information, as well as boilerplate copy for news releases and flyers, can be found at [www.funeralwise.com/business/promotions](http://www.funeralwise.com/business/promotions).

For all contest rules, entry instructions and consent forms, visit [www.funeralwise.com/photo\\_contest](http://www.funeralwise.com/photo_contest).

Aiming to provide "Everything You Need to Know About Funerals," Funeralwise.com features extensive information on funeral-related subjects including funeral customs, funeral etiquette, and grief support. Cemeteries and funeral homes can take advantage of Funeralwise.com's online funeral planner and other promotional programs. To learn more go to [www.funeralwise.com/business](http://www.funeralwise.com/business).

**CHICAGO, IL—** Funeralwise.com invites cemeteries to participate in its 2011 Memorial Day Photo Contest. This photography contest will recognize and reward photographers whose images convey the meaning and emotion associated with Memorial Day in cemeteries across the United States.

"Memorial Day for cemeteries is like the Super

Bowl for advertisers," said **Larry Anspach**, co-founder of Funeralwise.com and former cemetery owner. "There is a high volume of visitor traffic over the weekend so it's a good opportunity to connect with families and generate leads. People were enthusiastic about the photo contests we ran in our cemetery over the years. And it's the kind of feel-good event that you

can promote to raise the cemetery's profile in the community."

Photos will be judged on their creativity, photographic quality and the ideas/emotions conveyed. Cash prizes, with a \$500 Grand Prize, will be awarded for images taken from May 15 to June 30, 2011 and submitted to Funeralwise.com by July 15, 2011.

"Too often the press just picks up on cemetery horror stories. These are isolated situations but they make the headlines. This photo contest can help present cemeteries in a positive light," said Funeralwise.com co-founder **Rick Paskin**. "There is no better time to capture the emotional connections of a cemetery than Memorial Day. Plus it's a

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## The Gift of Aftercare

By Sherry L. Williams

Will spring ever get here? Everyone is asking that question, especially people who are grieving. If you think you have the winter doldrums, just think about the families you serve. The loss of a loved one pulls a person down and it seems as if their grief even feels heavier when there is no way to be outside, to feel warm and to have sunshine. For those who are grieving, they may even feel that the sun will never shine again. This provides you with an opportunity to reach out and bring a little spring into their lives.

As spring approaches physically, I mean when it really does start to be pleasant on a regular basis, you may want to look to sponsoring a community event. You can reach out to those you have served during the year and your community as well. Here are some ideas for spring and summer events for your family and community outreach or aftercare program:

- Sponsor a clean up the city, park, or special area in your community that needs a little fixing up. Get people together, and do a cleanup day and then have a big picnic lunch for those who participate. You can have tee shirts with the name of the event and the name of your funeral home. You could call it something like "Operation Clean Up" and dedicate the event to all those families you served during the past year. You could involve the Boy Scouts, churches, and different groups in your community. It is a good way to network, get something done and by involving the families you have served, you are giving them something with purpose and helping them

feel needed again. In addition, they will be able share in nature and that alone will make them feel good.

- One funeral home I have worked with sponsored a cleanup cemetery day. He was from a small town that had three small cemeteries that weren't being kept up and he sponsored a cleanup day for the cemeteries and then had a cookout for everyone who participated. The groups even planted flowers around the entrances to the cemeteries. There were prizes for the groups with the largest number of helpers, the largest school group, the largest employee group, etc. It became a big community event.
- You might consider sponsoring a "Walk of Remembrance" and have groups walk to honor the life of persons who have died in the community during the past year. You could make tee shirts with photos of the people who have died on the shirt and have families get together teams. You can have them get pledges from other people for walking a certain distance and then give the money collected to a local charity in honor of those members of the community who died during the past year. You could make this an annual event and sponsor a different charity each year.
- With Mother's Day and Father's Day just around the corner, you could sponsor special sunrise services to honor the Mothers and Fathers who have died in your community. It could be a service of remembrance at the cemetery or at your location. You could give each person a small plant in honor of their loved one.

The purpose of any of these kinds of events is to get people out and get them together to support one another. You are reaching out to honor lives lived and loved but you are also giving people purpose and meaning when they might be feeling that everyone else has forgotten their loved ones. You are also breaking up the isolation that grieving individuals feel after being shut up in their homes due to cold weather and gray skies that are part of the winter season and the winter of their grief. Spring brings hope and for those who are grieving, it can

be a time when they realize that they are not alone, the sun does shine again and people do care.

For over twenty-seven years, I have been stressing that aftercare is about helping those you serve develop a new normal and reinvest in life. I have explained that you are providing value added services that only enhance the quality services you provide. You are doing something for those you serve at high emotional impact times. That means your firm is demonstrating that your care and your concern did not end with the funeral. You are being proactive and are relationship building. In this day and age, where loyalty is not what it used to be, it is more important than ever to provide value added services in ways that people will not forget. Think outside the box, think of ways you can do something that will help those who are grieving, reach out to your community, involve others and let people know you are committed to service for your client families and the community in which you live. Be creative give back and say thank you for your business and for the support your community has given you.

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

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

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

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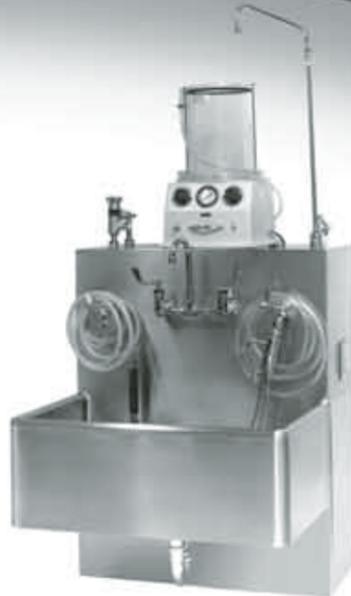
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## Historic Speakers and New Technology converge at 125th Anniversary of South-View Cemetery

ATLANTA, GA— The South-View Cemetery Association and the Historic South-View Preservation Foundation Inc. proudly announce the honor of receiving the Phoenix Award from the City of Atlanta. The award officially acknowledged the cemetery's 125th Charter Day anniversary on Palm Sunday, April 17, 2011. The award was

designed by the Atlanta Mayor's Office for organizations and individuals who have made significant contributions to the residents of Georgia. The South-View Cemetery Association most certainly fulfills that legacy.

**William Whitaker Allison**, President of the Historic South-View Preservation Foundation Inc., delivered a very

special announcement that represented a special technological and educational initiative of South-View at the 125th anniversary celebration. Former Atlanta City Council president *Lisa Borders*, whose grandfather, *Rev. William Holmes Borders* is also interred at the cemetery, was featured at this special celebration.

125 years ago, six former slaves believed that African Americans in Atlanta deserved a respectful resting place. That dream became the historic South-View Cemetery located on Jonesboro Road. Appropriately, the great-great-grandson of famous abolitionist *Frederick Douglass*, *Kenneth Morris* and dozens of families gathered at the anniversary celebration to honor those who have made their earthly transition and the historic legacy of this celebrated hallowed ground.

**Jacob McKinley**, **George W. Graham**, **Robert Grant**, **Charles H. Morgan**, **Albert Watts** and **John Render** came together to organize a facility where everyone would be honored in the previously segregated South. As a result, on April 21, 1886, South-View Cemetery received its charter.

Before there was *Dr. Martin Luther King Jr.*, there was *Rev. Martin Luther "Daddy" King Sr.* and his devoted wife *Alberta King*. Both are entombed at South-View. *Rev. Martin Luther King Jr.* was originally entombed at the cemetery until his body was moved to a crypt at the King Center. In fact, every pastor of the historic Ebenezer Baptist Church is buried at South-View. Several other famous ministers including *Bishop Henry McNeal Turner*, *Edward Randolph Carter* and many others are honored at this great Lakewood Heights location.

Other notables at South-View cemetery include educators like *C.L. Harper*, *M. Agnes Jones*, *David T. Howard*, *Luther Judson Price*, millionaire businessman *Alonzo Herndon*, two Tuskegee Airmen, several Atlanta Black Crackers and others who represent the rich history and legacy of Atlanta. The roots of Morris Brown College run deep at South-View with the presence of two presidents, *Rev. John Lewis* and *Dean Edward Caesar Mitchell*. The grandfather of Atlanta's first African American mayor *Maynard Jackson*, *John Wesley Dobbs*, also rests at South-View. The bottom line is that South-View Cemetery is a true historic treasure for the city of Atlanta and preservationists.

The preservation foundation is also looking for special pictures and stories from family members who have loved ones included in the South-View family. Please share your special memory with us for commemorative material as well as the development of our future projects.

Learn more about the history, art and the preservation efforts with their special walking tours. For more information, check out [www.southviewcemetery.com](http://www.southviewcemetery.com) or call 404-622-5393.

## City of Atlanta honors South-View Cemetery Association with Prestigious Award

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## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### The Value of Organ and Tissue Donation

More and more Advance Funeral Planning Professionals, affiliated with The Outlook Group, Inc., are being asked about organ and tissue donation by the families they serve. Today's modern Baby Boomer Consumer sees the value and benefit of organ and tissue donation to our society and wish to make a lasting contribution to mankind. I recently had the great fortune to meet **Ms. Liz Evans**, Funeral Services Liaison and Tissue Services Coordinator with the Kentucky Organ Donor Affiliates. Liz is also a licensed funeral director with many years of experience. I asked her if she would submit a column outlining the benefits of organ and tissue donation from a funeral directors perspective. I am happy to share with you what she had to say. I encourage you to contact Liz to learn more at [l.evans@kodaorgan.org](mailto:l.evans@kodaorgan.org).

The support of funeral homes and their services are very important in Organ and Tissue Procurement Organizations ability to facilitate donation and carry out family's wishes regarding organ, tissue and eye donation. I understand how difficult and sometimes frustrating it can be from the funeral home stand point waiting on release of decedent after a recovery. I am a licensed funeral director and embalmer for Kentucky and Indiana that served in the Louisville, KY area before making the transition after eight years of service to become a tissue coordinator. I have been with Kentucky Organ Donor Affiliates since 2008 and now am part of the very process that I went through myself five years ago when my mother was declared brain dead and was a six organ and

cornea donor.

Serving a donor family is such an honor and rewarding experience that I have recently started sending letters to our area funeral homes that served such families explaining how those waiting on a transplant have been helped as a result of that donor. These letters are also a form of education on what types of conditions require transplants. The more knowledge I can share with the funeral director the better equipped they are for answering any questions that they might receive from either the donor families or the general public they serve.

Currently, there are over 107,000 individuals in the United States awaiting a life-saving organ transplant. A new name is added to the list every 14 minutes. Between 15-17 people die each day, due to the lack of a donated organ. Organs that can be recovered are heart, lungs, kidneys, liver, pancreas, and small bowel. Tissue donation differs from organ donation in several ways. Most significantly, tissue donation is not limited to head trauma situations where brain death occurs. Tissues that can be donated are corneas, heart for valves, bone, leg veins, and skin. These tissues can be used in a variety of life enhancing surgeries. And importantly with all donations, the individual can still have an open casket funeral.

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).

## Southwest Airlines announces New Services

DALLAS, TX— Southwest Airlines is proud to announce that they have expanded their service to include three new airports in South Carolina and New Jersey.

In South Carolina, service will be provided through Greenville-Spartanburg International (GSP) and Charleston International Airports (CHS). The Greenville-Spartanburg service will consist of seven daily nonstop departures. They will offer two nonstop departures to and from Baltimore/Washington and Chicago Midway, and one nonstop to and from Nashville, Houston, and Orlando from Gates A3 and A4 in Greenville-Spartanburg's main terminal.

Service from Charleston will consist of seven daily nonstop departures from Gate B5 in Charleston's main terminal. They will offer three nonstop departures to and from Baltimore/Washington, two nonstops to and from Chicago Mid-

way, and one nonstop to Nashville and Houston. Additionally, Southwest will offer direct and connecting service from both South Carolina sites to more than 60 destinations.

Southwest's new service into the New Jersey/New York area will be provided via Newark Liberty International Airport (EWR). Currently, this service offers six daily nonstop flights to and from Chicago Midway and two daily nonstops to St. Louis. Additionally, beginning June 5<sup>th</sup>, Southwest will offer three daily nonstops to and from Baltimore/Washington, three daily nonstops to and from Denver, and two daily nonstop flights to and from both Houston Hobby and Phoenix Sky Harbor. Southwest's service to Newark Liberty International will also offer direct and connecting service to over 45 destinations.

For flight schedules and to view all of Southwest's destinations, visit their website at [www.southwest.com](http://www.southwest.com).

## Could We Get Some Help Here? An Open Letter to Funeral Technology Suppliers

Dear Funeral Technology Suppliers:

Everybody out there who arranges funerals for a living could use your help. We've got more to present, to more people, in more places. We've got less time, less training and less money to get everything done.

We've got about 90 minutes with the family to make all these decisions, and then about a day to pull everything off. We're not feeling real confident about the product knowledge, the paperwork or the logistics of getting everything done in time. Don't even get us started about weird family dynamics. We can't guess how everyone around the table is even related to the deceased, much less how they're going to get along with each other.

We could use a little help here. Here's our Arrangement Technology wish list:

### Forget About One Meeting in One Place

Practically every family has a brother in Seattle or a daughter in Miami and nobody wants to be left out. Either we start without them and then redo everything after they arrive, or we wait two extra days – during which they search scambusters.org and talk themselves into an immediate direct cremation.

You technology guys can fix this. If they're going to be on the Internet anyway, how about giving them something productive to do? Let them get on our site, and see our services, and start learning about all the cool stuff we can do. Let them start entering all the vital statistics while they're at home next to the family file cabinet, instead of making them drag the whole thing into our office.

### Instant new products, with instant product knowledge

Every firm wants to add stuff to its GPL – services that will help "improve the bottom line." Unfortunately, nobody has figured out a way to do that without causing headaches in the arrangement office. Every new product needs a new brochure or a display to show it and a new sales pitch to explain it. We're running out of room – in the office and in our heads – for all the new stuff.

You guys can fix this, too. Give us a virtual showroom with a really easy way to add new products, and don't forget about the knowledge we need to explain them to families. Make it simple, seamless and hard to ignore and

you'll give us the confidence we need to actually show the new stuff to families.

### Turning ideas and memories into products and services

Everybody raves about personalization – turning Dad's hobby into a vignette or his alma mater into a cap panel. Between the caskets and the keepsakes and the little add-on ceremonies we've got at least a thousand ways to do it. How about you technology guys giving us a tool to keep those thousand ways straight – a way to match that lifelong farmer to all the different things we offer with a farming theme so we can pick the right ones. If Amazon can do it with books and barbecue grills, you guys ought to be able to do it with funeral products, too.

### To Do Lists for Everything

Our do lists (and our heads) are quietly starting to explode. Every poignant, meaningful, personalized item on that contract needs a poignant, meaningful, personalized do-list to go with it. If we sell it we've got to deliver it, perfectly, by this time tomorrow. We don't get any do-overs.

You technology guys could help us get it right. Give us task managers and do lists that actually link what we sell to where and when we have to deliver it, and who is responsible for making it happen.

Paul Seyler has worked with many of the leading players in the funeral industry, including funeral homes, cemeteries and their suppliers. As President of Competitive Resources, Inc., he and his firm have provided research, strategy and execution to companies ranging from BankOne and Coca Cola to Aurora, Wilbert and Matthews. This article is drawn from his experiences working with funeral arrangers in various parts of the country.

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# CCC President's Memorial Day Message Event by Wire announces Online Video Tributes: Easy Online Video Tribute Creation

"Lest We Forget"

By Carmen A. Colao

We tend to take for granted the freedoms that we enjoy today. However, it is important for us to remember the sacrifices that bought these freedoms.

Memorial Day is a remembrance for all those who have given their lives in service to our country. It is believed that this special day had many separate beginnings in many different locations to honor American Civil War dead. This growing movement fulfilled a general human need to honor our dead. After World War I the holiday was changed from honoring Civil War dead to include those who died fighting in all wars. Memorial Day was finally declared a national holiday in 1971.

Traditional observance of Memorial Day as a solemn day of mourning has diminished over time. People have forgotten the meanings and traditions of the day. Some people think the day is for honoring all dead, not just those who gave their lives in service to their country. President Ronald Reagan is credited with reviving the meaning of Memorial Day and the practice of honoring our war dead. His speech at Arlington National Cemetery on Memorial Day 1986 stated:

"Today is the day we put aside to remember fallen heroes... It is a day of thanks for the valor of others, a day to remember the splendor of America and those who rest in this cemetery and others. It's a day to be with the family and remember."

The "National Moment of Remembrance" resolution was passed in December 2000 to help remind Americans of the true meaning of Memorial Day. The resolution asks that at 3:00 p.m. local time, on Memorial Day that all Americans:

"Voluntarily and informally observe in their own way a moment of remembrance and respect, pausing from whatever they are doing for a moment of silence or listen to *Taps*."

As we pause and ponder the traditional meaning of Memorial Day, there are many ways we can celebrate those whom this day honors:

- If you know someone who has lost a loved one in battle, offer to help meet a special need they may have.
- Consider volunteering to assist local Veterans groups in placing flags on the graves of fallen soldiers.
- Get involved in your community's tributes to our veterans.
- Send a note of thanks, either privately or publically, to veterans you know.
- Participate in the National Moment of Remembrance at 3:00 p.m.

This Memorial Day, let us be thankful for God's blessings. Let us also pray for God's protection over all those in military service.

Carmen A. Colao, CCCE, is President of the Catholic Cemetery Conference, nationally based in Hillside, Illinois. His is the Director of Catholic Cemeteries for the Diocese of Buffalo.

## Creation

HALF MOON BAY, CA— **Event by Wire** is pleased to announce the release of Online Video Tributes, an online application that is easy to use, versatile, and quickly creates memorable video tributes for funeral homes and their families. Online Video Tributes eliminates the need for time consuming rendering software and makes what used to take to several minutes to hours, as little as a 5 minute process.

"With Event by Wire's new Online Video Tributes, family, friends, and colleagues can preserve their cherished memories of departed family members or friends forever, and in just a matter of minutes." **Bob Cuadra**, National Sales Director Event by Wire

Online Video Tributes simplifies the creation of memorable video presentations and allows family and friends to contribute making it a collaborating work of love. These video tributes are fully integrated with Event by Wire's

**Event by Wire's Online Video Tributes is completely integrated with their Funeral Webcasting service. A video tribute can be assembled and rendered in less than 5 minutes with licensed popular music, and all done online without software.**

Webcasting service and can be viewed at the memorial service. In the future when new photos are discovered, they are easily added to the video and again shared with family and friends. These moving tributes can be viewed on iPhone, DVD, iPad or PC, and also can be posted on Facebook, Twitter and any obituary page.

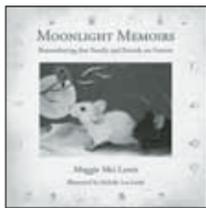
Event by Wire's Online Video Tributes are easily created by the funeral service provider, or by a designated family member or friend of the deceased. The creation of the video uses simple on-screen prompts for text, backgrounds, up to 75 photos, and licensed popular music. At any time users can invite others to view and/or contribute to the video online, simply by entering their email ad-

dress and sending an invitation. Online Video Tributes makes changes to the video simple. When new photos are contributed by family members or friends, users simply select the rearrange feature and click and drag photos to the preferred order.

Online Video Tributes are easily downloadable for DVD copy. Funeral Directors can download the tributes for DVDs or burn them direct from the Event by Wire laptop hard drive and offer them as an added service for family and friends of the deceased. Online Video Tributes makes video tribute creation easy, fast, and collaborative with full Event by Wire Webcasting integration.

Event by Wire is a privately owned technology company serving the funeral industry. To find out more about Event by Wire's Online Video Tributes and for a free consultation on all their Webcasting services please visit [www.eventbywire.com](http://www.eventbywire.com) or call 800-257-6879.

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## Changing Lives Through Laughter

By Nancy Weil

### Take a Chance

We all know that in order to make a good decision, it is necessary to have all of the information... or is it? What if we just took a chance and decided based upon assumptions of risk? What would this mean to our businesses or our personal lives? Is information overload sometimes inhibiting the decision making process? *Malcolm Gladwell* in his book *Blink* would answer, "yes." In fact he cites research which proves that TMI (too much information) is just as paralyzing as NEI (not enough information.) Facts, figures, charts and numbers engage the left side of our brain, but our inner knowing, our gut feeling, emanates from the right side of our brain. Which do we trust? The one that screams loudest for attention? The answer that we prefer? The one that makes sense? Or the one that just "seems right" with no real facts or data supporting our choice?

I recently returned home from a speaking engagement in Florida. Beyond my speaking fee and an opportunity to enjoy the warm sunshine, I returned with much more than I ever could have anticipated. I was voluntarily bumped from my flight to Florida as well as home. Twice I was compensated for my inconvenience and given flight vouchers for future travel. How difficult was it for me to make the choice to miss my assigned flight? Not hard at all. Did I know what the compensation package would be? No. Did I know how my travel plans would be affected? No. Was I promised a hotel room to stay for the night? No. So how could I make this choice without all of the facts? Of course I knew there would be some sort of compensation and I

knew that I would eventually be flown to my destination, but I did not know the fine points. I said "yes" because I could. Quite simple really. I did not need to know everything in order to take a chance and volunteer to give up my seat. The risk was small, the inconveniences tolerable and the reward worth the effort.

Within my experience are some lessons for you to consider when faced with a choice:

- **Assess the Risk** – Does the decision fall under my motto of: Can't hurt, might help? If so, then take the chance and say, "yes." Go for it with gusto. If not, then take a moment to determine if the risks outweigh any potential benefits. This alone can be the deciding factor when making a decision.
- **Worst Case Scenario** – Determine if you can live with the worst possible outcome, if it should occur. Take it to the extreme in your thinking and, if you believe you could recover from a negative result, then go ahead and take the chance.
- **Be Flexible** – Choices involve change and not everyone is ready to go outside of their comfort zone. By being flexible, changing course quickly can be seen as simple and exciting – alive with possibilities of outcome.
- **Be Willing** – "Nothing happens until something moves," to quote Albert Einstein. In order to move on an opportunity, you must be willing to take a chance. While stability may bring comfort, it does not bring success. To achieve goals, you must be willing to move outside of your comfort zone, willing to try something new and willing to leap when the opportunity strikes.
- **Act Quickly** – There are times when you can take all of the time to make a considered calculation and decide in your own time. However, many opportunities will pass you by if you wait. Good marketers know that in order to encourage people to act, they create a "limited time offer" or an "act now and receive special bonuses." This is because most people will not follow through on their good intentions.
- **Trust** – Both yourself and others. First you must be willing to trust your own judgment. Our self-doubt often leads to indecision and missed opportunities. We self-sabotage by worrying too much about the fine points and missing the bigger picture. Trust also involves other people. When an offer is made, we must know who we are deal-

ing with. Is this someone you have worked with before? Is this someone with a good reputation? What is their personal agenda? Knowing the integrity of the other person involved allows decision making to become simple. Trust is a key component of sales because it breaks down barriers to saying, "yes."

When I have an important decision to make and I have time to consider all of my options, I do the following:

1. First I make a choice and do not tell anyone. I sit with the decision internally for a few days.
2. I notice my reaction – Am I continuing to question my choice or do I feel like a weight has been lifted from my shoulders?
3. I act upon my feelings. Doubt usually means that it is not the right decision for me. Feeling optimistic about my choice usually means that this is the way to go.

Decision making is not always easy, but it is essential that you know when to act and when to sit back and consider options. Our businesses require us to make long term decisions with today's information. Indecision is as detrimental as a bad decision. Decide, act, evaluate. If you are still unsure what to do, consider this, "Good decisions come from experience, and experience comes from bad decisions." Trust yourself, take a chance and watch what unfolds.

Note: For more on this topic, I highly recommend you read Malcolm Gladwell's book *Blink: The Power of Thinking without Thinking*.

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

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

You can contact Nancy at [nancyw@mountcalvarycemetery.com](mailto:nancyw@mountcalvarycemetery.com) or visit her website at [www.thelaughacademy.com](http://www.thelaughacademy.com).

# Saint Paul Self-Published Author Continues Helping Survivors after a Death

**SAINT PAUL, MN**— *Begin Here: Helping Survivors Manage*, the definitive resource on what to do when a loved one dies, enters into its second stage. What began as a personal spreadsheet has become an invaluable tool for others in the same boat. As proof of the need for just such a resource, overwhelming demand has warranted a 2nd Edition, just released in the first quarter of 2011.

This hands-on workbook guides survivors through the seemingly overwhelming practical and necessary tasks that remain after a death, from residential to financial to personal. Author **Kat Reed** based the guidebook/toolkit on her own experiences after her mom's death. Discovering the lack of resources available to help her and her predominantly deaf dad with these tasks, Reed was forced to research and investigate solutions to the practical matters for herself. In turn, she self-published her user-friendly book in 2009 as a way to ease this burden for other survivors.

According to 2008 preliminary data from the Centers for Disease Control, between 1979 and 2008, approximately 6,131 individuals died every single day in the United States. The survivors of these deaths are the foundation of this book. "When someone dies, there are countless organizations around the world that offer grief support, but none that provides the product that we offer," Reed explains. "Helping Survivors Manage was created on the foundation of most new ventures: a void in the market.

## Need for Definitive Guidebook Exceeds Expectations

We hope to fill that need with our experienced team of subject matter experts (those who have been through it, as well as funeral directors, professional organizers, hospice, health and death care professionals) to help others through this difficult time."

*Begin Here: Helping Survivors Manage* has garnered national attention and earned acclaim as a 2009 Book Award Finalist in the Midwest Independent Publishers Association and a winner in the North American Bookdealers Exchange Fall 2010 Pinnacle Book Achievement Award. A dozen local and national mainstream and industry-specific publications have also recognized the book's immense value and shared positive reviews and endorsements, including the following:

Mary Divine, Pioneer Press: "It covers everything from whom to notify at the time of death to how to delegate."

Bill Ward, Star Tribune: "A guidebook/workbook covering everything from bills and pills to wills."

Kim Stacey, Association of Women Funeral Directors: "I can't say enough about the value of this book."

As of this press release, Reed has sold over 1,450 units with no marketing budget, only using Facebook, LinkedIn and her own website and blog to generate interest. Sales are attributed to word of mouth, press coverage and

speaking engagements. The book is available on her website ([www.HelpingSurvivorsManage.com](http://www.HelpingSurvivorsManage.com)), select bookstores in Minnesota and New Mexico, and a few online stores. The website also provides online forms and letters at no cost.

Kat Reed has more than 25 years experience in the financial/business world. Her background in bookkeeping and office management gives her the unique ability to address both the details and the big picture. She has been a hospice volunteer and has an affinity for the elderly. She became interested in the issues survivors face when both her parents died in a thirteen-month span. Kat lives in Minnesota with her husband and two cats.

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## Carriage Services Expands Presence in Texas with the acquisition of Funeral Home Group

**HOUSTON, TX**— **Carriage Services, Inc.** (NYSE: CSV) announced that it has acquired the **Schooler Funeral Group** located in Amarillo, TX. The business was established by the former owner, **Jim Schooler**, who will continue to be actively involved in the day-to-day operations of the business. Carriage currently owns two other funeral homes and a cemetery in the Amarillo market. Additionally, in late 2010 Car-

riage welcomed two very well-respected funeral leaders from within the local community, **Garre** and **Tommy LaGrone**. With the addition of this business and the involvement of the Schooler family, Carriage's presence in this market is positioned to become the leading local operator.

**J. Bradley Green**, Executive Vice President, Strategic Development of Carriage, said, "The addition of this

respected business combined with our current presence in the market will allow Carriage to continue its commitment to upholding and building upon the standard of service, excellence and reputation for which it's known."

Carriage Services is a leading provider of death care services and merchandise in the United States. Carriage operates 150 funeral homes in 25 states and 33 cemeteries in 12 states.

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adult size	36x90 center zip	9.5 mil	<b>\$85.00 cs</b>
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40 gallon	3 mil	40" x 46"	50/cs	<b>\$50.15 cs</b>
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## The Death and Funeral of Benjamin Franklin, American (Part 2)

By Todd W. Van Beck

"The Death and Funeral of Benjamin Franklin, American" is continued from last month's issue.

### BENJAMIN FRANKLIN – MASON

Benjamin Franklin, like most of the Founding Fathers, was a member of the Masonic Lodge. In February of 1731, he received his degrees in St. John's Lodge of Philadelphia. He was secretary, junior warden, and on June 24, 1732, he was elected as Grand Master of the Lodge of Pennsylvania. In 1759, Franklin was a visitor to the Lodge of Saint David at Edinburgh, Scotland, and in 1760, he was present at the Grand Lodge of England as "provincial grand master." On April 7, 1778, he assisted in the initiation of Voltaire in the Lodge of Nine Sisters in Paris and affiliated with that Lodge the same year. On November 28, 1778, he officiated at the Masonic funeral services held by that Lodge for Voltaire.

Strangely, upon Franklin's death, the Masonic Lodge as an organization took no active part in the funeral rituals. The Masons did not attend the funeral, nor did they pass any resolutions of respect such as were passed by other societies. However, as will be seen, this gap in Masonic response would be corrected several hundred years later.

### THE TWILIGHT YEARS

In his final years, Dr. Franklin worked on his famous Autobiography. Franklin could look back on a fruitful life of being the toast of two continents. He was energetic to the last, and in 1787 he was elected as the first president of the Pennsylvania Society for Promoting the Abolition of Slavery – a cause to which he had committed himself as early as the 1730's.

At the end of 1787, Franklin fell down some steps leading to his garden and he sustained a severe shock, from which he never fully recovered.

Eventually Dr. Franklin was confined to his bed. Towards the end, someone in his room advised him to change his position so that he might breathe easier. Franklin responded, "A dying man can do nothing easy". These were the last of his words ever recorded.

During these final days Franklin changed his will several times. Of note are his instructions concerning the bequest in the will to his traitorous son William, who had served the British government as the Royal Governor of New Jersey during the American Revolution, "To my son, William Franklin, late Governor of the Jerseys, I



Todd W. Van Beck

give and devise all the lands I hold or have a right to, in the province of Nova Scotia, to hold to him, his heirs, and assigns forever. I also give to him all my books and papers, which he has in his possession, and all debts standing against him on my account books, willing that no payments for, nor restitution of, the same be required of him, by my executors. THE PART HE ACTED AGAINST ME IN THE LATE WAR, WHICH IS OF PUBLIC NOTORIETY, WILL ACCOUNT FOR MY LEAVING HIM NO MORE OF AN ESTATE HE ENDEAVOURED TO DEPRIVE ME OF." Franklin then added these final instructions:

I wish to be buried by the side of my wife, if it me by, and that a marble stone, to be made by Chambers, six feet long, four feet wide, plain, with only a small moulding round the upper edge, with this inscription:

Benjamin And Deborah Franklin 178-

This simple inscription has disappointed and confounded many who are familiar with Franklin's life. Years before, he composed one of the most fascinating epitaphs in American history, which, for some unexplainable reason, he choose not to use:

The Body of

B. Franklin

Printer;

Like the Cover of an old Book,

Its Contents torn out,

And stript of its Lettering and Gilding,

Lies here, Food for Worms.

But the Work shall not be whlly lost:

For it will, as he believ'd, appear once more,

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**"NO OTHER TOWN BURYING ITS GREAT MAN EVER BURIED MORE OF ITSELF THAN PHILADELPHIA WITH FRANKLIN."** –Carl Van Dorn

The *Pennsylvania Gazette*, Franklin's own newspaper ran a black bordered announcement informing America about his death.

Dr. Thomas P. Jones, Franklin's physician informed the readers of Franklin's final illness. The great man had been suffering from emphysema, brought on by attacks of pleurisy many years earlier. After several days of breathing trouble the pain went away for a day. He left his bed and asked that it be made properly with clean bedding so that he might have a dignified death. He daughter told him that she hoped he would live many years more. "I hope not," was his reply.

Benjamin Franklin died on April 17, 1790 with his grandsons William Temple and Benjamin at his side. He had lived 84 years.

CONTINUED ON PAGE A24



## Legal Speak

By Atty. Harvey I. Lapin

### Check Your Insurance Coverage

The author has made a number presentations and written many articles on the subject of avoiding liability. One of the topics typically covered is the type of insurance coverage to purchase for an entity in the industry. It is very important that you purchase the insurance coverage your business needs, not what an agent or the insurance company recommends if they do not understand the risks in the industry. The author always cautions that is also very important to read and understand your insurance coverage after a policy is issued and before a claim is made against you. Carefully check the definition of an occurrence covered by the policy and the exclusions and endorsements where the types of claims not covered are usually set out in a policy.

The relationship between and Insurance Company and the insured is contractual. Generally, the laws related to contracts applies but there are also a body of law related specifically to insurance. Unfortunately, there are numerous cases involving situations where an insurance company has used the terms of the insurance contract to avoid defending the insured and paying any claims. The author

during his career has been with law firms that have represented Insurance Companies and when a case was assigned the first request by the Insurance Company was for the firm to make a determination whether the insurance company was responsible for defending and paying any claims. This is particularly the situation when a claim has the potential for resulting in a big payment by the Insurance Company.

Recently a case was decided by the Superior Court of New Jersey ("Superior Court") dealing with a dispute between an industry member and two insurance companies concerning the obligation to defend and cover claims made related to the tissue harvesting scandal that occurred in New York and New Jersey. The decision of the court can be found under the citation of Memorial Properties, LLC v. Zurich American Insurance Co. ("Zurich"), 2011 WL 812414 (2011). There were two separate disputes because Memorial had policies with two different Insurance Companies for different years. One dispute related to the definition of an occurrence under the policy under New Jersey Law to determine if the claim was timely under the policy. The other dispute, however, related to the type of policy and the exclusions.

The author has always suggested that it is more prudent to cover potential professional liabilities in the industry with a separate policy designed to cover those risks. If an industry member has a General Liability Policy with an added endorsement to cover professional liability, the endorsement must clearly cover the risks and not be in conflict with any of the limitations of the general policy. This was the situation in the Zurich case and an exclusion in the policy specifically excluded improper handling of human remains and any criminal act.

The details of the dispute will be covered in detail by the author in extensive article in the Cemetery & Funeral Business and Legal Guide. See the subscription information following about obtaining the Guide. Also, see the announcement in this issue of the Funeral Home and Cemetery News concerning the author's affiliation with a the Florida law firm of Sachs,

Sax & Caplan that represents the Florida Cemetery, Crematory and Funeral Home Association in addition to his practice in Illinois.

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

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

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

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

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

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

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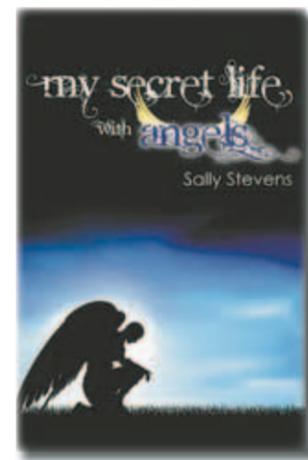
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Sally Stevens has lived a life filled with amazing opportunities and extraordinary secrets. As a free lance writer, community volunteer and college graduate,



Stevens is grounded in reality. This down-to-earth approach kept her from sharing her story of angelic encounters for many years. Her journey of amazement began when the angel whispered, "someday you will understand." After years of keeping these experiences private, she is finally ready to share her joyous journey of spiritual revelation in *My Secret Life with Angels*.

Remarkable personal accounts of angels escorting loved ones to the beyond. An amazing grief counseling tool and must read for anyone who questions the afterlife. This discussion of angels is approached from a believable, non-denominational viewpoint that invites readers to experience a new level of spirituality and insight into the transition process.

*My Secret Life with Angels* by Sally Stevens is available toll free at: 1-877-BUY-BOOK or at [www.amazon.com](http://www.amazon.com).

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**Observations**

By Steven Palmer

**The Amelioration of Arlington**

And I'm proud to be on this peaceful piece of property, I'm on sacred ground and I'm in the best of company, I can rest in peace; I'm one of the chosen ones, I made it to Arlington.

—Arlington, song and lyrics by Trace Adkins

The 3rd US Infantry Regiment (Old Guard) carried the remains of the last World War I veteran, Army Corporal *Frank Woodruff Buckles*, age 110, to his rest in **Arlington National Cemetery** in March. He "lay in honor" in the cemetery's Memorial Amphitheater Chapel prior to his burial with full honors.

His family has the peace of mind to know that there is a new command at the cemetery that is bowed by the heritage they uphold and are unrelenting to ensure that mistakes that occurred will not be repeated.

The tarnished brass that infiltrated this "Garden of Stone" has a new polish.

The previous administration's action was not of bad intent, but of being overwhelmed by their duty. Lessons have been learned; new blood and analytic vision addressed the issues without flinching.

**Patrick Hallinan** was named Superintendent of Arlington National Cemetery on October 10, 2010. Hallinan started with the National Cemetery System in 1977 at the Long Island (NY) National Cemetery. Thirty-one years later he has progressed from laborer to supervisor to director to several management positions to directing the most prestigious national cemetery. One cannot doubt the valuable experience Hallinan gained on his rise to this appointment.

In 2008, the widow of an Army soldier found the wrong headstone on her husband's grave at Arlington. Investigations began and many more disturbing instances were found.

United States Secretary of the Army *John M. McHugh* ordered the Inspector General of the Army to investigate.

In 2003, in preparing a grave, casketed remains were found; unmarked and unrecorded. Then Superintendent **John C. Metzler, Jr.** claimed he was not informed until 2009. In January 2009 another casketed remains were found in an unmarked grave. This led to the investigation of 211 interments of casketed and cremated remains. The IG's report stated that "Evidence further reflected there was neither an established policy for marking gravesites at ANC nor any established procedures to identify or report unmarked gravesites."

The limitations of the computer program at Arlington forced the Interment Services Branch (ISB), which records the veteran's information, schedules funerals and assigns gravesites to resort to manually processing burials. "This inefficient practice likely contributes to mistakes made by the ISB."

A family contacted Arlington National Cemetery in 2002 to report their interred loved one did not have a marker. They were told it would be looked into. Back and forth correspondence continued through 2005 with no assistance with the request. The grave was finally marked in January 2010.

Allegations of turmoil, distrust, mismanagement, poor employee morale, employee alcohol consumption while on duty and sexual harassment were reported and reviewed. Some of the allegations had merit, some could not be substantiated.

Many recommendations were made and instituted. Most importantly was the creation of the position of executive director of the Army National Cemeteries Program and appointed **Kathryn Condon**. Superintendent Patrick Hallinan was joined by executive officer **Col. Jack E. Lechner, Jr.**, CFSP. A funeral director, Colonel Lechner can bring practical experience to the policies at Arlington.

25 to 30 burials a day, 4 million visitors a year, over a thousand wreath laying ceremonies a year (many involving heads of states and security issues) and the attention that the heroes of two active ground combat operations and one "limited" operation brings the need for fastidious operational procedures.

Hallinan and Lechner, from their boots on the ground training, seem to be accomplishing it.

Improvements include carefully monitored computerized records on modern systems, a live phone response

system that answers in about a minute and a half compared to 11 minutes and many calls being dropped. Also a Customer Service Center that answers about 200 phone calls a day. Employees working six days a week instead on five and careful screening of new hires to be sure they understand the importance of their duty. One fax machine and an index card system are replaced with contemporary systems that can handle the volume that is required by the needs of the cemetery. Town hall meetings are being held to address public concerns. The training of employees at the National Cemetery Administrations Training Academy in St. Louis and the permanent tags on the casket or urn and the simple marking of grave liners with grave coordinates to ensure accuracy.

*Clint Hill*, National Commander of the American Legion told a Congressional subcommittee, "Our nation owes those interred at Arlington an infinite amount of gratitude. Treating every single individual who is put to rest at Arlington with the utmost of dignity, honor and respect is the very least we can do as Americans to show our heartfelt and never-ending thankfulness."

From Arlington's first interment on the 13th of May in 1864 to the over 330,000 who have been inhumed or placed in a niche, each has earned their way into this resting place of honor.

Superintendent Hallinan reminds his staff and himself of this fact every day.

We're thankful for those thankful for the things we've done,

We can rest in peace, 'cause we were the chosen ones,  
 We made it to Arlington, yea dust to dust  
 Don't cry for us, we made it to Arlington.

—Arlington, song and lyrics by Trace Adkins

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

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## Tri State Crematory takes delivery of new Federal Lincoln Coach



ASHLAND, KY— John Harper, manager of Tri State Crematory in Ashland, is shown with John Muster accepting delivery of the company’s new Federal Coach Lincoln Hearse. The unit was purchased from Muster Coaches of Calhoun, KY. This livery serves the eastern region of Kentucky and is made up of the following firms: Caniff Funeral Home, Inc., Lazear Funeral Home, Morton Funeral Home, Neal, Kilgore & Collier Funeral Home, Okeef Baker Funeral Home, Reed Funeral Home, Inc., Steen Funeral Home, and Wright’s Funeral Home.

## Allnutt Funeral Service is proud to have served for 125 Years

*Continued from Page A2*



Rick and Bill Allnutt



The Reception room at the Greeley location

sional, caring funeral services in northern Colorado for 125 years. Throughout time, we have maintained a solid commitment to excellence,” said Rick Allnutt, president.

“It is essential today that we provide a wide variety of services and choices. Families may choose to purchase the use of our antique horse drawn coach or to have our assistance preparing a photo slide show. We always encourage having a display of personal effects that share a life lived. Each location has a full service reception center which is the setting for family and friends to begin the healing process.

These are a few of the many ways Allnutt Funeral Service strives for unique and progressive life celebrations to meet the specific needs in our communities while continuing the traditions inherited from our forefathers,” Rick added.

“We have grown and changed along with northern Colorado over the years. We operate our facilities and streamline our business operations to offer more services to suit our client. We continue to explore the needs of our communities and stay innovative with our offerings.”

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## OSHA Compliance

By Gary Finch

### What Embalmers should know about Formaldehyde Exposure and Cancer

In November of 2009, the Journal of National Cancer Institute released a long awaited study examining the link between formaldehyde exposure and specific cancers. National Cancer Institute (NCI) researchers observed an association between embalming and death from myeloid leukemia, with the greatest risk among those who practiced embalming for more than 20 years. Deaths from myeloid leukemia also were related to greater estimated formaldehyde exposure. This study is the first of its kind to relate cancer risk to duration of employment, work practices and estimated formaldehyde exposure levels in funeral service.

NFDA was quick to adopt the study’s recommendations. Now, a newer study contradicts much of the 2009 study. Compliance Plus believes the new study should take precedence over the earlier study.

On January 28, 2011, a study examining the carcinogenic effects of inhaled formaldehyde, published August 2010 in Toxicological Sciences, has been named best paper of the year by the Society of Toxicology’s (SOT) Board of Publications.

The paper, “Distribution of DNA Adducts Caused by Inhaled Formaldehyde is Consistent with Induction of Nasal Carcinoma but Not Leukemia,” uncovers evidence that inhaled formaldehyde is an unlikely cause of leukemia, even though it is a recognized cause of cancer in the nasal passages and throat (nasopharyngeal cancer) in humans and animals.

“Until now, the epidemiological evidence has been inconclusive, but we have been able to show that DNA adducts did not form anywhere except in the upper respira-

tory system,” said James Swenberg, DVM, PhD, Kenan Distinguished Professor of environmental sciences and engineering in the UNC Gillings School of Global Public Health and senior author of the paper. “This finding supports our conclusion that inhaled formaldehyde is unlikely to cause genotoxic effects - leading to cancer - anywhere in the body beyond the portal of entry, which is the nose and throat.”

Compliance Plus considers this study, and the paper produced from it, the Cadillac of all formaldehyde studies. To us, it also proves the value of the “Extension Arm Exhaust” that was first featured in a Compliance Plus/Nomis article two years ago. This type of exhaust is now being offered by leading funeral industry suppliers.

The beauty of the Extension Arm Exhaust with the Acrylic Fume Hood is that embalmers can embalm with the fume placed between their hands and their face. This eliminates formaldehyde fumes from entering the nasal passages and throat. For employers and embalmers wanting the most advanced safety available, this is clearly the way to go.

Compliance Plus was pleased to report on this system which was first installed at Tres Hewell Mortuary in Seguin, Texas. Be advised, neither Compliance Plus nor the funeral home sells extension arm exhausts. Check with a major supplier. We think this study proves this type of exhaust to be the ultimate protection for embalmers.

Do you segregate your waste? If so, you may qualify for our “Green Workplace Award”. Call Compliance Plus at (800) 950-1101 or email Gary Finch at [gfinch@kisscompliance.net](mailto:gfinch@kisscompliance.net) and ask how you can qualify for this award.

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

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# Harvey I. Lapin joins Sachs, Sax & Caplan to lead new Industry Practice Group

BOCA RATON, FL— Florida-based law firm **Sachs, Sax & Caplan** announced that nationally recognized death-care industry lawyer **Harvey I. Lapin** has joined the firm, according to a news release.

He will lead the firm's newly established funeral, cemetery and cremation practice group. Lapin's experience and recognition in the industry will broad-

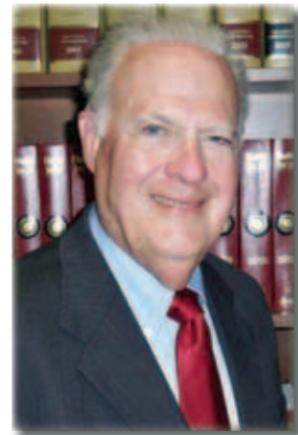
en the legal services of the firm's existing death-care practice.

Lapin has provided legal services and legislative guidance to numerous states, as well as local and national associations. He is the general counsel to the *Illinois Cemetery and Funeral Home Association*. Lapin joins **Ross McVoy**, senior counsel with Sachs, Sax & Caplan, in the new prac-

tice group. McVoy serves as a general counsel for the *Florida Cemetery, Cremation and Funeral Association*, created last year when

the Florida Cemetery, Funeral and Cremation Association, Inc. joined with the Florida Funeral Directors Association, Inc.

For more than 30 years, Lapin served as the general counsel of the *Cremation Association of North America*. He drafted the



Harvey I. Lapin

## Henryhand Funeral Home takes delivery of two Limousines



KINGSTREE, SC— **W. C. Henryhand** of **Henryhand Funeral Home** in Kingstree takes delivery of his two new 2011 Cadillac S&S 47-inch stretch 6-door limousines. The Henryhand Funeral Home is family owned and operated, having served the Kingstree community for over 60 years. These cars were purchased from **Melvin Thompson** of **Bill Black Cadillac**, Greensboro, NC.

CANA Model Cremation Law, which is now the standard for the cremation legislation enacted in many states. Previously, he was special cremation counsel to the *International Cemetery, Cremation and Funeral Association*. He was primary drafter or assisted in drafting industry related legislation in more than 40 states, including Florida. Lapin has closed numerous funeral establishment, cemetery and crematory sales transactions.

A graduate of Northwestern University and Northwestern University Law School, Lapin is licensed to practice law in Florida, Illinois and Wisconsin. Lapin also has expertise in tax and corporate law. He received his master's degree in tax law from Georgetown Law Center. He is an associate law professor in the Masters in Taxation Program at the John Marshall Law School in Chicago. Since 1969, Lapin has taught the course on the "Law of Tax Exempt Organizations." He is a registered CPA in the state of Illinois.

The Funeral Cemetery and Cremation Practice Group will provide specific industry related legal assistance and consultation regarding government approvals, industry compliance at the local, state and federal levels, business operations document preparation, sales transactions, business mergers, litigation representation and consultation including expert witness and mediation services, estate and succession planning for the industry, as well as personal tax matters.

Sachs, Sax & Caplan is a full-service law firm with practice areas including government relations, corporate, community association law, real estate and land use, commercial litigation, estate planning and family law. The firm also has offices in Tallahassee and St. Lucie West.

For a more detailed description of the firm's practice areas, visit the firm's web site at [www.SSCLawfirm.com](http://www.SSCLawfirm.com). Lapin will continue his practice in Illinois in addition to assisting the Sachs Sax Caplan firm in Florida. You can reach Atty. Lapin by E-mail at [hlapin@ssclawfirm.com](mailto:hlapin@ssclawfirm.com).

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**California Jewish Funeral Director Susan Lefelstein Retires**



Susan Lefelstein

LAYFAYETTE, CA— After twenty two years in the funeral business and 19 years with Sinai Memorial Chapel, Susan Lefelstein announced her retirement on March 31, 2011. Susan has been the Associate Executive Director of Sinai Memorial Chapel in Lafayette, CA. Sinai Memorial Chapel is the only all Jewish non-profit funeral home in the San Francisco Bay Area and has been in existence for almost 110 years.

Susan was awarded the Outstanding Woman of the Year in Funeral Service Award in 1996 from the National Foundation of Funeral Service and has achieved the distinction of CFSP from the Academy of Professional Funeral Service Practice.

In 2009 a new all Jewish cemetery was opened in Contra Costa County, Briones, California and Susan is the Associate Executive Director of that cemetery. She was instrumental in its development and design and in making it the success it has proven to be.

In addition to her position at Sinai, Susan is the head of the Chevra Kadisha (Holy Burial Society) of Contra Costa County and has taught many individual synagogue groups how to perform the Jewish ritual preparation of the body (called Tahara) so that they may prepare members of their own congregations for burial. She also teaches Hebrew High School classes each year on "Jewish Practices in Death and Dying" as well as many religious school and adult education classes. She has participated in many panel discussions on this subject and has been a speaker at many conferences on death and dying. Susan is a member of the Board of Directors of JCANA (*Jewish Cemetery Association of North America*) and on the International Board of the Conservative Jewish Women's Movement. Susan is active in her community and will continue to remain active with both the community and the Chevra Kadisha.

**First Call Service LLC purchases new First Call Vans**



PARMA, OH— Anthony Palmieri (left) and his son Vincent Palmieri (right) of First Call Service LLC in Parma, take delivery of two 2011 Chrysler Town & Country First Call vans from Jeremy Swartz (center) of Spitzer Motor

City, Cleveland, OH. Founded in 1990, First Call offers trade removal services throughout the greater Cleveland area. In 2001, Vincent joined the firm his father founded. These new vans bring First Call's fleet to six vehicles.

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## "Sips of Sustenance Grieving the Loss of Your Spouse" by Sherry L. Hoppe

NASHVILLE, TN— At first, the thought of dealing with grief in a mere moment seems like a reprehensible oxymoron. From experience, we know the agony of losing a loved one cannot be dealt with in such a short span of time. But the reality is, in the early stages of grief, words of wisdom need to come in small doses. A sip of sustenance is likely all we can swallow when our insides are heaving.

Dr. Sherry Hoppe, author of *A Matter of Conscience*, shares sips of sustenance and her experience with grief to help your families through in *Sips of Sustenance Grieving the Loss of Your Spouse*.

In this sad world of ours, sorrow comes to all, and it often comes with bitter agony. Perfect relief is not possible, except with time. You cannot believe that you will ever feel better. But this is not true. You are sure to be happy again. Knowing this, truly believing it, will make you less miserable now. I have had enough experience to make this statement.

—Abraham Lincoln

Beginning each chapter with words of wisdom, sips of sustenance, from the brightest minds, Dr. Hoppe explores the many difficult aspects of grieving. While Dr. Hoppe writes about the experience of losing her husband, her words and process can help anyone struggling with grief and looking for guideposts to climb from the chasm.

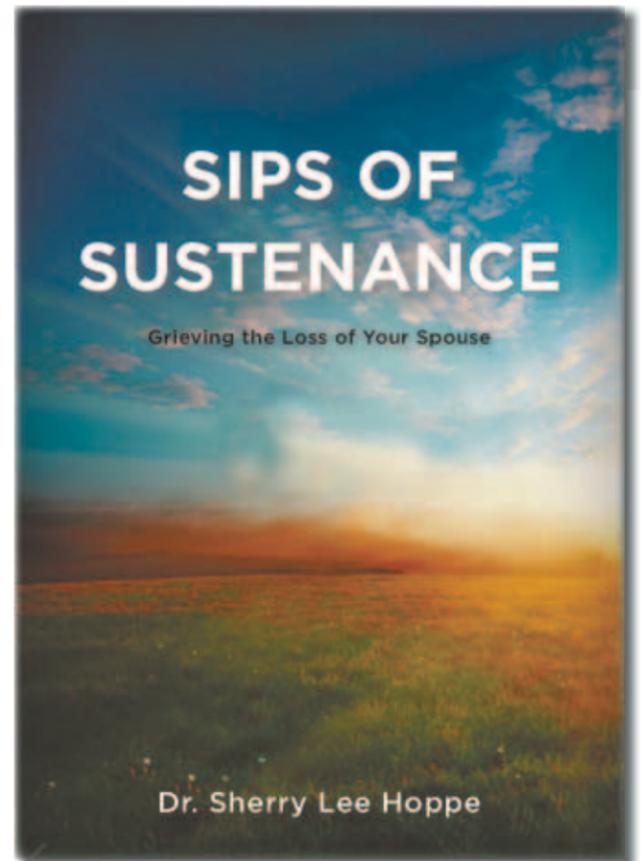


Dr. Sherry Hoppe

She walks with the reader through the first few days, loneliness, getting through holidays and memorable dates, signs or messages from your loved one, returning to life and finding a new purpose.

Dr. Hoppe acknowledges life will never be the same, but assures the reader that they will always have the essence of their loved one — "they are just inside us rather than beside us now. Each day is a gift, and accepting that life will never be the same doesn't mean we must condemn ourselves to a dreary existence."

Sherry Hoppe is the author of *A Matter of Conscience*, *Redemption of a Hometown Hero*, *Bobby Hoppe* and is gaining nationwide attention in USA Today and ESPN. She has also authored and edited books on adult education for the academic market. Dr. Hoppe's



first career was as a counselor before getting her Ph.D in adult education and entering the academic world. She is the retired president of Austin Peay State University and served as president at Roane State College and Nashville State College. For more information, please go to [www.WakestonePress.com](http://www.WakestonePress.com).

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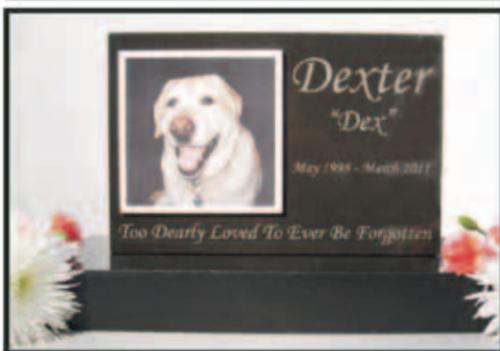
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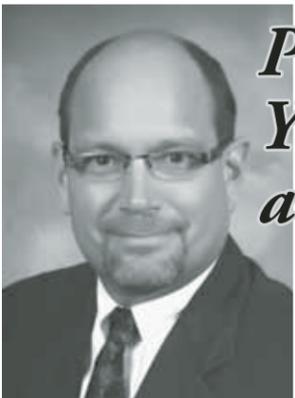
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## Protecting Your Families and Business



By Jim Starks, CFuE, CCRE

### Establishing and Implementing Office Controls as Effective Tools to Combat Loss of Income, Theft, and Employee Issues

Office controls are important tools that provide a checks and balances system to protect your families and your business. Many establishments adhere to the saying why fix what's not broken, and they continue to do things the way they've always been done. But even if your office controls are not broken, they could be obsolete if you have not made changes in recent years.

Some of the areas that should have controls in place to reduce your firm's risk of loss include:

#### Pre-need

- Pre-need contracts should be pre-numbered and issued to the person who is writing the pre-need. Establish and implement a process to track voided contracts. Without such a procedure, contracts can be issued without being processed; because the sale is unaccounted, the sales person can discretely keep the money.
- Contracts should be reviewed before processing and commissions are paid. Verify that the proper price was charged for merchandise and services, the FTC disclosures are completed, the contract is signed by both the purchaser and the firm's representative, and cash advances are guaranteed.

#### Maturing Pre-need (fulfillment of pre-need contracts)

- The services provided should be the same services provided for when the original pre-need contract was written. Verify that additional services were not added without collecting additional revenue.
- Contracts should be reviewed before processing. Verify that the proper price was charged for merchandise and services, FTC disclosures are completed, the contract is signed by

both the purchaser and the firm's representative, and additional revenue was collected on non-guaranteed items.

- Monitor the length of time it takes for the maturing pre-need contract to be submitted for payment. Each day involves a cost to firms.

#### At-need

- Contracts should be reviewed before processing. Verify that the proper prices were charged on merchandise and services, FTC disclosures were completed, and the contract was signed by both the purchaser and the firm's representative.
- The expected date and method of payment should be documented on the contract so both the purchaser and the firm are cognizant of the payment's due date.
- Require computer-generated contracts to eliminate unnecessary mistakes and enhance professionalism.
- Establish and implement a standardized procedure regarding when the first statement is mailed and how it is documented if the contract is not paid in full at time of need.

#### Petty Cash

- Petty cash should be reconciled frequently. Someone should review the expenditures after the reconciliation process is completed.
- You should have receipts for all expenditures, along with documentation regarding what they were for.
- Petty cash should be kept in a secured location where it is not accessible to everyone.

#### Payroll

- Signed and dated time sheets or cards should be submitted by all employees.
- Accurate hours must be submitted by the employees. A computer-generated time clock ensures accuracy.
- If the owner is not submitting the hours that employees are paid for, a review process should be implemented and established to see if the hours submitted by the employee are the same as they are being paid.
- Payroll records should be kept in a locked and secured area.

#### Cash Disbursement

- You should have documentation for all expenditures.
- Checks should be kept in a locked and secured area.
- The check register should be reviewed monthly to verify that all expenditures were authorized.

#### Collections

- Establish and implement a standardized procedure regarding accounts with unpaid balances, including how often statements are sent, where copies of mailed statements are kept on file, and where notes are created and kept regarding phone calls on past due accounts receivables.
- When payments are received, the following duties should be separated:
  - Only one receipt book with hand-written sheets should be issued.
  - Payments should be entered into the computer the same day as payment.
  - The deposited bank slip should be compared with the receipt book for consistency. Copies of checks and cash should be made before depositing such items.
  - The money should be taken to the bank in a timely fashion.
- Establish and implement a procedure regarding how often accounts receivable are reviewed.

Loss of income, theft, or employee problems can develop in all of the above areas. Although some general assumptions and locale may affect these issues slightly, the main concern is to review your operations and develop your office controls to best reflect the level of risk you are willing to assume. In the event that state rules and regulations are different than what is listed above, you must follow your state's policy.

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

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

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

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## New Approach to Grief Recovery offers Funeral Directors a Competitive Edge

By Tom Lord

LISBON FALLS, ME— I recently invited a friend of mine, who was having a difficult time admitting her mother to an extended care facility, to sit in on a support group at our church. Her comment hit me like a bolt of lightning and completely changed my attitude about grief recovery for funeral homes. "What I really wish you'd do," she blurted out, "is start a support group for people who have to place their loved ones in a nursing home!"

Those words opened the door to a vast new territory, a marvelous opportunity for any funeral director willing to step through it. It's the introduction of a brand new concept in grief recovery.

Facilitating support groups for grieving families before their loved one dies. Whether someone is jumping through hoops, trying to admit their loved one to an extended care facility, setting up a mortuary trust agreement, or just trying to cope with the reality of the impending death of a loved one, they are seriously grieving! Their loved one may live for weeks or even months, but the only thing the family can do until that actually happens is "STUFF" their grief.

If we have a pressing need, and someone helps us, we instinctively want to return the favor. If someone is struggling with gut wrenching feelings of grief and confusion and we help them, words can't describe the bond that develops or the satisfaction we receive.

Your funeral business is built on trust, one relationship at a time. Support groups leverage that trust exponentially. Strong lifelong bonds develop between facilitators and participants as well as between people within the groups.

Funeral directors have a wonderful opportunity to reach out in love and meet that need when people are hurting the most.

A grief recovery group is more than just a few people sitting around in a circle feeling sorry for themselves. It's a practical, common sense, down to earth program that gets results. You don't need a Psychotherapist, or a Grief Recovery Counselor on staff to be successful. It's not difficult to train a staff person or volunteer to become a support group facilitator. They learn abnormal grief patterns so they can refer anyone for psychiatric help if needed.

There's also a blueprint for organizing and guiding a successful widowed persons social support group if there is not already one in your community. You'll know when your group is ready.

In any grieving situation a person needs someone to talk with. Social workers at extended care facilities are great, but they are problem solvers and do not focus on grief recovery. People in grief come to a funeral home looking for professional expertise and emotional support. Why not offer them a complete grief recovery program?

The person struggling with grief related issues, may only come to one or two of your support group meetings, but you have demonstrated a genuine concern for them.. They now view your funeral home from an entirely different perspective, a comfortable place where they can also receive support later on, after services for their loved one are over.

Take another look at your mortuary trust accounts. For each account there's at least one grieving person that you could reach out to, someone that would likely appreciate being invited to a support group. If they don't make it to any of your meetings, they at least know the program is there and perhaps someone they know would be interested. Besides that, you have hit a P/R home run.

People in grief tend to isolate. They find it difficult to step outside their comfort zone, find an unfamiliar location and adjust to new people. Too many wind up floundering around with very little support before or after the death of their loved one.

Many funeral directors are content to refer their families to Hospice or some other post funeral support group, without even knowing what that group is (or is not) advocating.

The most effective P/R strategy I have ever seen, after a lifetime in funeral service, is a funeral home sponsored grief recovery support group program. Once the grief recovery program is in place, the next step is to reach out into the community. It doesn't matter if we grieve the death of a loved one, a broken relationship (such as a divorce), a rift between a parent and child, or if we grieve the loss of our health. The recovery process is similar.

Hair dressers deal with grieving customers every day. Police, fire departments and veteran's organizations constantly deal with it. Veterinarians could use help with a pet loss support program.

Every community has people who are grieving broken relationships, loss of jobs or homes, etc Hurting people welcome a place to turn. Let your imagination run wild. Reach out. There's a whole world full of opportunity out there. Thousands of dollars in increased profits sail right by our door while we snooze in front of the TV. Don't miss the boat. Hop aboard. It's free and there's lifetime mentoring.

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## Let's Chat

By Kristan Dean

the person they are grieving. In her article she asks those who are grieving their father to:

- "Recall your earliest memories of Dad, and ask others to share their memories – how they met, times shared, anecdotes and turning points."
- "Write a letter to him about significant and everyday life events, his influence...or, family members can write letters that focus on their most meaningful experiences with him. Compile them; add new ones to your father's Memory Book every year."
- "Dig out a family photo album – or create one that's all about Dad; share memories of the snapshot moments..."
- "Create a memory box with keepsakes to treasure...these items will add a special significance to other special occasions such as birthdays, anniversaries and family reunions."
- "Share memories with children and grandchildren; invite their contributions so that they're a part of the family legacy that will always include dad."

This month let The Rogers and Janell inspire you to reach out to those you serve and find a way to help them come together to share their memories and the Love they have for their Dads. I look forward to your thoughts. Please give me a ring at 781-331-5308 or, if you prefer email me at [kristan@mooneytunco.com](mailto:kristan@mooneytunco.com).

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

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

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

Next month we celebrate one of the most important men in our lives...our Dads. Those of us who get to spend the day with him are lucky... We write our cards, give our small gifts, and take a moment to thank our Dads for helping us become who we are. The question is how can we help those who are only able to remember their fathers feel blessed?

Thankfully I can only imagine how difficult it might be to be unable to give my Dad a hug. Though I know when that day comes I will continue to be blessed by the love and yes wisdom he gives me I realize I have no idea how I will celebrate Father's Day without him.

On June 19th many in your communities will walk through their Father's Day with the realization that they can no longer reach out and hug their Dad. They can't pick up the phone or give him a card because he is no longer here. Leading me to ask: How can you help the families you serve and those in your community say Thank you and Happy Father's Day to the men who now live in their hearts?

Looking for suggestions? Consider following the lead of **Rogers Funeral Home** of South Pittsburg and Jasper, Tennessee by going beyond your walls so that you can bring the expertise of others to those you serve. Thanks to the Rogers Funeral Home posting **Janell Vasquez's** article "On Father's Day, When He's Gone, He's Not Forgotten" at [www.rogersfuneralhome.com/article.aspx?IXF=1004](http://www.rogersfuneralhome.com/article.aspx?IXF=1004) I get to share Janell's ideas for how those you serve can celebrate the Fathers they now miss.

As manager of [www.memories-are-forever.org](http://www.memories-are-forever.org) Janelle understands how healing it can be for people to come together and share their memories of

# Life Celebration® selects Tributes.com as Strategic Obituary Platform Provider

BOSTON, MA— Tributes, Inc., the online resource for local and national obituary news, announced today that they have been selected by Life Celebration to provide the obituary platform for their Life Celebration community homes. The member homes are the recognized leaders in helping families co-create meaningful and personal experiences encompassing their loved one's unique personality, talents, interests, passions, and relationships. Life Celebration also offers an insightful, highly original, and yet eminently practical training curriculum for funeral homes to stage compelling experiences. They also create a variety of their own privately designed unique and personal keepsakes to funeral homes across the country, which Tributes has seamlessly integrated into their premier Eternal Tribute online obituary product. Life Celebration and Tributes.com will be launching their "co-created" solution this month, as well as introduce it to the Life Celebration Community. This will simultaneously enhance both their online obituary program and use of the Life Celebration memories collection while generating new revenue streams.

## Tributes Integrates the Life Celebration Experience to Create a Comprehensive, Permanent Online Solution for Celebrating and Honoring Loved Ones for Generations

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

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

CONTINUED ON PAGE A28

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"Life Celebration conducted a thorough search for the best technology company in the profession to be our strategic partner and take our Life Celebration print collateral experience to the Internet for both our families and our partners" said Gerry Givnish, President, Life Celebration. "Tributes.com without a doubt was the clear choice for us to deliver the level of integration and functionality that we were looking for to take our online obituary program to the next level."

"Life Celebration is a recognized leader in the funeral profession in guiding families to deeply personal – and transforming – Life Celebration Experiences within their funeral homes and through their partnerships," said John Heald, Vice President of Sales and Business Development for Tributes, Inc. "We are very pleased to be working closely with Life Celebration to further enhance their offering by combining the strength of the Eternal Tribute to provide a rich and tightly integrated online platform for remembering and celebrating life."

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## Jonathan Pace receives Three Executive Designations

**NORTH BRUNSWICK, NJ—Jonathan Pace, CCE, CCrE, CSE, president of Franklin Memorial Park** in North Brunswick, NJ, was awarded a Certified Cemetery Executive (CCE) designation, a Certified Cremation Executive (CCrE) designation, and a Certified Supplier Executive (CSE) designation by the *International Cemetery, Cremation and Funeral Association (ICCFA)* during its 2011 Annual Convention, March 8-11, in Las Vegas, NV.

A third-generation cemetery, Pace has been the owner and operator of Franklin Memorial Park since 1988. He has been president of the *New Jersey Cemetery Association* and the *Association of Independent Cemeteries*. He is a frequent attendee at ICCFA conventions and conferences.

Pace has managed crematory operator certification programs in his state and has instituted a similar program for the *Mid-Atlantic States Cemetery and Funeral Conference*. He helped to invent and patent the *Mausoleum Casket Protector*, which is marketed by **Franklin Wrap LLC**.

The CCE program recognizes individuals who have demonstrated a high level of cemetery management experience and skills, while the CCrE recognizes superior cremation management experience and skills and the CSE is awarded for a demonstrated high degree of competence as a supplier to the cemetery, cremation and funeral service industry. The ICCFA also offers Certified Cemetery Executive and Certified Funeral Executive designations to qualified individuals.

Founded on the principles of providing permanent care in a park like setting for families of all denominations Franklin Memorial Park offers a wide range of services including ground burial, mausoleum entombment and cremation.

This 60-acre memorial park was established in the 1930s and is a state of New Jersey Certificate of Authority Cemetery. Unlike other area cemeteries this provides peace of mind for our families by insuring that the Maintenance and Preservation Fund established for the cemetery is audited by the state on an annual basis.

## NMFH to hold Annual Golf Tournament and Fundraiser

**HOUSTON, TX—The National Museum of Funeral History** is proud to announce its 17<sup>th</sup> annual NMFH Golf Classic Fundraiser to be held Monday, May 16<sup>th</sup> at Kingwood Country Club in Houston. This five-man scramble tournament provides excellent opportunities to network and socialize with over 300 cemetery and funeral home executives from across the country, while ensuring that the NMFH can continue to preserve the rich heritage of the funeral industry.

The NMFH is a non-profit organization and a member of the American Association of Museums. Their partnership with the Vatican and the Smithsonian Institution has ensured that their 30,500 square foot facility houses the nation's largest funeral service memorabilia collection, including the "Celebrating the Lives and Deaths of the Popes" exhibit completed in 2008.

Golfers will be provided with a gift bag and treated to a continental breakfast, course refreshments, lunch, cocktail party and BBQ dinner. Special events include: a hole-in-one contest for a golf resort vacation, longest drive and closest to the pin contests, a raffle, an awards ceremony, and a live auction featuring a trip for two to the United Kingdom.

Sponsors are invited to enjoy cocktails, a light buffet and a silent auction at the vintage-golf-themed Sponsor's Appreciation Party held Sunday, May 15<sup>th</sup> at the museum complex.

Online registration, sponsorship information and additional details are available at [www.nmfh.org](http://www.nmfh.org). Telephone inquiries may be made by calling Museum Director **Genevieve Keeney** at (218)876-3063, ext.20, or Vice Chairman/President **Robert M. Boetticher, Sr.** at (713)525-9081.

## Stewart Enterprises, Inc. reports First Quarter Results

**NEW ORLEANS, LA—Stewart Enterprises, Inc.** (Nasdaq:STEI) has reported results for the first quarter ended January 31, 2011.

The Company reported a 13 percent increase in earnings per share for the quarter ended January 31, 2010. In addition, the Company reported a 33 percent increase in adjusted earnings per share for the quarter ended January 31, 2010.

**Thomas J. Crawford**, President and Chief Executive Officer, stated, "We are pleased with our operating results for the first quarter of 2011 in which the Company generated the highest quarterly revenue, adjusted net earnings and adjusted earnings per share since fiscal year 2008. We are particularly encouraged by the performance of our cemetery operations for the quarter as cemetery property sales grew by 10 percent and gross profit increased 33 percent compared to the first quarter of 2010. On the funeral side, we experienced a 1.1 percent increase in same-store calls and a 1.6 percent increase in average revenue per funeral service."

Founded in 1910, Stewart Enterprises is the second largest provider of products and services in the death care industry in the United States. The Company currently owns and operates 218 funeral homes and 141 cemeteries in the United States and Puerto Rico. Through its subsidiaries, the Company provides a complete range of funeral and cremation merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis. Complete financial information can be found at Stewart Enterprises' website [www.stewartenterprises.com](http://www.stewartenterprises.com).

Mr. Crawford concluded, "I will be leaving the Company to fulfill a three year service assignment for my church. As a shareholder, I couldn't be more pleased than to have **Tom Kitchen** succeed me as Chief

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an application. It is the responsibility of your attorney to explain how your project satisfies these conditions, and provide whatever information is available to support this position.

The board will then allow those who are in opposition of your application to speak and ask questions. This is when things becoming interesting. As I have explained in previous columns, the public will oppose a crematory project based on environmental and health concerns, reduction in property values, increased traffic and noise, emotional issues, and of course, NIMBY – Not In My Back Yard. Don't be surprised by their vocal opposition, inane comments or if the attacks become personal.

It is important that you do not react in kind when it is your turn to rebut. This is the time to for you to shine. We'll discuss what you should say in next month's column.

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, cemeterymen and other industry professionals.

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## Cremation Issues and Answers

By Ronald Salvatore

**Matthews**  
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### Preparing for a Zoning Hearing (Part 2)

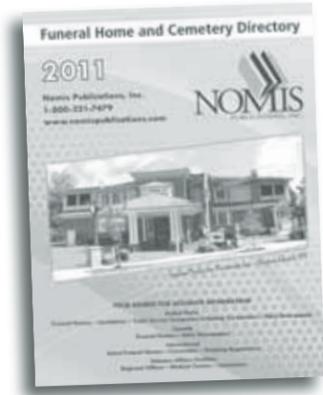
If required to secure a Conditional or Special Use Permit, or a Use Variance for the installation of a cremator, an application must be submitted to the local planning or zoning department. Your application will be placed on the zoning/planning board's agenda and a public hearing scheduled. A notice of the hearing is placed in the local paper, and letters sent to all property owners within a given radius notifying them of the hearing.

Typically you will speak first and this is the time to outline the scope of the project; explain why you need to provide on-site cremation services, and how it will benefit the families you serve and the community as a whole. Any supporting documentation provided by the equipment manufacturer is provided at this time along with any other information you wish to share with the board and the public that is in attendance. Anyone in support of your project speaks at this time as well.

Your attorney then addresses the specific legal requirements that must be met for the board to approve your application. This is critical. In the zoning code, there is a list of conditions that a project must meet in order for the board to approve



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## The Outlook Group, Inc. and Directors Resource, Inc. merge to create Funeral Service Solutions

FRANKLIN, OH— The Outlook Group, Inc., the largest national preneed solutions provider, has acquired the resources of Directors Resource, Inc. further strengthening the solutions it provides to the funeral profession. This merger combines two pioneering pre-need marketing organizations into a single company with the resources and expertise to continue to uniquely meet the rapidly evolving needs of funeral home owners.

According to The Outlook Group, Inc. CEO/President, **Tyler B. Anderson**, "This is a decisive move that accelerates our sales and marketing strategies while positioning us to offer even greater value to our cus-

tomers, marketing partners and employees. Combining resources allows for an unparalleled opportunity to unify two successful, mission-driven organizations and strengthen our focus for being the premier pre-need partner on a nationwide basis."

"Both companies are passionate about the proactive solutions we provide to our funeral home partners. It is an exciting opportunity to continue to strengthen pioneering programs to the funeral profession," said **Beverly Horstman**, former CEO/President, Directors Resource, Inc.

The Outlook Group, Inc. corporate headquarters is located in Franklin, OH. With this acquisition, the

- Greater investment in innovation to provide continued proactive solutions to funeral home clients and future funeral home partners.
- Business continuity and insurance product alignment.

For more information contact Tyler B. Anderson, CEO/President, The Outlook Group, Inc. at (800) 331-6270 or visit the company on-line at [www.theoutlookgroup.com](http://www.theoutlookgroup.com).

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## The Basics of 21st Century Temporary Preservation Technology (Part 19)

By John A. Chew

During our first scenario, we limited the retention of the pre-injection formulation within a closed vascular network to a 30 to 60 minute time period. This time period allows for the preparation of the vascular network to be injected with a preservative.

There are thousands of conditions (physiological, disease processes, medications and cellular post mortem changes) that occur in the body during life which contribute to the causes of edema in various degrees. It is those that may be observed visually that are of major concern to the embalmer.

In general there are two types of edema – cardiac and renal of which renal is the most troublesome because of the retention of preservative neutralizers. These are usually identified by a strong ammonia/uric acid odor. This indicates the necessity for the use of triple-base preservative pre-injection that penetrates tissues at the molecular level and prepares the tissue for temporary preservation.

The proper use of pre-injection allows for the extravasation movement without fixation of the capillary walls hampering the exchange of edematous fluid to create naturalness. Embalming is a process which is designed to increase or decrease chemically with a neutralizer formulation thus recreating natural form and color.

There is a broad group of specific localized edemas

that are confined to defined areas due to inflammatory or obstructive conditions. These are treated on an individual basis in accordance to their locations.

Skeletal connective tissue has an affinity for a buildup of liquid in the intercellular spaces and can be moved from one point to another with digital pressure. This is commonly referred to as pitting edema. In the extremities an ace bandage or rubber dam bandages may be used to move the edematous fluid to make room for the preservative.

There are times when normal features are distorted by the accumulation of body fluids within tissue cells. This is a solid type of edema which is localized and will not move when digital pressure is applied. Special radiating or surgical treatments may be necessary.

Proper positioning of a body allows us to use gravity as part of the treatment. If the extremities are edematous, sectional embalming is recommended so as not to over embalm those areas not affected by the edema.

Next month we will begin a review, step by step, of the various approaches to treatment of the edematous body.

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

## The Death and Funeral of Benjamin Franklin, American (Part 2)

Continued from Page A10

### JOHN TAYLOR – SEXTON & UNDERTAKER, CHRIST CHURCH

The Christ Church burial ground where Benjamin Franklin is interred was founded in 1719. When the original burial ground was full, the church purchased a plot of land "on the outskirts of town" at 5<sup>th</sup> and Arch Streets for a new Burial Ground. The Burial Ground is the final resting place for several famous Americans including, Dr. Benjamin Rush, Commodore William Bainbridge ("Old Ironsides") and Dr. Philip Syng Physick the "Father of American Surgery." It is also the resting place for five signers of the Declaration of Independence, the founders of the United States Navy and many legal and medical pioneers.

Also buried within these grounds is undertaker/sexton John Taylor, who departed this life on October 15<sup>th</sup>, 1803 at the ripe old age of 85. For over 50 years John Taylor had served as the Sexton of Christ Church. By all accounts, Benjamin Franklin was not a regular church member. However, Christ Church was in his home vicinity, and some of the Franklin family members were interred in the churchyard, having been buried by John Taylor.

### THE FUNERAL – APRIL 21, 1790

After his death, Franklin's remains rested in his own bed for several days. Family and friends tended to visitors, but events around the Franklin residence were quiet.

America mourned. James Madison moved that the United States House of Representatives, then sitting in New York, wear mourning for a month.

France mourned. Count Mirabeau suggested that the French Assembly should wear mourning as well. He provided this eulogy:

Would it not become us, gentlemen, to join in this religious act, to bear a part in his homage, rendered, in the face of the world, both to the rights of man and to the philosopher who has most contributed to extend their sway over the whole earth? Antiquity would have raised altars to this mighty genius, who, to the advantage of mankind, compassing in his mind the heavens and the earth, was able to restrain alike thunderbolts and tyrants. Europe, enlightened and free, owes at least a token of remembrance and regret to one of the greatest men who have ever been engaged in the service of philosophy and liberty. I propose that it be decreed that the National Assembly, during three days shall wear mourning for Benjamin Franklin.

On April 21<sup>st</sup>, 1790 the funeral procession gathered at the State House where Franklin's remains had been moved for public viewing. Leading the cortege was the clergy of Philadelphia. While Franklin was not a regular churchgoer, he had often aided the churches of the city by raising funds to help with their construction and aid the poor.

Franklin's coffin was carried by the citizens of Philadelphia. Dignitaries surrounded the Pall, including the Mayor of Philadelphia, several members of the Pennsylvania Supreme Court, Judges, politicians, and interestingly, the astronomer David Rittenhouse, whose work Dr. Franklin greatly admired.

This group was then followed by the printers of the city and their apprentices. Benjamin Franklin always considered himself a "leather apron man", a mechanic, and printer. His lifelong motto concerning work was this: "Keep thy Trade, and thy Trade will keep Thee." Then came members of the American Philosophical Society, which Franklin co-founded in the 1740's, followed by the College of Physicians (the first medical school in the country.)

CONTINUED ON PAGE A29

## John Carmon elected President of "Avon Dollars for Scholars"

AVON, CT— **John C. Carmon**, CFSP, of Avon, CT has been elected President of *Avon Dollars for Scholars*. The nonprofit organization raises funds for local high school seniors who need assistance in paying for college.

Carmon has been very involved in Avon Dollars for Scholars for the past six years, most recently as the organization's Vice President. He succeeds *Steve McGuff*, who served as President of the volunteer-run organization since 2004.

"It is an honor to work with a dedicated team of community volunteers to help Avon students pursue higher education," says John C. Carmon. "Avon Dollars for Scholars is planning a variety of upcoming events and programs to raise funds and awareness about this effort and we encourage local residents and businesses to join us."

Avon Dollars for Scholars' new leader manages **Carmon Funeral Home & Family Center** on 301 Country Club Road in Avon, and is President of **Carmon Community Funeral Homes**, a 65-year-old family firm with eight locations in Central Connecticut. The licensed funeral director is a past president of both the *National Funeral Directors Association* and the *Connecticut Funeral Directors Association*. He also serves on the Board of Trustees for The Salvation Army.

Active in the Farmington Valley community, Carmon is a member of the Board of Directors of the Avon Chamber of Commerce, the Addition Fundraising Committee for the Avon Free Public Library, and the Prince Thomas of Savoy Society's Scholarship Committee. He and his wife, Linda, belong to Valley Community Baptist Church in Avon.

Avon Dollars for Scholars is a community-based organization that works year-round with local residents, businesses and foundations to raise money to provide scholarships to qualified high school students who are pursuing post-secondary education. Since its establishment in 1978, the organi-



John Carmon

zation has awarded more than \$880,000 in scholarships to 1,100 local students. Contributions of any size are accepted year-round. The Avon chapter of Dollars for Scholars is a nonprofit 501(c)(3) tax-exempt organization and contributions are considered tax-deductible. For more information about Avon Dollars for Scholars visit [www.avondfs.org](http://www.avondfs.org).

## Miller-Jones Mortuary and Crematory



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sive on-site crematory for Miller-Jones families, and to establish the beautiful **Menifee Valley Memorial Park**, located adjacent to their Sun City facility.

The Miller-Jones family offers a variety of planning and custom service options including an advanced planning website and custom photo books, memorial folders, memorial DVDs and book-

marks created and printed in the firm's own art department.

Mr. and Mrs. Jones' sons, **Jaeger** and **Hamilton Jones**, share their parent's commitment and are proud to continue the tradition that earned each of the firm's funeral homes the *National Funeral Directors Association's* highest award, The Pursuit of Excellence. Jaeger and Ham-

ilton currently operate the firm's newer funeral homes located in Sun City and Perris, in addition to Hamilton's duties as Miller-Jones President.

The Miller-Jones family of professionals also include: Licensed Funeral Directors, **Dannette M. Moore**, **Joseph Smolinski**, **Robin Christopherson**, **Kimberly Jones** and **Ron Beaver**; Advanced Planning Advisor, **Tom Bloom**; Crematory Operator, **Desiree Wiemann**, Human Resources Manager **Carol Finck**; Fu-

*Continued from Front Page*

neral Arranger **Kimberly Kojan**; Funeral and Cemetery Counselor **Mark Van Camp**; and Funeral Services Director **Casey Canez**.

The Miller-Jones firm may be contacted toll free at 1-8-NOT-A-CHAIN (1-866-822-4246), or via e-mail at [info@miller-jones.com](mailto:info@miller-jones.com). For a complete list of Miller-Jones funeral homes and specific contact information for each of their locations including Menifee Valley Memorial Park, visit [www.miller-jones.com](http://www.miller-jones.com).

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**John Hudson - Marketing Director**

## Plaza Jewish Community Chapel launches first-of-its-kind Mobile Apps

NEW YORK, NY— Plaza Jewish Community Chapel, the only not-for-profit Jewish funeral home serving the metropolitan New York Jewish community, has introduced the first and only free mobile applications for Yahrzeit and Shabbat candle lightings. Both are available for free download to iPhone, Android and BlackBerry mobile devices.

Plaza's Yahrzeit app informs and reminds users the date of each Yahrzeit, every year and also allows users to personalize their Yahrzeit calendars for 25 years with the added function of emailing the calendar to family and friends. Plaza's Shabbat candle lighting app allows users to check Shabbat candle lighting times around the world. When users enter their zip code and city, the app returns the Shabbat time, taking into account time zone and seasonal changes.



"We are excited to be on the cutting edge of technology that allows us to merge Jewish traditions with high-tech communications," said **Stephanie Garry**, marketing director of Plaza Jewish Community Chapel.

In the first week of launching the apps, nearly 1,000 users have downloaded either one or both apps.

Plaza Jewish Community Chapel is a not-for-profit corporation governed by an unpaid Board of Directors that includes rabbis from all of the major denominations, representatives of Jewish social service agencies, individuals who serve as lay leaders in synagogues and Jewish communal organizations. Plaza ensures that every member of the Jewish community receives a dignified and respectful Jewish funeral by eliminating the profit motive and commercialism often associated with the funeral industry and providing appropriate connections to Jewish communal resources that the bereaved may need to cope with emotional or practical problems. Learn more at [www.plazajewishcommunitychapel.org](http://www.plazajewishcommunitychapel.org).

### Nearly 1,000 Users Access Newly Released Yahrzeit and Shabbat Lighting Apps



## 2010 African American Funeral Home Hall of Fame

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

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



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

## Two Hall of Fame Funeral Homes from Mississippi

### Collins Funeral Home

In Jackson, Mississippi the funeral service business for African-Americans began in the late 1880's with the introduction of **Lyman and Harvey Undertakers**, at the corner of Pearl and Farish Streets. **Lyman** came from Vicksburg, Mississippi where he had established another funeral home. He and **Jack Harvey** sold their business to **G. F. Frazier** who operated from 406 North Farish Street, beginning in 1903.



G.F. Frazier

In the late 1880's, **Malachi Collins** and **E. W. Hall** established a funeral service business, **Hall and Collins Funeral Home**, in Hattiesburg, Mississippi. This was the first funeral home owned by African-Americans to service the African-American population.

In 1924, G. F. Frazier sold his business to **Malachi Collins** and his wife, **Mary A. Collins**. For many years, although

owned exclusively by Mr. and Mrs. Collins, the company was known as Frazier and Collins Funeral Home.

In April, 1939, Mr. and Mrs. Collins moved the business from 406 North Farish across the street to 415 North Farish Street, its present location. Mr. Collins died later that year and Mrs. Collins, along with a dedicated staff continued to operate the business.

**Clarie Collins Harvey**, the only child of Mary and Malachi Collins, joined her mother in management of the business in 1950. The Frazier name was dropped and the business became known as **Collins Funeral Home, Inc.** Mary A. Collins remained president and CEO until her death in 1970, when her daughter assumed these responsibilities.



Malachi Collins

Since Clarie Harvey had no children or siblings, she developed a close relationship with some of her many cousins. Two of them joined her in the business: **Ralph E. Collins** in 1963, and his sister, **Annette Collins Rollins**, in 1973. They have owned and operated the Collins Funeral Home and Insurance Companies since Mrs. Harvey's death in 1995.

**Collins Insurance Company** was formed to offer burial insurance to people of color in the community at a time when standard life insurance was not available at affordable rates. Mrs. Harvey took this service a step further by offering to Collins' patrons a funeral service for these limited amounts.

Clarie Harvey envisioned a multi-purpose facility that would provide a gathering place for events other than funerals. This resulted in the 1990 opening of the

CONTINUED ON PAGE A30



## Family-owned. Customer focused.

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## Second Chances: Transforming Adversity into Opportunity, now available on MortuaryMall.com

WILTON, CT— MortuaryMall.com, is pleased to announce that Chuck Gallagher's new book, *Second Chances: Transforming Adversity into Opportunity*, is now available for sale on MortuaryMall.com.

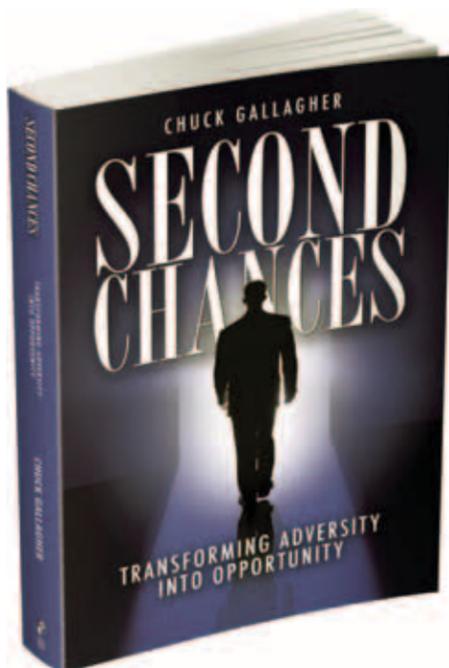
In *Second Chances*, American Funeral Financial's Chuck Gallagher comes clean about his past, his mistakes, and what they taught him as he rebuilt his life. Although Gallagher enjoyed a good life and a steady job, greed got the better of him, and little by little, he began to steal from his clients. It was only a matter of time before his choices caught up to him. After his stunning and public fall from the graces of his community, Gallagher describes his life in prison, the things he missed out on, and the steps he took to make things right. His inspiring story focuses on how anyone can take their worst moments of life and transform them into a better opportunity.

As a special bonus to our customers, Chuck will autograph every copy of his book sold on MortuaryMall.com at no additional charge. So not only do you get a great book at a great price, but it also arrives signed by the author!

According to Lorri Allen, Talk Show Host, Mornings with Lorri and Larry, "Chuck Gallagher is one of those people who, when you meet them in person, you instantly like. So it comes as a big surprise when you hear his story. He's not the stereotype of an ex-con, and perhaps that's one reason why it's hard to put this book down. Chuck has told the ugly part of his poor choices and how he learned his lessons the hard way, so that all of the rest of us can consider each choice we make and avoid life-changing mistakes. The good news is Chuck learned to make great choices—like sharing his story to inspire others. This book will make you think, and it could save lives."

You may have seen Chuck on television, or heard him on CNN, CBS or NPR radio programs. His business insights are sought after for his strong position on ethics and sales leadership. Chuck Gallagher's focus is business – but his passion is empowering others. Currently COO of American Funeral Financial and former Sr. VP of Sales and Marketing for Stewart Enterprises in Texas and the Carolinas, in the middle of a rising career, Gallagher lost everything because he made some bad choices. He has since rebuilt his career and his life back to immense success. Gallagher's new book - *Second Chances: Transforming Adversity into Opportunity* - has received numerous endorsements and has been described as one of those rare books that effectively bridges the gap between personal accountability and business success.

Based in Connecticut, MortuaryMall.com is a family owned business run by members of the Bergin family, whose funeral homes have served



Connecticut families for more than 135 years. MortuaryMall.com is a member of the NFDA Business Exchange and the International Memorialization Supply Association (IMSA). For more information or to place an order 24 hours a day, please visit MortuaryMall.com's website at [www.mortuarymall.com](http://www.mortuarymall.com).

## Davis-Royster Funeral Service purchases new Federal Renaissance



HENDERSON, NC— Davis-Royster Funeral Service, Inc., Henderson, took delivery of a new 2011 Federal Renaissance Coach. Davis-Royster Funeral Home has

loyally served families throughout Vance and surrounding counties since 1991 with the motto, "To Serve This Present Age By God's Grace."

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## Eternal Reef announces three new Green Cremation Sites along Atlantic and Texas Coasts



A Reef Ball personalized for a Military Memorial Service

ATLANTA, GA— **Eternal Reefs** has added three new permitted reef locations, offering America even more green options for this lifetime and the next. The new sites – Myrtle Beach, SC; Southport, NC; and Galveston, TX - have recently been approved for Eternal Reefs to place eco-friendly reef balls on the ocean floor. Reef balls are an alternative to ash spreading in which one's cremated remains are incorporated into huge, hollow, structures that look like waffle balls and foster new marine growth, replenishing the world's diminishing natural reef systems.

"We are really happy we can expand the number of locations where we can make a positive impact on the world's oceans while simultaneously providing a positive memorial experience for more people across the United States," **George Frankel**, Eternal Reefs CEO, said. "The more options we can offer geographically, the easier it is for friends and loved ones to participate in the celebratory living legacy because not everyone has the time or resources to travel great distances for a memorial service."

Eternal Reefs encourages family members and friends to be involved in creating their loved one's memorial reef. If they wish, family members can mix the concrete and cremated remains and have the opportunity to personalize the Eternal Reef with handprints, written messages and other memorabilia in the damp concrete.



Eternal Reef's Eco-Friendly Reef Ball on the Ocean Floor

There's a memorial service, often with military honors if appropriate, a dedication ceremony and, then the experience concludes with families going out on the boats for the actual ocean placement. The entire Eternal Reefs experience is a four-day process, designed to be positive and healing for the families and the sea.

The first placement in Galveston, TX occurred in November 2010. Eternal Reefs plans to place a second reef in Galveston later this year. The Myrtle Beach, SC and the Southport, NC areas received their first reef in early April with the family boat departing from Calabash, NC.

Dates and locations for placements through July 2011 include:

- Chesapeake Bay, MD (April 15 – 18, 2011)
- Ocean City, NJ (April 29 – May 2, 2011)
- Miami, FL (July 8 – 11, 2011)
- Sarasota, FL (July 15 – 18, 2011)
- Galveston, TX (TBD)

An Eternal Reefs "memorial reef" is specially engineered to entice fish and other forms of sea life into the reef, building new habitats in and around the uneven structure. Eternal Reefs takes cremated remains and incorporates them into an environmentally safe cast cement mixture which weighs between

## Families Invited to Participate in Eternal Reefs Underwater Reef Memorial Activities

600 pounds (2' high x 4' wide) and 4500 pounds (4' high x 6' wide).

With every Memorial Reef, the executor of the estate receives two memorial certificates that identify the longitude and latitude of the memorials, which are marked with bronze plaques. Loved ones can participate in every step of the Memorial Reef process and gather for the reef casting, viewing and placement ceremonies. Throughout the year, families and friends often return to the memorial reef site to dive, fish or visit by boat.

Eternal Reefs, Inc is an Atlanta-based company that provides creative environmentally enhancing means to memorialize the cremated remains of a loved one. The company incorporates cremated remains into a concrete mixture used to cast artificial reef formations. The artificial reefs are dedicated as permanent memorials while also bolstering natural coastal reef formations. Since 1998, the company has placed more than 1000 Memorial Reefs in 20 locations off the coasts of Florida, South Carolina, North Carolina, Maryland, New Jersey, Texas and Virginia, substantially increasing the ocean's diminishing reef systems. Memorial reefs can only go in properly permitted locations by the US Government. Contact Eternal Reefs Inc. at: [www.eternalreefs.com](http://www.eternalreefs.com).

## Life Celebration® selects Tributes.com as Strategic Obituary Platform Provider

*Continued from Page A21*

Originating in Pennsylvania and New Jersey, the Life Celebration community has grown membership throughout Arizona, Maryland, Virginia, Tennessee, Florida, New England, the Midwest and most recently across the border into Montreal and Quebec. The program provides other Life Celebration Community Home members with a comprehensive suite of solutions known as The Life Celebration Experience. Developed by funeral directors for funeral directors, Life Celebration specifically addresses the growing and unmet desires of families for memorable and personalized funeral experiences. The Life Celebration comprehensive education and training program gives funeral homes the capability to expertly fulfill this need consistently, profitably, and with the utmost integrity. It draws on best practices and principles from within the profession as well as strategic thinking and expertise of the leaders in the Experience Economy. To eliminate customer sacrifice, which is the gap between what customers settle for and what they want exactly, Life Celebration provides the proper training to find out the customer needs: the unknown, spoken, and unspoken. Life Celebration combines an experience-driven strategy with the proven methodologies, high-touch training, and innovative tools to enable it.

Helping funeral profes-

sionals stage meaningful and memorable funeral experiences is at the very core of the Life Celebration approach. It's based on the strategies, methodologies and frameworks of a groundbreaking book by best-selling authors B. Joseph Pine II & James H. Gilmore, *The Experience Economy: Work Is Theatre & Every Business a Stage*. To date, the book has been published in 12 languages, selling tens of thousands of copies. It was recently listed among the "100 Best Business Books of All Time" by business book website CEORead.com.

The Life Celebration memories collection provides funeral professionals with the capability to expertly stage personal and engaging experiences with families while creating new revenue and growth opportunities for the funeral home.

For families, the Life Celebration Experience represents a final opportunity to co-create a profound and inherently personal tribute to their loved one, forging lasting memories that will remain long after the funeral. By celebrating a life in this way, families strengthen their traditions, renew their ties, and create a shared experience that begins the long healing process.

Life Celebration is changing the funeral experience for families, employees, and funeral homes alike. For more information please visit [www.lifecelebrationinc.com](http://www.lifecelebrationinc.com).



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*The Death and Funeral of Benjamin Franklin, American (Part 2)*

Continued from Page A24

The funeral cortege wound throughout the streets of Philadelphia towards the Burial Ground of Christ Church. It is estimated that 20,000 people gathered for the funeral. Bells of the city's churches were muffled and tolled. When Franklin had arrived in Philadelphia's port on October 6, 1723, he was a broke runaway. Now, the ships, in the very same port Franklin

had arrived in, flew their flags at half-mast for a man who had enriched the world.

Benjamin Franklin was buried beside his wife Deborah, who had preceded him in death by 25 years, and next to his beloved son Francis Folger, who had died at the age of four from smallpox. Sexton/Undertaker John Taylor had conducted all the Franklin funerals and oversaw their burials.

**AFTERWARDS**

At his death Benjamin Franklin bequeathed \$4400.00 each to the cities of Boston and Philadelphia to be held in trust for 200 years. Today the trust is worth over \$2,000,000 in Philadelphia and over \$5,000,000 in the Franklin Boston Trust. The money is used to create scholarships for local high school students, and in Boston, the funds were used to create a trade school named the Franklin Institute of Boston.

Benjamin Franklin's likeness adorns the American \$100 bill and, as a result, this currency is sometimes referred to in slang as "Benjamins" or "Franklins." His likeness was on the 50 cent piece from 1948 to 1964, and today he appears on the \$1,000 Series EE Savings Bond.

Oddly, in 1998 workmen restoring the house in which Franklin lived in London dug up the remains of six children and four adults hidden below the home. The *London Times* reported on February 11, 1998:

Initial estimates are that the bones are about 200 years old and were buried at the time Franklin was living in the house, which was his home from 1757 to 1762 and from 1764 to 1775. Most of the bones show signs of having been dissected, sawn or cut. One skull has been drilled with several holes. Paul Knapman, the Westminster Cor-

oner, said yesterday: "I cannot totally discount the possibility of a crime. There is still a possibility that I may have to hold an inquest."

As of this writing, no inquest has been held.

**RETURN OF THE MASONIC LODGE**

On April 17, 2006, 216 years after Franklin's burial, in accordance with his quote from *Poor Richards Almanac*, "Better late than never", the Grand Lodge of Pennsylvania held a traditional march and conducted the Masonic funeral ritual over the grave of Brother Benjamin Franklin.

**FINAL WORDS – "A PENNY SAVED"**

Today, Franklin's grave is visited by thousands of people from across the globe and thousands of pennies have been tossed on the flat monument. Although the Burial Ground was closed to the public for many years, the unique custom of tossing pennies on Franklin's grave has endured. When the Burial Ground was closed, people would simply toss them through the bars of the cemetery's fence. The custom relates to a pithy cliché which Franklin published in his *Poor Richard's Almanac*: "A penny saved, is a penny earned."

In an ironic twist, Franklin's grave is located directly across the street from the Philadelphia Mint.

Todd W. Van Beck is one of the funeral profession's most prolific authors and presenters. From simple staff development at the smallest funeral home to clergy seminars to keynote addresses at the largest of gatherings, Mr. Van Beck tailors each presentation to suit any occasion.

Todd W. Van Beck has written over 200 articles and 65 books and manuals covering every possible topic of interest to funeral directors, cemeterians and clergy. His extensive training and experience spans over 35 years at every level of the funeral and cemetery profession and the church. For more information or to contact Mr. VanBeck visit his new website at [www.toddvanbeck.com](http://www.toddvanbeck.com).

**New Approach to Grief Recovery offers Funeral Directors a Competitive Edge**

Continued from Page A20

Why is it free? Programs for widows, grieving parents, hair dressers, nursing home personnel and various church groups have all been very successful. However, because the concept of grief recovery support groups for people whose loved ones are still living needs to be tested under fire.

Funeral homes are headed for rough economic waters. This is one positive way to keep yours from going under like the Titanic. Once your firm is known for offering a complete grief recover program, go a step further. Open a grief recovery resource center for your community. Offer books, tapes and other resources like a library does. Pattern it after your favorite book store. Provide an area where groups can gather, talk and have group meetings and a cup of coffee.. You could even combine it with your funeral home lounge.

Many progressive funeral homes are now providing reception centers for their families following services. These two concepts could be combined into one facility.

It could be a profitable venture. In addition to lending grief recovery materials, you could offer memorial items for sale along with videos of services, laminated obituaries, music, sympathy cards and items we see advertised in our trade journals.

Introduce a Memorial Scrap Book Program. A new hobby of decorating scrap books has taken hold in many areas. Invite each family you serve to decorate a page in your memorial scrap book in memory of their loved one. Provide someone (like your teen age daughter) to help them decorate their page at a later date. The scrap books could become a valuable genealogical resource years down the road. By making them available for the public to browse through they could become a nice conversation starter for anyone visiting your center.

Consider a bulletin board in one corner of the room. Invite people to place photos of pets that have died on it, as a temporary memorial to them. You could conduct occasional memorial services for grieving pet owners.. Host a grief recovery support groups for those who have lost pets. Maybe even an occasional support group for kids whose pets have died.

For more information contact Tom Lord, retired Maine Funeral Director [lordspeace@juno.com](mailto:lordspeace@juno.com) or call (207) 353-7649.

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

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  - Quality customer service
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- **The Future of the Funeral & Cemetery Profession—Are You Prepared?**, David Nixon
- **Achieve Your Goals and Deliver Results**, Gary Freytag
- **Rethink Effective Employee Training So Everyone Wins**, Tim Lancaster, CCFE
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- **Cemetery Master Planning and Developing Hidden Treasures on Your Property**, Christine Toson Hentges, CCE
- **Cemetery Liability Issues**, Poul Lemasters, Esq.
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*Two Hall of Fame Funeral Homes from Mississippi*

Continued from Page A26

**Collins Northside Chapel/Abundant Living Center** at 461 West Northside Drive, Jackson, MS.

Clarie Harvey graduated from Spelman College, Atlanta, GA in 1937, completed studies at *Indiana College of Mortuary Science* in 1942, and was awarded a M.A. Degree in Personnel Administration at Columbia University in 1951.

In 1955, Claire was named the very first "Woman of the Year" by the *National Funeral Directors & Morticians Association*.

Ralph E. Collins holds Mississippi Funeral Service License No. 415 (Embalmer and Funeral Director.) He attended the *Dallas Institute of Mortuary Science*.

Annette Collins Rollins is a Licensed Funeral Director and General Manager of the business.

**Berry and Gardner Funeral Home**

In the mid 1800's, **Frank Berry** was a skilled and capable bricklayer. He helped build the Meridian City Hall, the Court House which is presently in use, the old city and county jails and many other local business buildings. He also worked on the court house in Livingston, Alabama. Unfortunately, while Berry was working on the three-story Citizens Bank Building, the scaffolds collapsed and he fell to the ground, sustaining a permanent crippling injury to his right leg.

In 1882, he saw a need for a funeral home to give full service to the Black community. Prior to that time, black citizens had to go in and out of the back doors of white funeral homes with their loved ones. Thanks to Frank Berry, Blacks could proudly use the front doors and get proper service. He became the first licensed Black embalmer and established the first Black funeral



Berry and Gardner Funeral Home Staff

home in Meridian, Mississippi at 2513 5<sup>th</sup> Street.

During the Great Depression, Frank Berry served many families with little or no compensation. He provided many with money, food and free rent. He also provided a means for many students to attend school to further their education. In an era when racial harassment was prevalent, Berry also posted bond for many blacks who had been jailed.

An article printed in the *Citizens of Color* Newspaper, "Progress Report 1831 - 1962" by John Barksdale, highlighted **Berry and Gardner Funeral Home**. In the publication, Barksdale cited an interesting account of Berry and Gardner history. In March of 1905, **Henry Strayhorn, Sr.** and Frank Berry, prominent Meridian brick layers, established **Strayhorn & Berry Funeral Home**, employing **Reverend E.H. Gaston** as manager. **George Gardner**, a blacksmith bought one-third ownership with Strayhorn and Berry, adding his name to the firm. It operated under the name of **Strayhorn,**

**Berry and Gardner** until **Strayhorn, Jr.** went into business for himself. It was then chartered under the firm name of Berry and Gardner. Frank Berry took over management until his death in 1940. This left his wife **Lula Berry**, **Kate Gardner** and daughter **Naomi Sims** to run the business along with **Saul Ruffin** as manager.



George Frank Sims

In 1942, **George Frank Sims**, grandson of Frank Berry was asked by his mother Naomi Sims to return home to assist in running the funeral home. George Sims was an honor graduate of *Washington University* in St. Louis, earning a degree in Mortuary Science. He was also a skilled musician specializing in the trumpet and played with Ringling

Brothers' Barnum & Bailey Circus. He also played the jazz circuit in many local and national bands.

Eventually, the business outgrew the facility on 5th Street. George Frank Sims, a shrewd business man, had the brilliant foresight to erect a state of the art modern facility and on August 17, 1957, the firm moved from the 5th Street address into the new facility at 1300 34<sup>th</sup> Avenue, the firm's present location. In 1959, Kate Gardner, widow of George Gardner sold her interest to George Frank Sims, leaving the Sims family sole ownership of the business.

Over the long history of the funeral home, many others have contributed to the success of the firm including: **Ellis Washington**, **Rogers Reese**, **Reverend M.C. Thompson** and **Leon Drake**.

Today, the firm is headed by Sims' widow, **Ulpiana P. Sims**, and managed by his stepson, **Robert Kennedy**. **Danny E. Clay**, **David Johnson** and Sims' stepdaughter, **Esperanza Kennedy Sullens**, serve as morticians for the firm's two locations, while **Palmer Sullins** and Mr. Clay serve as Board Advisors. Serving the firm as Funeral Directors are: **Jeff Brooks**, **Ethel Clark**, **Vanessa Collins**, **Jeffery Dubose**, **David Edwards**, **Charles Goodwin**, **Wanda Hearn**, **Jonathon Sullins**, **Matthew Terrell** and **Geraldine Trotter**.

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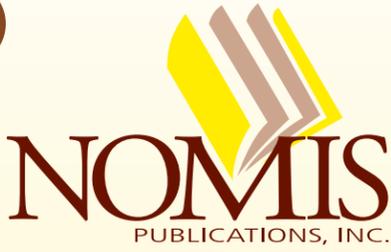
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## Enea Family Funeral Homes conduct "Cell Phones For Soldiers" Campaign

HERKIMER, NY— The Enea Family Funeral Homes of the Mohawk Valley in New York is conducting a "cell phones for soldiers" campaign to help our troops call home. Daniel Enea, program chair, says used cell phones can be dropped off at any of their funeral home locations in Herkimer, Frankfort/Ilion, Little Falls, Dolgeville and St. Johnsville, NY. Any used cell phone is being accepted. For more about the Enea Family, go to [www.eneafamily.com](http://www.eneafamily.com). The Eneas are the exclusive Veterans and Family Memorial Care Providers in the areas they serve.



Staff of Enea Family Funeral Homes

## Albert & Burpee Funeral home takes delivery of Cadillac Fleet



LEWISTON, ME— Gerry Burpee and Jim Wohlrab of Albert & Burpee Funeral Home in Lewiston, ME, take delivery of their new Cadillac fleet. This fleet was sold by John Muster of Muster Coaches, Cal-

houn, KY. The Albert & Burpee Funeral Home was founded in 1925 and is a family owned business. Mr. and Mrs. Gerry Burpee are owner-managers and serve the Lewiston and surrounding areas of Maine.

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# Association NEWS

## Catholic Cemetery Conference Elects Board

**HILLSIDE, IL**— **Dennis B. Fairbank**, Executive Director of the **Catholic Cemetery Conference**, has announced that during the CCC's 61<sup>st</sup> annual convention in Omaha, NE, the following were elected to the Board of Directors.

**Carmen A. Colao, CCCE**, was elected President for a two-year term. Mr. Colao, Director of Catholic Cemeteries for the **Diocese of Buffalo**, has been with the Diocese for 31 years. He has been a member of the CCC for 20 years and is also affiliated with the *New York State Cemetery Association* and the *International Cemetery, Cremation and Funeral Association*. Mr. Colao has served a two-year term as Vice-President of the Conference and has served on a variety of Boards in the Diocese of Buffalo.

**Carol K. Giambalvo, M.A., CCCE, GC-C**, Director of Cemeteries, **Diocese of Rockford**, and Manager of **Calvary Cemetery** and **St. Mary/St. James Cemetery**, was elected Vice-President. She holds a B.A. in Applied Behavioral Science from National Louis University, a Master's Degree in Religious Studies from Loras College and is a Certified Grief Counselor. Mrs. Giambalvo has been a member of the CCC since 1993, and has previously served on the Board as Secretary. She is a member of the *Alliance of Illinois Cemeterians*, where she has served as Vice-President, and has served on a variety of CCC Advisory Committees.

Treasurer **Andrew P. Schafer, CCCE**, has worked with the **Archdiocese of Newark's Catholic Cemeteries** for 25 years and has served as its Executive Director for the last 10. Mr. Schafer holds a B.A. in Administration and has professional training in municipal management, construction management, marketing, leadership, ethics, bereavement, customer value, budgeting, and business strategy. He has also served as Randolph (NJ) Township's Deputy Mayor and Councilman for four years.

Secretary **John C. Drexel, CCCE**, is the Director of Operations for **Holy Sepulchre Cemetery** in Rochester, NY. He has over 30 years of experience in cemetery operations and management, and has been an active member of the CCC since 1993. Mr. Drexel has served as President of the *Cemetery Association of Western New York* and is a member of the *New York State Association of Cemeteries*. He has recently completed his term as CCC's Director-at-Large for the Eastern Region and Eastern Canada.

Having completed his term as President of the CCC, **Rev. Msgr. Patrick J. Pollard, CCCE** will serve as Past President. He is currently Director of Catholic Cemeteries, **Archdiocese of Chicago**, and is Pastor of Notre Dame de Chicago Parish. Msgr. Pollard was appointed Msgr. by His Holiness Pope Benedict XVI in September, 2010, and is President-elect of the NACPA.

Continuing his 3 year term as Episcopal Moderator for the CCC is **Most Rev. John M. Quinn**. Bishop Quinn was appointed by the Pope as coadjutor and the 8<sup>th</sup> Bishop of the Diocese of Winona in 2008. He is the Cardinal's delegate to Sacred Heart Major Seminary and remains there as an adjunct member of the faculty.

**Rev. Msgr. William F. Baver, CCE, TH.M., M.Div.** has been elected Director-at-Large for the Eastern Region and Eastern Canada. Msgr. Baver was Chaplain to the National Board of Catholic War Veterans and became a Knight of the Equestrian Order of the Holy Sepulchre of Jerusalem in 1998. He has served as Director of Cemeteries for the **Diocese of Allentown** since 1993 and is pastor of Sts. Simon and Jude in Bethlehem, PA.

Serving the Midwest Region as Director-at-Large is **Stephen E. Bittner, CCCE, CCE**. Mr. Bittner is president of the **Cincinnati Catholic Cemetery Society** where he has worked for over 47 years. He became Chief Operating Officer in 1993, was elected to their Board in 1995 and was

named President in 1999. He is a member of the *Catholic Cemeteries of Ohio Legislative Committee*, has served three terms on the *Ohio Cemetery Dispute Resolution Commission*, and is a past board member of ICCFA.

Director-at-Large for the Western Region, Western Canada and Oceania Including Australia will be **Richard P. Peterson, CCCE, CCE**. Mr. Peterson has been a member of the CCC since 1986. He was appointed Superintendent of **Gethsemane Cemetery** in 1985, and **St. Patrick Cemetery** in 1989. In May of 1991, Mr. Peterson was appointed Director of Cemeteries, **Archdiocese of Seattle**.

**Richard N. Touchette, CCCE** was elected Director-at-Large for the Eastern Region and Eastern Canada of the CCC, a term that extends to late 2013. Mr. Touchette served with the **Diocese of Galveston-Houston** for 11 years before moving to New York in 1994. He is currently Executive Director of **Catholic Cemeteries for the Diocese of Albany, NY**, and is Past President of the *New York State Association of Cemeteries*.

The CCC, a membership association of cemeterians and related suppliers, helps Catholic cemetery staff enhance their skills in caring for the deceased and comforting their loved ones through ministry, education, networking and service opportunities. The Association is located at 1400 South Wolf Road, Building 3, Hillside, IL. 60162. They may be reached by phone at (708)202-1242 or (888)850-8131. For additional information, visit the Catholic Cemetery Conference website at [www.catholiccemeteryconference.org](http://www.catholiccemeteryconference.org).

## The New Generation of Funeral Practitioners Association adds a Change to its Name

**FLORENCE, SC**— **Kenyatta Ron King**, founder of the *New Generation of Funeral Practitioners Association* (NGFPA) announced the Board of Directors decision to rename the organization the **New Generation of Funeral Service Practitioners Association** (NGFSPA).

The NGFSPA was established on August 15, 2008 by Kenyatta Ron King as a chat group on a social network website known as [myspace.com](http://myspace.com). The name of the social group was the *Funeral Directors & Morticians Group Inc.* this social group was later formed as an organization on October 5, 2009. There were several names chosen for the young organization, such as Our Generation of Funeral Services and the Future Funeral Directors & Morticians of America, but the New Generation of Funeral Practitioners Association

was chosen.

The NGFSPA was established to provide a network for young licensed funeral professionals, college and high school students and business owners – both future funeral professionals and those who have chosen funeral services as their profession. As many young people come up in the industry, most will be the first funeral professionals in their family, but some will come from second, third and fourth generation funeral families. No matter their history in funeral service, today's young professionals bring a new style and class to the industry, much like the ones before them.

For more information visit New Generation of Funeral Practitioners Association on [facebook.com](http://facebook.com) or their website at [www.ngfspa.org](http://www.ngfspa.org). Email [newgenerationfpa@gmail.com](mailto:newgenerationfpa@gmail.com).

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## AFCCA Foundation for Children provides medical assistance for at-risk school aged children

MESA, AZ— The Arizona Funeral, Cemetery & Cremation Association (AFCCA) Foundation for Children presented a check for \$15,000 to a 13-year-old student to help fund her radiation therapy treatments for brain cancer. Throughout Arizona many other school children are helped with funds for healthcare/medical needs.

The Arizona Funeral, Cemetery & Cremation Association Foundation for Children (a 501c3 organization) was established to raise funds within funeral service and local communities for the ongoing benefit of at-risk Arizona school children in August 1985. Started by members of the Board of Directors, one of the reasons for establishing the foundation was to create for the general public a more positive view of the funeral, cemetery and cremation service industries.

The foundation in conjunction with school nurses across the state has developed a program to identify school children with specific needs and to provide grants to assist these children. The aim of this program is to provide an immediate effect on the lives of children in the community.

School nurses see at-risk school children every school day and are aware of such needs as eyeglasses, hearing aids, medications,

special equipment for handicapped children and in some cases severe illness such as this 13-year-old student has. School nurses are often aware that these children's parents cannot afford to supply their child with a much needed item. Most cannot even qualify for Kids Care, AHCCCS or other means of medical help. The school nurse can contact the foundation and request aid. The school nurse's recommendation is highly regarded as a consideration for granting the request.

Once the school nurse has filed a request form, it is reviewed by the coordinator and if approved, is forwarded to the treasurer of the foundation for payment. The review process includes an assessment of need, a determination of other sources that may be better able to serve the request and final approval if necessary by the Board of Directors of large funding requests.

The process for forwarding funds to the school nurse for disposition or payment of the health care need most often is much faster than most government or charitable organizations.

School nurses and/or principals can contact the Foundation for Children for more information at 480-649-1144. Donations to help Arizona's at-risk school children are also accepted.

## The 2011 New Jersey Funeral Directors Convention and Expo, Where Funeral Service Meets at the Boardwalk

MANASQUAN, NJ— The 2011 Funeral Directors Convention and Expo returns to Atlantic City, NJ from Monday, September 26 through Wednesday, September 28. This three-day, annual event is renowned for providing just the right blend of exhibits, educational offerings and networking opportunities, attracting a hefty and diverse mix of funeral service professionals from up and down the Eastern Seaboard and points beyond.

Hosted by the **New Jersey State Funeral Directors Association, Inc.** (NJSFDA), this event continues to boast a sold-out exhibit hall and packed seminar rooms year after year. The NJSFDA has a long-standing tradition of providing high-quality continuing education for industry professionals.

Each year, the convention and expo offers attendees the ideal mix of social events as well as networking and educational opportunities. Our 2011 line-up of speakers will be focusing on such contemporary, industry-specific topics as natural burial practices, embalming techniques, employee relations and understanding consumer needs. 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 begins this summer and is open to licensed funeral directors—with other registrations subject to management discretion. Overnight accommodations are reserved at the Trump Taj Mahal's contemporary Chairman Tower at a discounted rate.

For more information on this year's event – attendees or exhibitors – visit [www.njsfda.org/convention](http://www.njsfda.org/convention), or contact Convention Manager Emily A. Moscetti at (800) 734-3712 or via e-mail at [convention@njsfda.org](mailto:convention@njsfda.org) for more information.

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 everyday, funeral-related issues, from directing families to funeral payment resources to mediating funeral home client disputes. The NJSFDA is nationally recognized for providing funeral-related services and programs, including education and information, and an array of funeral prefunding options to the public and its members.

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# Association NEWS CONTINUED

## Selected Independent Funeral Homes Educational Trust selects most recent Scholarship Recipient

DEERFIELD, IL— Selected Independent Funeral Homes Educational Trust has awarded its first Second-Career Scholarship of 2011 to **Donald Bouchard** of Chester, Conn., in the amount of \$1,500. The award will be applied to his studies in the Mortuary Science Program at *Mount Ida College* in Newton, MA, where he will graduate in the spring. The scholarship was created to meet



Donald Bouchard

the educational needs of the increasing number of second-career professionals entering the funeral industry seeking positions as funeral directors, a role traditionally filled by the second generation within families who have owned and operated funeral firms for decades if not generations.

Bouchard, a 59-year-old former business owner, has had a lifelong dream of becoming a funeral director. "My interest in the profession started when I became acquainted with my eldest brother's friend who was a funeral director," he said. "I would sit for hours listening to all his stories and envisioned myself helping people in need of kindness and compassion."

Originally enrolled as a part-time student in the Mortuary Science Program at *Briarwood College* in 2008, he has since switched schools and now attends full-time classes at Mount Ida College in Newton, MA. To coincide with his curriculum, Bouchard began applying for positions at local funeral homes and it did not take him long to find a job working alongside experienced funeral directors. Since April 2009 Bouchard has been a Professional Assistant at Selected member **Carmon Community Funeral Homes** in Windsor, CT, working calling hours, graveside services and in other capacities as needed.

Bouchard believes the funeral industry is the perfect career for him. "My innate kindness, caring and compassion for people, along with experiencing the professionalism with the Carmon family has reinforced my passion," said Bouchard. "There is no doubt I have made the right decision."

"Donald clearly has a longstanding passion and the right disposition to become a caring and successful funeral director," said **Robert J. Paterkiewicz**, Administrative Trustee for the Selected Educational Trust. "I'm so pleased that he applied for and was awarded the scholarship so that he can complete his degree and achieve his goal."

Bouchard is the third applicant to be awarded the Second-Career Scholarship since the program was created. The first winner, **Robert Bogue** of Frankfort, IN, was announced last September followed by **John Gawronski** of Norwich, NY, announced last November.

Since the award was created last year, The Board of Trustees has increased the number of scholarships to be awarded to up to four \$1,500 scholarships each year; two in July and two in December. Additionally, all applications must include at least one letter of recommendation from either a faculty member of the Mortuary Science program being attended or an owner of an independently owned funeral firm.

The Second-Career Scholarship is one of several programs of the Selected Educational Trust which was

## Business Owner Turned Mortuary Science Student is First Recipient of 2011

founded by Selected Independent Funeral Homes, a worldwide professional association of independent, locally-owned funeral homes founded in 1917. In order to be eligible for the scholarship, applicants must not be related to an owner of a funeral firm currently in operation and must be currently enrolled in a Mortuary Science program at an accredited school. By creating the program, the Trust hopes to attract and assist future practitioners interested in entering the profession.

The Selected Educational Trust was established in 1982 as a charitable organization to develop and present educational programs on business management, counseling, personnel management and other topics of interest to the membership of Selected Independent Funeral Homes. Since then, it has expanded its role and funding opportunities to benefit the entire funeral home profession. More information on the Selected Educational Trust and its activities can be found on its all-new website at [www.selectedtrust.org](http://www.selectedtrust.org).

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# Association NEWS CONTINUED

## National Funeral Directors Association Statement: Earthquake and Tsunami in Japan

**BROOKFIELD, WI**— The members of the **National Funeral Directors Association** (NFDA) announced on March 14, 2011 that they had joined with the world community in expressing their heartfelt sympathies to those affected by the earthquake and tsunami that devastated Japan.

United States Agency for International Development (USAID) is responsible for coordinating the United States' response to this disaster. Any assistance provided is contingent on requests made by the Japanese government.

NFDA has reached out to its contacts at the Department of Homeland Security and the Department of Health and Human Services to offer assistance wherever needed.

At press time, mass-fatality management assistance has not been requested by the Japanese government. Should the situation change, Disaster Mortuary Operational Response Teams (DMORT) could be activated.

The Japanese government has requested other forms of assistance; those resources are either en route or already on the ground. Visit the USAID website, [www.usaid.gov](http://www.usaid.gov), for details on the United States' response to the earthquake and tsunami.

NFDA has also reached out to its contacts in Japan to personally extend the condolences of NFDA members and to determine what assistance the association or its members could provide. If anyone is aware of specific needs, please contact Director of International Relations Debbie Andres at [dandres@nfd.org](mailto:dandres@nfd.org) or +1-262-789-1880.

Should NFDA learn of ways that the funeral service community can be of assistance, the association will relay that information via its website, [www.nfd.org](http://www.nfd.org), and other communication channels.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in

Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA is the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity. For more information, visit [www.nfd.org](http://www.nfd.org).

## The Funeral Divas Elect New Leadership Team



Samantha Vang



Kimberly M. Sullivan



Monica Vernet Gray

**PHILADELPHIA, PA**— **Funeral Divas, Inc.** is now six months old and has created a leadership team to assist new and current members in developing in their careers in the industry and developing within the Funeral Divas Corporation.

**Samantha Vang** is Membership Director. Samantha graduated from the *State University of New York at Canton* in May 2009 with an associate degree in Mortuary Science. She is a resident funeral director at **Phillips Funeral Home & Cremation Service** in Corning, NY. Samantha is involved in various volunteer services including Habitat for Humanity. She has wanted to be a funeral director since she was nine years old. Samantha is responsible for reviewing incoming membership applications and welcoming new members into the Fu-

neral Divas Social Group.

**Kimberly M. Sullivan** is Event/Leadership Director. Kimberly graduated *Gupton-Jones College of Funeral Service* in August 2010 and she is now enrolled at Mercer University with a concentration in Human Services. Kimberly is a volunteer with Hands on Atlanta and a member of the *National Funeral Directors Association* and *National Funeral Directors and Morticians Association*. Kimberly is excited about her new position as Event/Leadership Director and is willing to give the members of Funeral Divas ideas on events in their local area.

**Monica Vernet Gray** is Mentorship Director. Monica is the Proprietor of **Morticia's Funeral Services, Inc.** Morticia's Funeral Services is a Death care consulting and mortuary service busi-

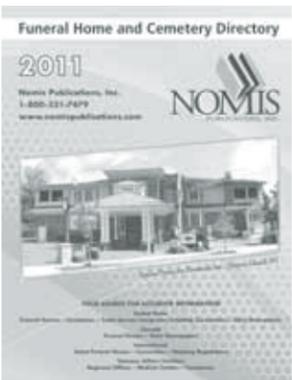
ness. The company delivers presentations on death care in social media and networking. Her education includes a Diploma, *Worsham College of Mortuary Science*, Wheeling, IL; B.A., Business Administration, Lewis University, Romeoville, IL; and M.B.A., Business Administration, Lewis University, Romeoville, IL.

Monica is an online faculty member at Axia College University of Phoenix, AZ, faculty member at Westwood College in Chicago, IL, and Mortuary Science tutor at *Malcolm X College* in Chicago, IL.

Monica is also a member of many associations including Epsilon Nu Delta Mortuary Fraternity, Inc., *Cook County Funeral Directors Association*, *Illinois Selected Morticians* and *American Society of Embalmers*. She also holds a dual state funeral directors license in Illinois and Indiana. Monica is very excited about working with students and interns within the Funeral Divas Corporation.

**Eternal Enterprises, Inc.** is the parent company of Funeral Divas, *First Generation Funeral Director Association*, the *Helping Hurting Hearts Network* and *Funerals Today Magazine*. **Muneerah N. Warner** is the CEO of Eternal Enterprises, Inc. and the owner of the **Warner Funeral Home** in Philadelphia, PA. Contact Eternal Enterprises, Inc. at [www.EternalEnterprisesInc.com](http://www.EternalEnterprisesInc.com). Contact Funeral Divas at [www.FuneralDivas.com](http://www.FuneralDivas.com).

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# Association NEWS CONTINUED

## Professional Car Society to hold 35th Annual International Meet



During the Professional Car Society's 2010 International Meet, three decades' worth of motor hearse evolution was memorably demonstrated by displaying Paul Cichon's Superior-bodied 1949 Cadillac Landaulet between Larry Williams' glass-sided 1919 Reo Speed Wagon (left) and Ernie Morgan's six-window "limousine style" 1940 Henney Packard (right).



A Professional Car Society International Meet typically concludes with an exciting "sound and light" show by the participants' sirens and rooftop beacons.

**LAFAYETTE, NJ**— As the state of Ohio has been home to so many builders of ambulances and funeral vehicles – the most-esteemed include **A.J. Miller** of Bellefontaine, **Bender Body** of Elyria, **Meteor Motor Car** of Piqua, **Riddle Coach & Hearse** of Ravenna, the **Shop of Siebert** in Toledo, **Superior** of Lima and the Cincinnati-based **Crane & Breed**, **Sayers & Scovill** and **Hess & Eisenhardt Companies** – it was perhaps inevitable the **Professional Car Society** would elect to hold its 35th Annual International Meet in the Cleveland-Akron-Canton area from Tuesday, July 12th through Saturday, July 16th, 2011.

With the PCS counting nearly 1,100 members from nine countries, the Ohio Chapter hosting "Procar Heaven in 2011" is anticipating dozens of classic hearses, flower cars, "first call" coaches, limousines and automobile-based ambulances from all over the US and Canada, with precedent suggesting the proceedings will also attract attendees from as far off as England and Australia. "Contrary to what you may think, professional car enthusiasts are just like other car hobbyists," emphasizes meet committee member **Ron Devies**, in that "you'll see a lot of waxing, polishing and showing off of some of the most beautiful hand-built cars in the country. This isn't a Halloween event where caskets, skeletons or other morbid decorations are allowed on the show field, because we want the public to focus on the aesthetics and hand-built quality of these vehicles."

The host hotel for "Procar Heaven in 2011" will be the Clarion Inn & Conference Center at 240 East Hines Hill Road in Hudson, Ohio.

Following a river-front car cruise for "early bird" attendees that starts in downtown Cuyahoga Falls on Monday, the formal 2011 PCS International Meet itinerary commences with

Tuesday morning's convoy to the Military Aircraft Preservation Society (MAPS) Museum, where a procar photo shoot with the historic planes inside the hangars will be followed by a lunch and go-kart tournament.

On Wednesday, July 13th, a charter bus will depart the Clarion heading to the Crawford Auto-Aviation Museum in Cleveland, where a subsequent stop at the Lake Erie waterfront will offer a wealth of self-guided tour options. After returning to the hotel, attendees can also enjoy Wednesday evening seminars on the history of Mississippi's **Pinner Coach Co.** and the history of ambulance service, which EMS and funeral professionals can use to earn free-of-charge continuing education credits.

On Thursday morning, July 14th, PCS members will pick up the Cuyahoga Valley Scenic Railway's train, while the evening's entertainment will be a double feature at the Midway Drive-In Movie Theater in Ravenna; "We do this one as a Chapter event every year," says Meet Chairperson **Sarah Snook**, "so don't forget to bring an FM radio if your procar doesn't have one in the dashboard." Friday morning's General Membership Meeting will precede a Guinness World Record attempt at the longest-ever hearse procession en route to Stan Hywet Hall. Back at the hotel that evening, a Procar Jeopardy tournament will offer the trivia-obsessed an opportunity to show off their knowledge on funeral vehicles and ambulances prior to a pizza party in the parking lot.

When the Professional Car Society stages its main 2011 International Meet car show at the Clarion Inn on Saturday, July 16th, the public will be admitted free-of-charge to witness the intensive, Concours-style judging that determines Best-of-Show and various vehicle class awards. As EMTs and morticians respective-



Fitting special hub caps and front end "date marks" from Sayers & Scovill, this awe-inspiring 1939 LaSalle carved panel hearse originally built for the Trull Burial Co. of Toronto earned John & Patti McCulloch of Durham, Ontario Best-in-Show, Funeral Directors Choice and the Cadillac LaSalle Club Award at the 2010 PCS International.

ly vote on the ambulance and hearse that most deserve the prestigious Medics Choice and Funeral Directors Choice awards, the parking area will also offer such diversions as a cook-out, a disc jockey, a dunk tank, a beanbag toss, and artists drawing caricatures of the cars on display. After an awards banquet offering novel vegan/vegetarian options in addition to chicken or beef, "Procar Heaven in 2011" will conclude Saturday evening with an exciting, five-minute "sound and light show" by the attending vehicles' sirens and roof beacons.

Aside from a downloadable schedule printout and e-links to area tourist attractions, the official "Procar Heaven in 2011" Website at [www.pcs2011.com](http://www.pcs2011.com) allows registrants to reserve tour tickets online and – with most event sales ending June 28th – pay immediately using PayPal or a credit card. Prospective attendees can also e-mail [info@pcs2011.com](mailto:info@pcs2011.com) or telephone (330) 356-8202 for further information. For general info on joining the PCS, contact National Membership Secretary **Jeffrey Hookway** at (973)862-6047; [hookjch@ptd.net](mailto:hookjch@ptd.net); or 62 Mudcut Road, Lafayette, NJ 07848-4607. An electronic application that can process PayPal also appears on the official PCS website at [www.professionalcarsociety.org](http://www.professionalcarsociety.org).



PCS President Rick Duffy received the Medics Choice Award at the 2010 Albany Meet for the 1964 Miller-Miller Cadillac Classic low-top ambulance he'd owned since 1997 but first enjoyed riding in as an 11-year-old, recalling "My father had season tickets for Pitt (University of Pittsburgh) football, and was friends with the Freyvogel Brothers who supplied the ambulance for the game. So we parked at their funeral home and didn't have to worry about parking at the stadium."

## Robert G. Mayer becomes the first honorary life member of the European Association of Embalmers

**PITTSBURGH, PA**— **Peter J. Ball**, *British Institute of Embalmers*, and secretary of the *European Embalmers Association* has announced that **Robert G. Mayer**, of Pittsburgh, has been elected as the first honorary life member of the **European Association of Embalmers (EAE)**. The honor was awarded during the annual general meeting of the EAE, April 2011, in Barcelona, Spain.

The EAE was founded in 1994 to set a uniform standard of embalming education and embalming qualifications in European Countries. Members from Spain, France, Holland, Germany, Belgium and Great Britain were represented at the meeting. Mayer received this recognition for his work during the past 44 years in the field of mortuary education. He is the primary author/editor of the American Board of Funeral Service textbook, *Embalming: History, Theory and Practice*, the fifth edition to be published in November 2011. He has been affiliated with the *Pittsburgh*



Robert G. Mayer

*Institute of Mortuary Science* since 1967.

Robert Mayer is treasurer of the North American Division of the British Institute of Embalmers, board member and co-founder of the *American Society of Embalmers*, and an advisory board member of the *Ohio Embalmers Association*. He is an honorary life member of the *Allegheny County Funeral Directors Association*.

Mayer was a 1963 graduate of the Pittsburgh Institute of Mortuary Science and is licensed in Ohio and Pennsylvania. He holds a BA degree in biology from Youngstown University and an honorary doctorate in Professional Studies from the Pittsburgh Institute. In 2008 the *Cincinnati College of Mortuary Science* awarded him their Distinguished Service Certificate. Mayer, along with **Robert J. Inman** and **Don Sawyer**, were recipients of the first Distinguished Professional Award presented by **Vernie Fountain** at the First International Embalming and Reconstructive Surgery Conference in 2010.

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## New Officers and Executive Committee elected by Connecticut Funeral Directors Association

WETHERSFIELD, CT— The 2011 Officers and Executive Committee members have been elected to the Connecticut Funeral Directors Association (CFDA).

The new officers are: President – **Nicole I. Granados**, CFSP, CPC of Windsor-based **Carmon**

**Community Funeral Homes**; Vice President – **Pasquale S. Folino**, CFSP of **Thomas L. Neilan & Sons Funeral Homes** in New London and Niantic; Treasurer – **Matthew R. Adzima** of **Adzima Funeral Home, Inc.** in Stratford; and Secretary – **Alexander J. Scott**, CFSP,



Nicole I. Granados

CPC of **Newington Memorial Funeral Home** in Newington and **Burritt Hill Funeral Home** in New Britain. The Executive Committee now includes: **Howard K. Hill**, CPC of **Howard K. Hill Funeral Services** in New Haven; **Stephen M. King**, CFSP of **Mystic Funeral Home, Inc.** in Mystic; **Joseph R. Introvigne, Jr.** of **Introvigne Funeral Home, Inc.** in Stafford Springs; **Thomas J. Mulryan** of **Mulryan Funeral Home** in Glastonbury; and **Philip M. Pietras** of Rockville-based **Pietras Family Funeral Homes**. CFDA Policy Board Representative to the *National Funeral Directors Association* is **William R. (Randy) Molloy**, CFSP of **Molloy Funeral Home** in West Hartford. Immediate Past-President is **Shauna K. Molloy**, CFSP of **Molloy Funeral Home** in West Hartford.

The Connecticut Funeral Directors Association (CFDA) is comprised of funeral directors at more than 220 funeral homes. It is committed to the promotion and advocacy of high ethical standards in funeral service. This includes the development and presentation of ongoing professional training opportunities for practitioners and educational programs for association members and the public. The Wethersfield-based association was founded 122 years ago in 1889. For more information about the Connecticut Funeral Directors Association, call (860) 721-0234 or (800) 919-2332 or visit [www.ctfda.org](http://www.ctfda.org).



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# Association NEWS CONTINUED

## 100BWFS hold Women in Funeral Service Empowerment & Education Conference



(L to R) Dottie Hector, Thomas Godwin, Juanita Godwin, and Eleanor Starks.



The 100 BWFS Award Commonwealth Institute as Top Funeral Service Program of the Year.



Commonwealth President Jason C. Altieri named 100 BWFS Top Educator of the Year.

**HOUSTON, TX**— The weather was fantastic and nearly 80 degrees every day. **The 100 Black Women of Funeral Service** enjoyed all of the great offerings in the spring weather of Houston. Funeral professionals from across the state, across the country, and from as far away as the Bahamas and South Africa became part of a great network of funeral service professionals who were ready to “step it up a notch” in their business and management in the funeral industry. The best and the brightest leaders in the funeral service community came as well as the seasoned professionals, who brought their expertise and experience to share with all the attendees.

There was no better host committee than **Jason Altieri, Patsy Moreno** and **Christopher Layton**. Transportation for all our events was courtesy of Platinum Partners **Randy Garner** and **Phil Mathis** of **Federal Coach**, Fort Smith, AR.

**Commonwealth Institute of Funeral Service** with its illustrious staff opened its doors to the women of funeral service. The school was closed for spring break and the needs of the conference attendees were handled with TLC.

It was a great surprise to the attendees when 2010 Hall of Famers **Thomas** and **Juanita Godwin** of **Gray's Funeral Home** in Cape Charles, VA came to register for the conference and fulfill Continuing Education hours. The 100 BWFS were honored to have a couple so dedicated and enthusiastic join the educational and empowering conference.

The presenters at the 2011 Women in Funeral Service Conference were the most informed and innovative in the industry. They not only gave excellent seminars for CEUs, but also did one on one empowerment sessions at their tables during the lunch break and answered questions that they were not able to cover in the sessions.

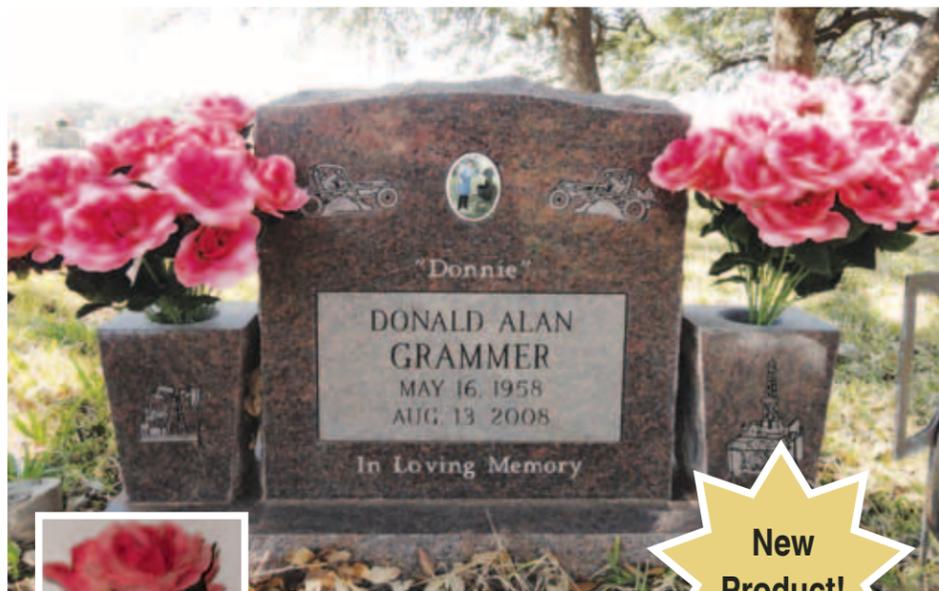
**Batesville** was represented at the conference by Vice President **Anthony Casablanca** and the Director of **Options by Batesville, Nectar Ramirez**. A seasoned **Pierce Companies** Director, **Ken Whittaker** and Chemical Specialist **Don Summers** handled all of the embalming expertise needed. **Matthews International** Director, **Tyra Butler** took Social Networking to another level

for the avid computer user as well as the novice Facebook or Twitter user. Tyra also posed important questions and provided extra course work in the CIFS Computer Lab for those who wanted to know more.

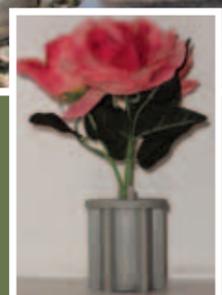
**Nancy Barber** of the Pierce schools shared some of her father's success stories and how important a proper education can help a future funeral service professional at her roundtable discussion table. **ASD-Answering Service For Directors** gave ideas on funeral home telephone etiquette and great principles

and practices for funeral homes and cemeteries. **Stephane Hayes** of **Forethought University** and **Forethought Financial Services** Southern Regional Vice President **Ken Coffey** were a big hit with “Marrying of At Need and Pre Need”. **John Sparacino** used his marketing knowledge to talk about Branding and Marketing tips and what you should be doing in your establishment for success. **Jennifer Branton** of **Vera Lee** was a welcome sight as a business owner and entrepreneur.

**CONTINUED ON PAGE A40**



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## Lacy Robinson speaks to LAFDA at in Los Angeles

By Shun Newbern, CFSP

MANHATTAN BEACH, CA— Los Angeles County Funeral Director Association in conjunction with the Association of California Cremationists (ACC) held its spring education workshop, in Manhattan Beach, CA on March 31. The Lacy Robinson, CFSP presented two extraordinary presentations. She is the Senior Professional Development Trainer for Aurora Casket Company. Lacy is also a Kentucky licensed funeral director/embalmer and a certified member of the Academy of Professional Funeral Service Practice. She is a graduate of Georgetown College, Georgetown, KY, holding a bachelor's degree in Communications. She is also a graduate of Mid-America College of Funeral Service,

Jeffersonville, Indiana. As Senior Professional Development Trainer at Aurora Casket, she specializes in helping funeral directors partner with families to create funerals that honor both their basic and personal needs at the time of loss. She presents continuing education programs at the local, state and national level. She is an active member of the Funeral Directors Association of Kentucky and Kentucky Speakers Association, and is also a Certified Celebrant, certified Wilson Learning Facilitator and serves on the Advisory Board to the Association of Women Funeral Directors.

She shared "Strategies for Maximizing Cremation arrangements." This two hour workshop looked at cremation attitudes

and opportunities from both the arranger and family perspective. Participants learned new techniques for getting beyond direct cremation or no service families. Satisfaction was examined to clearly understand the difference between short-term satisfied families and long term satisfied families. Arrangers also learned how important it is to keep a strong balance of cremation knowledge and effective communications skills. The use of cremation packages was also be examined, as well as how to handle the cremation phone inquiry.

The closing session "Decoding the Generations" examined how one funeral home can reach four completely difference generations. Lacy analyzed each generation's core values and consumer motivation. A close examination of how to market best to each generation was presented. Attendees learned what communi-



(L to R) Shun Newbern, CFSP, President, Los Angeles County Funeral Directors Association, Lacy Robinson, CFSP, Senior Professional Development Trainer, Aurora Casket Company, and Bart Torres, Association of California Cremationists.

cation styles to expect during the arrangement conference as well as tips on adapting their own communication to each generation. Participants also gained an understanding of what type of funeral products and services appeal to each generation, so we can better meet their needs. LAFDA extends a huge thanks to Aurora Casket Company and the many sponsors who made the workshop successful.

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## 100BWFS hold Women in Funeral Service Education Conference

Continued from Page A39



A special airbrushing technique class was sponsored by Din Air Airbrushing out of Hollywood, CA. Founder Dina, along with her Houston Office staff, changed an ordinary look into a magnificent look with a few techniques to create the "Memory Picture" for a final tribute. They even provided a free airbrushing to the 100BWFS which will be raffled off at a future scholarship fundraiser for a deserving future funeral caregiver.

Texas renewal license classes were offered including Ethics, Electronic Death Registration, and Embalming. The Tuesday session ended with two special presenters. Dennis S. Brown

CONTINUED ON PAGE A41



## Klicker's Crosswords

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

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.

1. \_\_\_\_\_ : drug causing abortion
2. \_\_\_\_\_ : under the skin
3. \_\_\_\_\_ : preoccupation with suicide
4. \_\_\_\_\_ : bloody waste
5. \_\_\_\_\_ : diseased liver
6. \_\_\_\_\_ : fluid in scrotal sac
7. \_\_\_\_\_ : reflective lighting
8. \_\_\_\_\_ : duty of the embalmer
9. \_\_\_\_\_ : wailing female spirit
10. \_\_\_\_\_ : Muslim funeral prayer
11. \_\_\_\_\_ : shoveling of dirt on grave
12. \_\_\_\_\_ : Jewish funeral

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ANSWERS ON PAGE A44

# Association NEWS CONTINUED

## 100BWFS hold Women in Funeral Service Education Conference

Continued from Page A40



of Houston, centered his session on the motto, "Your attitude is the difference between a good day and a bad day," which was a big hit.

The nation's top young guns of the legal industry, **Kelley-Witherspoon, Attorneys and Counselors at Law**, talked about "LIENS" and how we can deal with them in 100 different ways. **Nuru Witherspoon**, Senior partner, introduced his gracious staff of personal industry lawyers. Based out of Dallas, TX, they are opening in several new markets because of a growing need for their services.

The 100 BWFS partnered with the NFDA to present the "CPC-Certified Preplanning Consultant" 8 hour intense study designation class during the Monday and Tuesday session, presented by NFDA Director **Colleen Murphy Klein**. Testing was held on Tuesday and the

class members finished up the conference with the rest of the participants.

In the midst of this great quest for knowledge at the Women in Funeral Service Conference, there were some special moments such as a visit with Pastor Joel Osteen at the world renowned Lakewood Church in Houston on Sunday morning. That evening, a Funeral Home Tour was provided by the **Paradise Funeral Home** and **Allen Dave**, of **Allen Dave Funeral Home and Tribute Center**. Mr. and Mrs. Dave, along with their gracious staff literally rolled out the red carpet for the tour, along with limousine transportation for everyone. Sunday evening ended with education and superior service

by the finest firms in Houston on our tour route.

Tuesday's VIP event was the reception, where two CEUs were received at the **National Museum of Funeral History**. The exhibits were a walk back in time from the Egyptians to Civil War embalming and all of the historic relics related to funeral service history.

Events concluded with a fundraiser for scholarship students in attendance. The Houston award/scholarship committee will make the final selection with a student from *Commonwealth Institute, Dallas Institute* and *San Antonio College* and the awards will be presented by the college program director.

CONTINUED ON PAGE A42

## Trail Blazers



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The entry deadline for the 2010-11 *Pursuit of Excellence* program is July 15, 2011.



National Funeral Directors Association  
\*Informs \*Educates \*Advocates

## 100BWFS hold Women in Funeral Service Empowerment & Education Conference

*Continued from Page A41*



The Women in Funeral Service Conference was proud to have over 30 funeral service students attend the conference at no charge. Rooms were provided as needed at the host hotel, the Marriott Spring Hill Suites, as a courtesy of the 100 BWFS.

The Women in Funeral Service Conference thanks their educational partners for their expertise, along with supplier sponsors, Federal Coach (Platinum), Nomis Publications (Gold), and ASD-Answering Service For Directors and Forethought Financial (Silver). In addition, Bronze sponsors were American Funeral Financial, Woven Remembrances, and Forethought Financial.

The 100 BWFS has accepted a fall invitation to bring a delegation of women and embalmers to South Africa to help improve the standards of the profession in the region of Johannesburg. If you have an interest in making the trip around November, please email [hundredbwfs@aol.com](mailto:hundredbwfs@aol.com) or contact President **Dottie Hector** at [dfhcfsp812@aol.com](mailto:dfhcfsp812@aol.com).



### Commonwealth Institute of Funeral Service and President Jason C. Altieri named 100 BWFS Top Funeral Service Program and Educator of the Year

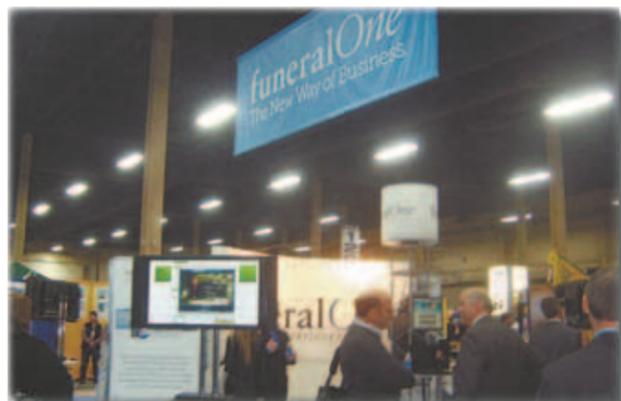
During the conference the 100BWFS announced that Commonwealth Institute of Funeral Service is to be honored as the 2011-2012 Funeral Service Program of the Year. In addition, Commonwealth president, **Jason C. Altieri**, is being honored as Educator of the Year.

Commonwealth Institute under Jason Altieri continues the legacy of raising standards of education for students who pursue

**CONTINUED ON PAGE A46**

# Association NEWS CONTINUED

## ICCFA 2011 Convention & Exposition draws Record Attendance



**STERLING, VA**— For the third year in a row, the **International Cemetery, Cremation and Funeral Association (ICCFA)** Annual Convention & Exposition set new attendance and exhibit records. The 2011 Convention, held March 8-11 in Las Vegas, NV, drew 1,976 total attendance and 408 supplier booths, both all-time high figures for the association's 124-year history.

The breakdown for the 2011 attendance numbers is as follows:

- Total cemetery, funeral home, crematory and allied business representatives: 898
  - 18 percent representing combination cemetery/funeral home operations
  - 25 percent representing stand-alone cemeteries
  - 36 percent representing stand-alone funeral homes
  - 5 percent representing stand-alone pet loss providers
  - 16 percent "other," including representatives of stand-alone cremation societies, insurance agents, mortuary school faculty, representatives of industry associations and others
- Spouse/guest registrations: 232
- Press passes and speakers from outside the industry: 13
- Exhibitor and supplier registrations: 833

Attendees classified their positions as follows. Owners: 46 percent; Managers: 44 percent; and Staff: 10 percent. Final purchasing authority: 65 percent; Make purchasing recommendations: 32 percent; and No purchasing authority: 3 percent.

The Convention hosted 163 international attendees and exhibitors representing 22 countries outside of the United States.

Attendees rated the event highly, with 88 percent indicating their overall Convention experience was "excellent" or "very good" and 85 percent indicating they "definitely" or "probably" will return for the ICCFA 2012 Convention, March 19-22 in Las Vegas. Among the comments:

"I didn't think you would be able to top the 2010 Convention in San Antonio, but you managed to do so! It was an overwhelmingly positive experience filled with learning and networking," said **Norman E. Connors, Curran-Shaffer Funeral Home & Crematory Inc., Apollo, PA.**

"The exhibit hall this year was phenomenal! There were so many quality vendors to talk to—if you did not learn something new or get your questions answered, you were not trying!" said **Joe Vermeersch, Mt. Elliott Cemetery Association, Detroit, MI.**

"This was the first time I attended the ICCFA Annual Convention. My wife and I were really impressed with the variety of educational seminars and exhibits. We'll definitely be coming back to attend future conferences. We had a really great time and walked away with a wealth of information," said **Chris B. Miller, Thomas Miller Mortuary, Corona, CA.**

CONTINUED ON PAGE A44

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# Association NEWS CONTINUED

## ICCFA names 2010 "Keeping It Personal" Award Winners



Keeping It Personal Award Winners at the ICCFA Convention

**STERLING, VA**— The **International Cemetery, Cremation and Funeral Association** has named its 2010 KIP (Keeping It Personal) Award winners, recognizing the best in personalization in the cemetery and funeral service profession.

Created by the ICCFA Personalization Committee, the KIP program honors recipients in five categories: Best Prac-

tice/Personal Touch; Most Personalized Service/Memorial; Events; Innovative Personalized Product (suppliers only); and Most Personalized Pet Service/Memorial. This is the first year the pet category has been offered.

This year's contest drew 52 entries from across the United States and abroad. Communications and marketing professionals from outside the cemetery and funeral service profession performed the judging.

### MOST PERSONALIZED SERVICE OR MEMORIAL

*First Place & Grand Prize Winner*

**Schoedinger Funeral and Cremation Service, Columbus, OH**

A community in central Ohio was stunned when a mom, her son and a family friend were murdered. The family turned to Schoedinger Funeral Home, who saw it as their challenge to help the healing process begin for the remaining daughter, family, friends and neighbors.

They planned a service that reflected on the lives of Tina, the mother, and Kody, the son, and not on the circumstances of their deaths. Schoedinger's staff displayed matching red rose sprays atop each casket and used large photos of Tina and Kody as the focal point in the room. A DVD reflecting memories of happier times



played while people struggled to make sense of the loss. Kody's favorite sport was baseball and his mother loved sunflowers, so baseballs decorated by cheerleaders from Kody's school and sunflowers were handed out to all who attended.

A bereavement care specialist helped children write messages on baseball cutouts and place them on a memory board during visitation periods. The family received hundreds of special memory cards. More than 220 visitors lit candles and shared memories on the funeral home's website. Balloons were released at the cemetery.

In his closing remarks the minister emphasized the need for the town to keep carrying on in honor of Tina and Kody, saying "We still need to pick up the ball, and we still need to throw it. They would want us to."

*Honorable Mention*

**Pray Funeral Home, Charlotte, MI**

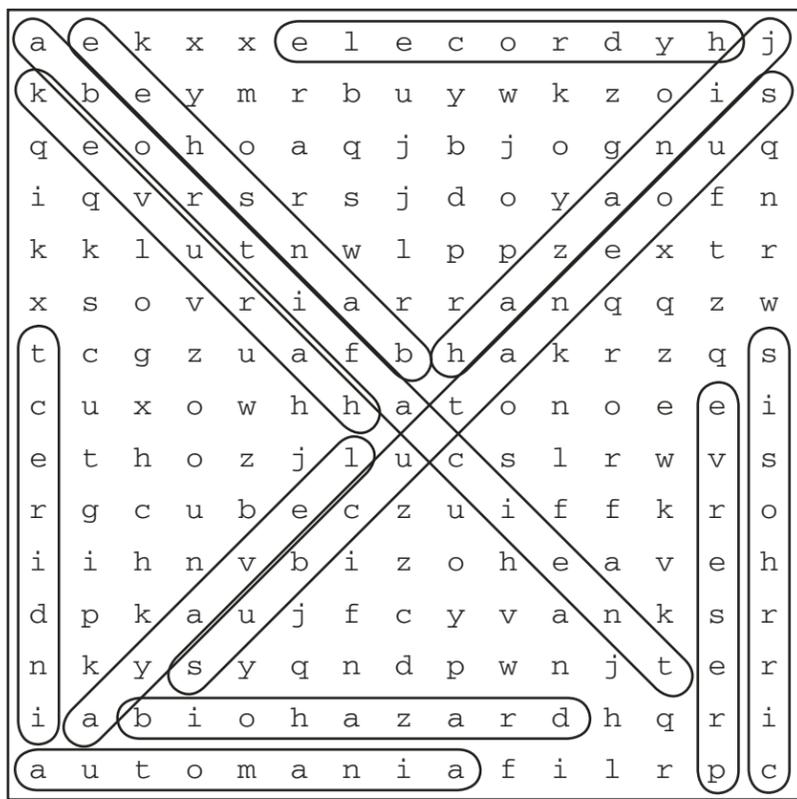
Dorwin "Dade" Schultz was a gentle giant known as a horseman across the Midwest. For his funeral, Pray Funeral Home arranged for a wagon train from the funeral home to the cemetery with Dade's own mules carrying his wooden casket, which was made by his Amish

**CONTINUED ON PAGE A49**

## Answers to Klicker's Crossword

Puzzle on Page A40

1. abortifacient : drug causing abortion
2. subcutaneous : under the skin
3. automania : preoccupation with suicide
4. biohazard : bloody waste
5. cirrhosis : diseased liver
6. hydrocele : fluid in scrotal sac
7. indirect : reflective lighting
8. preserve : duty of the embalmer
9. banshee : wailing female spirit
10. jinazah : Muslim funeral prayer
11. kevirah : shoveling of dirt on grave
12. levaya : Jewish funeral



## ICCFA 2011 Convention & Exposition draws Record Attendance

*Continued from Page A43*

"Wonderful convention. Quality in every detail: site, program, exhibit hall, food! This is an organization that really sees the future of death care in America and is ready for it!" said **Mitch Hoyles, Northcoast Crematory Service and Robinson-Walker Funeral Home, Genoa, OH.**

"Keep the momentum going with great keynote speakers and compelling breakout sessions! Loved how the exhibits and the general session area were situated together. Loved that the memorial service was considered an important aspect of our convention program and not an afterthought," said **Nancy Lohman, Lohman Funeral Homes, Cemeteries and Cremation, Daytona Beach, FL.**



"I thought the conference offered a lot of variety in topics—very good. Great keynote speakers! The number of vendors attending was incredible," said **Steve Bartel, East Lawn, Sacramento, CA.**

Exhibitors rated the overall Exposition an average of 8 on a scale of 1 to 10. Asked about their plans for the 2012 Convention & Exposition, March 19-22 at Mandalay Bay in Las Vegas, Nevada, 87 percent indicated they "definitely" planned to exhibit, 10 percent were undecided and only 3 percent indicated they did not plan to exhibit.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 7,500 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

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# Association NEWS CONTINUED

## Trigard leverages QR Codes in new social media inspired Memorial Design



**LAS VEGAS, NV— Trigard Memorials** is proud to be the first in the industry to leverage QR technology to increase gravesite value for families.

“We have seen it in our own memorial park,” Chief Operating Officer **Rich Darby** explained. “Families visit their loved ones and find flowers at the grave without a note. They want to say ‘thank you’

and know who has visited.” The new design, revealed at the 2011 ICCFA Convention in Las Vegas, provides a solution.

Available as both a ground memorial and an urn, this new memorial design includes a QR code. Smartphone users scan the code at the gravesite, which takes

them to any web page the family specifies. Whether it points to a social media page, blog or personal website, it links the physical gravesite with a virtual guestbook and connects visitors with another place to share memories.

Darby said, “QR codes are a great tool because the code doesn’t have to be as precise as other barcodes. Think about buying something at the grocery store and watching the cashier scan the bar code over and over before finally keying in the numbers. That doesn’t happen with a QR code. It has a higher tolerance.”

What about changing technology? “QR codes won’t be what we are using in five years, or maybe even sooner,” Darby said. So Trigard gives families the option to incor-

porate a QR code as an emblem affixed to any memorial. As technology changes, the virtual link to the loved one can be maintained by changing the emblem without having to invest in a completely new memorial.

Trigard is a family owned and operated business based



### ICCFA ANNUAL CONVENTION

in Danville, IL, that has catered to the varying needs of the death care industry since the 1960s. Trigard’s bronze memorial division was established in 2003 and has

developed innovative new techniques for shaping, coloring and finishing pure bronze and other materials to produce unique grave memorials, plaques and signs.



Use this QR Code for Additional Information

## Tukios.com launches Online Tribute Video Software



### ICCFA ANNUAL CONVENTION



Tukio’s Booth at ICCFA

**LAYTON, UT—** After running **FuneralRecording.com** for nearly a decade, **Curtis Funk** of Utah realized the technology was now available for an online tribute video creator.

“Tukio” is a swahili term for “event.” Tukios allows funeral homes and families to create and share their videos through social media, e-mail links and funeral home websites. Once the tribute video is created, Tukios deploys a file download, archival DVD or well-packaged keepsake that is resold by funeral homes.

Tukios’ public launch slammed it out of the park at the recent ICCFA Convention in Las Vegas. Their welcoming tiki booth generated a lot of traffic and interest, and was unlike any other in the convention. Several visitors returned to lounge, eat and rest on the bamboo chairs and tables. Said one exhibitor, “Tukios clearly had the best booth here.”

Currently, funeral directors acquire expensive software and create tribute videos themselves, or hire expensive videographers to create their tributes. Tukios offers a low cost, high quality tribute video alternative.

**John Perkes** of **Colonial Funeral Home** in Idaho stated, “The first time I used Tukios, I timed myself... It took six minutes. Tukios saves me hours over my old software.”

Curtis stated, “We take pride in not being everything for everyone. We specialize in a few services and do them better than anyone else.” For more information, visit [www.tukios.com](http://www.tukios.com).

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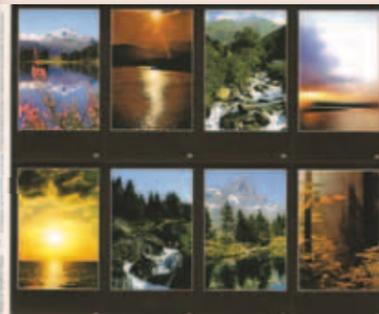
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# Association NEWS CONTINUED

## 100BWFS hold Women in Funeral Service Conference

Continued from Page A42

a solid and contemporary education in funeral service. Commonwealth provides a stellar associate program as well as a certificate program in funeral directing. Its history is rich and a tribute to the early founders.

In 1936, **R. Victor Landig** opened the *Landig College of Mortuary Science* in Houston. Landig had seen a need in Southeast Texas for a college of mortuary science to train men and women as embalmers and funeral directors. Landig, truly a pioneer in funeral service education, was able to attract to his faculty some of the lead-



ing experts in embalming and restorative art, including **A.O. Spriggs**, the author of *The Art and Science of Embalming* and *Champion's Textbook on Restorative Art*, who went on to become the director of research for the **Champion Embalming Fluid Co.**, and **C.F. Callaway**, author of the widely used textbook, *The Art of Funeral Directing*, who later served as director of research for the **Undertakers' Supply Co.** in Chicago. Landig himself wrote the book, *Time Changes Everything*, which became a standard textbook on communication skills for funeral directors.

During this growth period, the Landig College of Mortuary Science became the focal point in the formation of **Howard S. Eckel's** new method of restorative art, called "derma surgery," still used today as the core of the Restorative Art course.

In 1955, the school was renamed the *Commonwealth College of Science*, reflecting Landig's plan to move his college to Commonwealth Street in downtown Houston. However, health problems stopped Landig's plans and, in fact, led to his selling his interests in the college to **Tex Garton**, a popular and respected funeral di-

rector in the Houston area. Garton operated the college until 1966, when it was purchased by the Pierce Organization and a new college was built on Barren Springs Drive in north Houston.

In the late 1980s, an extensive feasibility study by a team of top funeral service executives, practitioners and funeral service educators was conducted by **R.L. Waltrip**, chairman of the board of regents of the Commonwealth Institute of Funeral Service. The goal was to provide the finest contemporary funeral service education, including a curriculum that emphasized hands-on experience in embalming and restorative art, computer science, and funeral directing and management skills. In 1988, the *Institute of Funeral Service* was chartered as a Texas non-profit 501(C3) corporation and instruction began on August 29, 1988. In 1990, The Institute of Funeral Service acquired the Commonwealth College of Funeral Service and changed its name to the Commonwealth Institute of Funeral Service.

Over the years, the college has expanded, and now offers the finest in educational facilities and faculty in the United States. Today Com-

CONTINUED ON PAGE A49

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### VEAL SCALOPPINI WITH MUSHROOM SAUCE

#### Mushroom Sauce:

- ¾ cup chicken broth
- 1 Tbs flour
- 1 Tbs butter
- 1 Tsp finely chopped green onions, white part only
- 1½ cups thinly sliced mushrooms
- ½ cup whipping cream
- Salt and freshly ground pepper
- Nutmeg
- Pinch of ground red pepper

Combine broth and flour in small bowl and stir until flour is dissolved. Melt butter in medium skillet over medium high heat. Add onion and sauté until tender, about 1 minute. Reduce heat to medium. Add mushrooms and cook about 2 to 3 minutes. Stir in broth. Increase heat to medium high and cook until slightly thickened, stirring occasionally, about 10 minutes. Blend in cream, salt and

pepper. Season to taste with nutmeg and ground red pepper. Prepare sauce and keep warm.

#### Scaloppini:

- 1 pound veal scaloppini or 1 pound chicken breasts, skinned and boned
- 2 Tbs flour
- Salt and freshly ground pepper
- 1 egg
- 2 Tbs water
- 1½ cup bread crumbs
- 3-5 Tbs oil
- 1-2 Tbs butter

Pound meat between two sheets of waxed paper until very thin. Combine flour, salt and pepper in pie plate. Beat egg with water in shallow dish. Dredge meat in flour, dip into egg mixture and then roll in bread crumbs. Lightly pound slices with flat of knife so bread crumbs adhere to meat.

Heat 3 Tbs oil with 1 Tbs butter in a large skillet over medium high heat. Add meat in batches and sauté until browned, turning once, about 3 to 5 minutes, adding more oil and butter as necessary. Transfer to platter and spoon sauce over.

Good Eating!

# Association NEWS CONTINUED

## ICCFA Convention in Las Vegas a big success for Starmark Funeral Products



**ICCFA ANNUAL CONVENTION RICHMOND, IN**— The 2011 ICCFA Convention in Las Vegas was well organized, well planned and well attended. **Starmark Funeral Products**'s "Caution" ad campaign leading up to the convention brought in a steady stream of current and potential customers. The ink pen throwing "living statue" at the **Astral Industries** booth across from Starmark's may have helped. But Starmark would like to think it was their budget minded cremation options.

While the Caution banners and warning cones may have initially attracted people's attention, attendees stayed to discuss the benefits of cremation container options provided from Starmark.

Initial response from attendees was overwhelmingly positive for the 29" Oversize TransPorter Deluxe. They included five crematable pocket handles on each side and two on each end for maximum convenience. The deluxe interior with pillow, throw and overlay exceeded expectations for a low cost alternative in the oversize alternative container price bracket.

Starmark is excited about the continued success of its premium rental casket line. They were happy to introduce the new *Carroll Maple Rental Casket* at ICCFA. The solid wood construction is standard with all of their rental units, but the real show stopper was the exclusive patent pending roller system in the rental casket bed. The roller system makes loading and unloading of the insert easier and safe for one person to do. Another added safety feature is the foot end lid slow close hinges. These specialty hinges prevent the lid from falling backwards and from falling suddenly onto your hands (or head) when you are loading the insert.

Just when you thought you had seen everything from Starmark, along comes the *Affirm Alternative Container*. The all-white EZ-View™ Styled container garnered the most feedback and general conversation in Las Vegas. "Tell me about this one..." was a common phrase heard when new and potential customers entered the booth. Offering the Affirm in place of or as a supplement to the kraft box

encourages family interaction with the deceased and inspires additional service opportunities.

If you would like to learn more about Starmark Funeral Products please visit [www.starmarkfp.com](http://www.starmarkfp.com). For additional information or any other questions please call (888)366-7335. Follow them on Facebook and Twitter.

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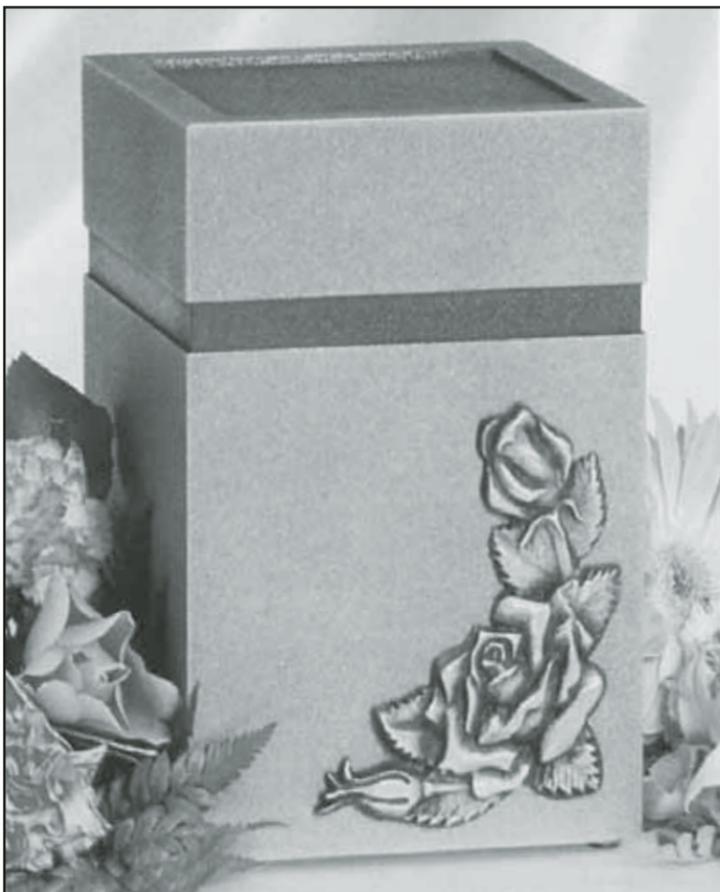


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## Forethought teams up with "The Funeral Planner" author Lynn Isenberg at ICCFA



**ICCFA ANNUAL CONVENTION INDIANAPOLIS, IN**— In early March **Forethought Financial Services, Inc.** participated in the highly attended ICCFA Annual Convention in Las Vegas. For the third year in a row, the conference set new attendance and exhibit records. Forethought was able to interact with both existing and potential customers, as well as highlight multiple product offerings and services for both funeral homes and cemeteries nationwide.

This year, special guest, author **Lynn Isenberg** joined the Forethought booth to offer free signed copies of her comedy novel, *The Funeral Planner*, part of a trilogy of comedy novels. Lynn's attendance was very well received by registrants and exhibitors alike. "She understands the dynamics of the funeral industry and importance of celebrating life and processing grief. Sponsoring her novels was a perfect fit for Forethought, as we represent the same principles she embraces," stated **Mark Guzniczak**, Senior Vice President of Sales.

If you were unable to attend the ICCFA convention, or simply missed stopping by the Forethought booth, and would like a free copy of *The Funeral Planner*, please contact Marketing Services at 1-800-648-0075 ext. 7001 or email [FFSMarketing.Requests@forethought.com](mailto:FFSMarketing.Requests@forethought.com). This novel is also available as part of a Digital Series on [www.Amazon.com](http://www.Amazon.com).

Forethought Financial Group, Inc., with offices in Houston, Indianapolis and Batesville, IN, is a leader in the delivery of high-value insurance and financial services products across the US. Forethought has served more than two million policyholders and has \$4.9 billion of in-force life insurance protection. With \$4.7 billion in assets and more than \$1 billion in annual revenue, Forethought has built its reputation through 25 years of quality, service and reliability. For more information, please visit [www.forethought.com](http://www.forethought.com).





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## Madelyn Company Celebrates 18 Years



Nature Inspired Collection (L to R) Paw, Turtle, Rose, Dolphin and Dog Bone Pendants.

JANESVILLE, WI— 19 Years ago, **Lisa Saxer-Buros** and her family experienced a tragedy that changed their lives and gave them the opportunity to provide comfort to other grieving families. When their beloved mother, **Madelyn Saxer**, passed in 1992, Lisa and her siblings wanted a tribute that would provide a tangible source of comfort and peace; a remembrance that would allow them to always keep their mother close to their heart. She enlisted the help of a local jeweler and designed what would become the first Keepsake Pendant Jewelry in the funeral industry. With the help of her friend and co-owner, **Joni G. Cullen**, **Madelyn Company** opened on March 25, 1993.

**ICCFA ANNUAL CONVENTION**

For 18 years, the Madelyn Company has provided the funeral service industry with a line of exquisite memorial jewelry, in contemporary and traditional designs, for men, women and children. Their growing line of keepsake jewelry includes a wide selection of bracelets and pendants, crafted in a variety of media including: silver, gold vermeil (gold plate over solid silver), 14K yellow or white gold, stainless steel, titanium and quartz crystal. Most all of the company's designs may be filled with a small amount of cremated remains, or other tribute, and laser engraving is available.

Recently, Madelyn Company announced an exclusive agreement with **Legendary Timepieces**, to become the sole distributor of the "Timeless Memories™" line of memorial watches. The patented design holds a small amount of cremated remains, or other tributes, in a disk-shaped "memorial

capsule" on the back of the watch. Available with stainless steel or glass covers, the "memorial capsules" are easily filled by funeral home professionals, and remain sealed when removed for service or cleaning.

Madelyn Company would like to express their deep appreciation for the positive responses and compliments received from both longtime customers and new friends at the ICCFA convention in Las Vegas. To express their gratitude, they are giving away one small brass urn pendant (item# 115BR) to each funeral home contacting them during the month of May.

For more information, visit their newly revised website at [www.madelynpendants.com](http://www.madelynpendants.com), call 1-800-788-0807, or send a fax to 608-752-3683. Madeline Company is located at 2811 Milton Ave. Suite 400 Janesville, WI 53545.

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## Tributes.com and SRS Computing announce partnership to provide increased Obituary Distribution

**BOSTON, MA**— At the opening of the ICCFA 2011 Convention & Exposition in Las Vegas, **Tributes, Inc.**, the online resource for local and national obituary news, announced that they have formed a partnership with **SRS Computing**, the industry leader in funeral and cemetery software since 1999. The two companies have jointly developed a new obituary module that can be activated by SRS clients to Procession which, when enabled, will automatically feed information gathered in the arrangement conference directly to Tributes.com. Tributes will leverage SRS client data to programmatically generate customized obituary listings, branded with the funeral home logo and contact information, for immediate publication on Tributes.com and across the Tributes Network of media partners.

"At SRS we strive to provide our clients with powerful software solutions that streamline their operations and enable them to provide highly personalized customer service," said **Scott Simons**, President and Founder, SRS Computing. "We believe in giving your data velocity and making it work for you. By automatically completing the important task of posting the obituary, we improve efficiency by taking work off of your plate while improving the service you provide to your families! We enthusiastically welcome Tributes as an SRS partner."

"Aligning ourselves with leading companies across funeral service has been a key component of our business strategy as we work to build a unifying obituary distribution platform that serves the industry and consumers worldwide to simplify the publication of and access to obituary news," said **Elaine Haney**, President of Tributes, Inc. "We are very pleased to be adding SRS Computing to our prestigious list of industry partners who are helping make the Tributes platform available to more funeral homes across the U.S."

Tributes.com is the online resource for current local and national obituary news, lasting

### Tributes and SRS Integrate New Obituary Service into the Industry Leading SRS Funeral Home and Cemetery Management Software Suite

personal tributes and online community providing support during times of loss and grieving. Through one centralized national web destination, with over 90 million current and historical death records dating back to the 1930s, Tributes has made obituary and online memorial service information easily accessible so people can come together online and offline to remember and share the treasured stories of the important people in their lives who have passed away. Monster.com founder **Jeff Taylor** officially launched Tributes.com in the fall of 2008 and in two short years the site has experienced rapid growth, and is now relied on by thousands of funeral homes and more than 1.5M unique consumers each month to publish and locate obituary news. For more information about Tributes.com, please visit [www.tributes.com](http://www.tributes.com) or email [media@tributes.com](mailto:media@tributes.com).

Since 1999, SRS Computing has been setting the industry standard in custom software applications designed exclusively for management of the funeral home, crematory, and cemetery industries. SRS' objective is to meet the specific software needs of the funeral industry. SRS' products have been developed from the ground up exclusively for this unique and changing business. Whereas other software companies may modify products developed for other businesses, or market the same product to a host of different enterprises, SRS creates solutions for the funeral business only.

Scott R. Simons is the son of a fifth generation funeral director, and has learned the importance of highly personalized customer service, and the necessity of relationship building for long-term business success. Scott has built SRS quality reputation utilizing the same sound business practices that lead to his family's success in the funeral industry. For more information visit <http://www.srscomputing.com>.

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# Association NEWS CONTINUED

## ICCFA names 2010 "Keeping It Personal" Award Winners



### ICCFA ANNUAL CONVENTION

craftsmen friends. The procession attracted a great deal of media attention, allowing his family and friends to further share memories of Dade with those who may not have known him.

#### Honorable Mention

##### Omps Funeral Home, Winchester, VA

Patrick Harrison was a devoted husband, loving father and loyal Anheuser-Busch distributor who was struck down at just 39 years of age. Patrick spent his career owning and managing distributorships throughout the Mid-Atlantic region. To express his longtime dedication, in just three days Omps Funeral Home was able to work with Anheuser-Busch to insert a special cap panel inside of his casket and to arrange for a retired Budweiser Clydesdale to be present outside of all services. This was only the seventh time one of the horses has appeared at a funeral for someone outside of the Busch family. The Anheuser-Busch chief executive officer was in attendance for the services and later that year, at an annual stockholder meeting, he spotlighted Harrison's services as an impressive expression of the life of a fallen comrade.

#### BEST PRACTICE

##### First Place

##### White Haven Memorial Park, Pittsford, NY

White Haven Memorial Park is experiencing a large increase in the number of families choosing cremation, which means a decrease in the number of services requiring a funeral director's assistance. In response, they have put into place "Ours" Services. An on-staff arrangements counselor and a certified celebrant now work with the family to perform functions such as planning the service, making arrangements for clergy, music and military honors, coordinating receptions, providing for escorts to the burial site and making sure everyone knows what to do before, during and after the service. Customer families have lavished many words of gratitude upon the staff since they instituted the practice.

#### Honorable Mention

##### Heritage Park/Rosehills Memorial Management, Taguig City, Metro Manila, Philippines

Heritage Park has begun offering a press-quality coffee table to families that honors and attempts to tell the complete life story of the decedent. The pages contain photographs, illustrations, letters, poems and quotes to pay tribute to the loved one. The book is intended to sit on a coffee table, thus inspiring conversations about the late family member.

#### EVENTS

##### First Place

##### Royal Oak Burial Park, Victoria, British Columbia, Canada

Royal Oak Burial Park held an event they called Summer So[u]lstice in June 2010 that invited the public to visit the cemetery and see the burial park's newly opened traditional interment area as well as the Woodlands, Canada's first urban green burial site (now recognized as a certified natural burial provider by the Green Burial Council of North America). Poets, musicians, a local historian and other artists were on hand to create a friendly, non-threatening and upbeat environment for those who attended. Some of the volunteers assisted families in creating a personal remembrance banner for those who already had family members buried in the park or had family buried elsewhere but just wanted to leave a personal message at the event. The goal of the event was to connect the cemetery to the community in a positive, upbeat manner and demonstrate the valued role cemeteries have as sacred spaces in the community.

#### Honorable Mention

##### Wilbert Funeral Services, Forest Park, IL

The Wilbert Foundation, a 501c(3) organization, has donated more than \$420,000 and delivered 2,500+ Teddy bears to children's chaplaincy programs throughout the United States and Canada. In 2007, Wilbert partnered with the Pediatric Chaplains Network to create the Pediatric Chaplains Institute and donated \$50,000 to underwrite the development of a grief training curriculum. Since then, Wilbert has donated \$5,000 each year in scholarships for

*Continued from Page A44*

chaplains in need of financial support to attend the institute. The program has enabled more than 60 chaplains to receive training for providing spiritual, bereavement and other age-specific support to children and their families.

#### Honorable Mention

##### Sunset Memorial Park, French Family of Companies, Albuquerque, NM

The French Family of Companies has created a semi-annual U.S. flag retirement ceremony in partnership with the Great Southwest Council of the Boy Scouts of America. The event serves many purposes, including: teaching new generations about flag etiquette and protocol; providing a vehicle for local organizations such as the VFW, police and fire departments to properly dispose of worn flags; and serving as one of the key Memorial Day and Veterans Day events in the local community. In addition, the cemetery buried a vault where metal hardware from retired flags and flagpoles may be permanently entombed.

#### INNOVATIVE/PERSONALIZED PRODUCT (SUPPLIERS)

##### First Place

##### Alternative Solutions USA, Spring Valley, CA

Alternative Solutions USA is a non-profit program that recycles implants left after cremation and generates substantial funds for numerous U.S. charities such as The Unforgettables, which has so far received over \$16,000 to assist low-income families in providing a dignified and appropriate burial for their children who have died.

#### Honorable Mention

##### Signature Series, Madison, WI

Signature Series provides families with limitless personalization options on memorial products. Family photos and text may be applied to personalize virtually any casket, urn or vault. Ideas that reflect their lifestyle, a passion for a favorite sports team, a religious viewpoint or a branch of service they so proudly served are a few options clients have chosen to appear on products.

#### Honorable Mention

##### Love Ashes, Lakewood Ranch, FL

Love Ashes infuses cremains into beautiful pendants, earrings and framed memorials. They may be custom-designed based on the customer's preferences and they come in a variety of shapes and sizes.

#### MOST PERSONALIZED PET SERVICE/MEMORIAL

##### First Place

##### Two Hearts Pet Loss Center, Greenwood, IN

Cherokee was a beloved St. Bernard and played the roles of daughter and big sister in her family. When she passed away, Coleen Ellis with Two Hearts helped the family express their gratitude for the time they had Cherokee in their lives, holding a home-based memorial service that allowed the family to share just how much Cherokee enriched their lives. Reception items included all the favorite "human food" Cherokee liked to eat. Two Hearts also helped the family's son set up a drive in honor of Cherokee for items that were needed at the local Humane Society animal shelter. Two trucks were needed to deliver all the donated items to the shelter.

#### Honorable Mention

##### My Bob Rocks, Roseburg, OR

My Bob Rocks fuses ashes into smooth, jewel-colored glass discs designed to be shared among family and friends. While the company primarily works with human remains, this past year they were asked by pet owners to expand their market. When a family lost their beloved Rhodesian Ridgeback named Tess, the Oregon-based business was able to make "Tessrocks" with the ash in a paw print pattern, cradled in red-brown glass to match her beautiful coat. Pet memorials now account for 20 percent of the company's business.

Grand prize winner Schoedinger Funeral and Cremation Service received a free registration to the ICCFA 2011 Annual Convention & Exposition, March 8-11, at Mandalay Bay Resort & Casino in Las Vegas, Nevada.

All first-place and honorable mention winners were recognized at the Convention and in ICCFA Magazine and are being provided promotional news releases to submit to their local media.

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 more than 7,500 cemeteries, funeral homes, memorial designers, crematories and related businesses worldwide.

## 100BWFS hold Women in Funeral Service Education Conference

*Continued from Page A46*

monwealth has a state-of-the-art embalming facility, a new restorative art laboratory, casket display room and a learning resource center.

Commonwealth President Jason C. Altieri earned a B.S. in Funeral Service Education from the *University of Central Oklahoma* and an M.S. in Management Science from Southern Nazarene University. Jason is currently completing his dissertation for a doctorate in higher education administration from Texas Tech University. He is a licensed practitioner in both Oklahoma and Texas.

The native of Massachusetts' South Shore moved to Amarillo, TX, in 1998 to start the *Amarillo College* Mortuary Science program. He served there, as a faculty member and program administrator, until 2005, when he became president of Commonwealth Institute. He has designed and taught numerous academic and continuing education courses, including business law, mortuary jurisprudence, history of funeral directing, funeral directing practices, small business management, accounting, restorative art, technical procedures and regulatory compliance.

In addition to administration and teaching, Altieri serves on the curriculum study committee of the American Board of Funeral Service Education; the programs and education committee for the *Texas Funeral Directors Association*; and the Editorial Review Board for the *Journal of Funeral Service Education*. Jason is a jewel of a program director and cares about the development of each and every student under his care. He puts the mindset of professionalism in each student and prepares them for the real world of funeral service.

Even though the school was on spring break, he and Registrar **Patsy Moreno** invited and encouraged all of Commonwealth's female students to participate in the Women in Funeral Service Conference, and 95% of the female students attended.

Funeral service education in Texas – with educators such as Jason Altieri, **Nancy Barber**, 2010 Educator of the year **James Shoemaker** of Dallas Institute and **Felix Gonzales** of San Antonio College – is producing a stellar group of students who will be some of the best in funeral service. Congratulations to Jason Altieri and his dynamic group of educators and staff at Commonwealth.

## Houston's Ronald McDonald House is the recipient of 100 BWFS Donations in conjunction with the Conference

What better way to end an empowering and invigorating Women in Funeral Service Conference than to give back to those who are suffering and dealing with terminal illness. The 100 BWFS have selected the *Ronald McDonald House Charities* in every city they have visited for the last 10 years to receive "Wish Lists" donations as well as monetary donations from 100 BWFS members to help with the needs of the family members who visit the RM House.

Houston's Ronald McDonald House offers a home away from home providing care, compassion and hope to families with seriously ill children being treated in Texas Medical Center institutions. The beautiful state of the art facility can accommodate up to 50 families, who pay what they can – no one is turned away. Some of the families are there for only a short time, but many are long term – the longest has been almost three years.

If you have never visited a Ronald McDonald House, take time to visit one in your community. They are always looking for wonderful smiling faces to help others heal. Each location has its own character, the 100 BWFS finds something unique in each one they visit. A visit to the pediatric oncology units of affiliated hospitals is a constant reminder of how precious life is and should be respected by all.

National president Dottie Hector of Maryland wishes to thank the house mothers of Houston Ronald McDonald, *Arlene Whatley* and *Brenda Zertuche*, and the gracious volunteers for all the things they do to comfort the families and help them during that transitional period.

The next stop for the 100 BWFS is to the Ronald McDonald House in Atlanta, GA in August, when the *National Funeral Directors and Morticians Association* convenes for their National Convention. The 100 BWFS are planning a special surprise for the RMH Charities during their visit. They hope to see you there and ask for your support for the Ronald McDonald House serving your community.

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	<b>3" Letters</b>		
	16" Bar, 8 spaces	\$54.50	\$60.50
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	36" Bar, 18 spaces	\$80.00	\$89.00
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# Educational NEWS

## Life Appreciation Training May Schedule

**NORTH BAY VILLAGE, FL—** Life Appreciation Training has announced their schedule of seminars to occur in May. Life Appreciation Training, founded in 1974, conducts funeral personalization seminars for funeral directors. The seminars are a weekend of intensive training in a funeral arrangement system that allows the arranger to bond with the family and discover ways in which a funeral may be personalized as a deeply meaningful tribute to the decedent's life, while ensuring that the funeral

service provides the family with a ceremony that fulfills their individual needs. The training will show you how to bond with the family in ten minutes; rapidly collect the right information to suggest a creative, personalized funeral; and vividly present your concept.

Seminars are conveniently conducted at local airports around the country, but are limited to ten participants per location.

Seminars will be held May 21-22, 2011 in Houston, TX; Little Rock, AR; and Rockford, IL.

For the weekend of May 28-29, seminars will be held in Boise, ID; Denver, CO; and Marina Del Rey, CA.

The Training is designed to change the way you work with families, draw admiration from your community for your quality funeral innovations, dramatically change the way you compete and have a very happy effect on your bottom line.

For more information and a complete list of upcoming dates in the following months, visit [www.lifeappreciation.com](http://www.lifeappreciation.com), call 772-584-3867, or email [Info@lifeappreciation.com](mailto:Info@lifeappreciation.com).

## Georgia Annual Cemetery Conference and Cemetery Manager Certification

**SAVANNAH, GA—** The Georgia Municipal Cemetery Association, the Georgia Historic Preservation Division and the Georgia Department of Economic Development will present "Beyond the Grave: Cultural and Ethical Burial Customs" June 22-24, 2011 at the Savannah Civic Center.

The conference will feature interesting presentations from twenty cultural, historical and religious experts and informative tours of three culturally and historically significant local cemeteries. In addition, attendees will have access to exhibits from information technology, monument conservation, cemetery maintenance and other commercial and nonprofit companies. The conference offers networking opportunities with cemetery and historic preservation specialists, as well as municipal and nonprofit cemetery organizations from across the state of Georgia.

The Georgia Municipal Cemetery Association is also offering their 2011 Cemetery Manager Certification for Municipal and Nonprofit Organizations on Tuesday, June 21, 2011, also at the Savannah Civic Center. The seminar is co-sponsored by the City of Savannah Department of Cemeteries and the Historic Oakland Foundation.

For more information, contact: Georgia Municipal Cemetery Association, 330 Bonaventure Road, Savannah, GA 31404. Phone (912) 651-6843. Visit [www.GMCAweb.org](http://www.GMCAweb.org) or email [GAcemetery@earthlink.net](mailto:GAcemetery@earthlink.net).

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## Epsilon Nu Delta holds Osiris in Orlando

**ORLANDO, FL—** Epsilon Nu Delta Mortuary Fraternity, Inc. held their Board Meeting and 69th National Osiris in Orlando, March 11-13, 2011. The memorable Osiris was hosted by the hospitable Alpha Gamma Chapter. The weekend began with a motivated business session by **Tara Fielder Harper, Consulting Solutions by Harper Enterprises, Inc.** The session facilitated in defining direct, in-direct customers and building that customer loyalty during this challenging economy.

The afternoon session was a tour of the new Orange County Coroner's office with Chief Medical Examiner, **Dr. Jan Garavaglia**. She is profiled in her own TV series on the Discovery Health Channel called, "Dr. G: Medical Examiner." On her show, Dr. G explains to viewers how people can die suddenly and unexpectedly. She uses cutting-edge forensic science and technology to solve the mysteries of life and death. During the visit it was very obvious that Dr. G is authentically compassionate about serving families and makes embalmers appreciate forensic science.

The Board Meeting and Osiris went forth as scheduled by remembering members who passed away since the last gathering. Those remembered included Broth-

ers **Marvin C. Zanders** (Alpha Gamma) and **George Clifton** (Alpha Chapter) and 19 family members nationwide. The National office introduced a new chapter in Greenville, SC, Alpha Omicron, and announced the reinstatement of Alpha Lambda in Virginia State.

At the conclusion of the business session all offices were declared vacant and an election of Officers and Board Members was held.

President, **Bro. Damien Hall**, National Coordinator, **Bro. Vincent Wilson**, National Secretary, **Soror Lynn Armstrong Patterson**, CSFP, Recording Secretary, **Soror Monica Gray**, National Treasurer, **Soror Danette Moore**, Chaplain, **Bro. James Preston**, and Sergeant-at-arms, **Bro Wendell Naylor**. Regional Vice Presidents: Eastern, **Soror Diane Gentles**, CSFP, Southeastern, **Bro. Don Brown**, Southern, **Bro. Alexander Wynn**, Southwestern, **Soror Nicole Collins**. Midwestern, **Soror Lakeisha Fox Kimmons**, and Western, **Bro. Kevin Weaver**.

The new Board Members consist of: Chairman, **Bro. Clarence Glover**, **Bro. Ernest Adams**, CSFP, **Bro. Ron Johnson**, **Bro. Anthony Felder**, CSFP, **Bro. Herbert Barker**, CFSP, **Bro. Otto Rogers Ali**, **So-**

CONTINUED ON PAGE A51

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# Educational NEWS CONTINUED

## Gupton-Jones College holds Graduation Exercises

ATLANTA, GA— Commencement exercises were recently held for the February, 2011, graduating students of **Gupton-Jones College of Funeral Service** at the Fairfield Baptist Church in Lithonia, GA. The graduation speaker was **Mr. Jeffery T. Smith** of Sandersville, GA. Mr. Smith is the current First Vice President of the *Academy of Graduate Embalmers of Georgia*, and is associated with **May & Smith Funeral Directors** of Sandersville, GA. His dynamic speech offered great inspiration and encouragement to the graduating students as well as to all others.

Gupton-Jones President, **Patty S. Hutcheson**, presented awards to the students having the top two scholastic averages during their quarters of funeral study. The Valedictorian Award was presented to **Ms. Stacy Renee Howze** of Edgemoor, SC. The Salutatorian Award was presented to **Ms. Kharis Ishi Ellison** of Atlanta, GA.

The Bill Pierce Award was presented by the Board of Trustees Vice Chairman, **Mrs. Nancy Pierce Barber**, to that graduate who, by vote of the members of the graduating class, best represents the funeral service profession in terms of professionalism. The honored recipient was **Mr. Gerald A. Coughlin, Jr.** of Dalton, GA.

The Distinguished Service Award was presented by President Hutcheson to **Mr. Jeffery T. Smith** for his outstanding contributions to the funeral service profession. Also, the Russell Millison award was presented to **Kharis Ishi Ellison** of Atlanta, GA. In addition, another honored recipient for an award was

the Daniel E. Buchanan Award which was awarded to **Gerald A. Coughlin, Jr.** of Dalton, GA.

The Academic Achievement Awards were presented to those students who maintained a ninety-three percent or above average. The following were recipients of this award: **Corinne F. Brown** of Adairsville, GA; **Gerald A. Coughlin, Jr.** of Dalton, GA; **Jerrid Shane DeLong** of Lawrenceville, GA; **Kharis Ishi Ellison** of Atlanta, GA; **Leo Dwayne Gross** of Waverly, AL; **Laura M. Heiney** of Marietta, GA; **Stacy Renee Howze** of Edgemoor, SC; **Martha Njambi Karanja** of Narobi, Kenya; **Rachael Elizabeth McDonnell** of Atlanta, GA; **Kacy Janelle Norman** of Acworth, GA; **Nathan A. Peterson** of Vernal, UT; **Raymond Sherold Salmon III** of Rome, GA; and **Eric Todd Simonton** of Jefferson, GA.

The Mu Sigma Alpha Award went to the top ten percent of the graduating class. The honored individuals were: **Gerald A. Coughlin, Jr.** of Dalton, GA; **Jerrid Shane DeLong** of Lawrenceville, GA; **Kharis Ishi Ellison** of Atlanta, GA; **Leo Dwayne Gross** of Waverly, AL; **Stacy Renee Howze** of Edgemoor, SC; **Martha Njambi Karanja** of Narobi, Kenya; and **Eric Todd Simonton** of Jefferson, GA.

During the ceremony, certain members of the graduating class, who distinguished themselves throughout the school year, were recognized with Perfect Attendance Awards. These awards were presented to: **Cordarial O'Brien Holloway**

of Dawson, GA; **Stacy Renee Howze** of Edgemoor, SC; **Kymm L. Rollins-Koustik** of Ellenwood, GA; and **Claudia L. Sandoval** of Cartersville, GA.

During the ceremonies, seventy students were recipients of the Associate of Science Degree in the Funeral Service ceremony.

CONTINUED ON PAGE A52



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## Epsilon Nu Delta holds Osiris in Orlando

*Continued from Page A50*

for **Lakeshia Fox-Kimmons**, **Bro. Albert Tillman**, CSFP, and **Bro. Sammie Gaines**, CFSP.

Saturday evening the organization honored the 2011 Epsilon Nu Delta Florida Embalmer of the Year, **Bro. Arnett C. Chase** of Alpha Gamma Chapter.

For additional information on Epsilon Nu Delta Mortuary Fraternity and future educational seminars and workshops visit [www.epsilonnudelta.org](http://www.epsilonnudelta.org). The next Board Meeting will be hosted by Alpha Gamma Chapter in Atlanta, GA, July 29-30, 2011 at the Embassy Hotel, near the Georgia World Congress Center. During the Atlanta Board Meeting, Epsilon Nu Delta will continue touching the youth with the annual John B. Haynes Memorial Backpack Project. Members should also circle their calendars as the founding, historical Alpha Chapter in Chicago, Illinois, will host the Grand 70th Annual Osiris in March 2012.



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# Educational NEWS CONTINUED

## Funeral Service Business Plan Conference Dates Announced

ST. PETERSBURG, FL— The sixth annual *Funeral Service Business Plan* conference, presented by **Kates-Boylston Publications**, will be November 3-4 at the Don CeSar Beach Resort in St. Petersburg, FL.

The Funeral Service Business Plan conference, which qualifies for continuing education credits in most states, brings together some of the top operators and thinkers in funeral service.

“Every year, our Business Plan conference keeps getting better and better,” said conference moderator



John McQueen

**Thomas A. Parmalee.** “Word of mouth brings new attendees eager to learn and network, and I’m happy to say that we also have many repeat attendees who value the one-of-a-kind experience.”

This year’s conference will include a tour and reception at **Anderson-McQueen’s Cremation Tribute Center** the evening of November 2. The firm’s owner, **John McQueen**, expects the alkaline hydrolysis machine at this location to be operational by the November conference, so attendees will see the machine firsthand – as long as all goes as planned – along with the other great service offerings at the tribute center.

The Business Plan conference will cover key topics, including boosting your preneed program, building profit-winning teams, social networking and marketing, catering to cremation families and much more.

Learn more about the conference and register by visiting [www.katesboylston.com/bizplan](http://www.katesboylston.com/bizplan) or call Thomas Parmalee at 732-730-2586.

Kates-Boylston Publications publishes *American Funeral Director* and *American Cemetery* magazines as well as *Funeral Service Insider*. The company has been helping funeral professionals succeed and serve since 1877. Learn more at [www.katesboylston.com](http://www.katesboylston.com).

## JCANA Conference to be held in Illinois in June

ST. LOUIS, MO— The **Jewish Cemetery Association of North America (JCANA)** will hold its annual conference in Skokie, IL from June 12-14. The conference will feature plenary sessions, presentations by guest speakers, workshops and demonstrations. The conference will take place at the Double Tree by Hilton in Skokie. Kosher meals will be served. Rooms are available at a group rate at the Double Tree. For

more information, go to [www.jcana.org](http://www.jcana.org) and click on the “JCANA Conference” tab.

JCANA is North America’s only organization of Jewish cemetery managers, and JCANA is committed to identifying and preserving Jewish cemeteries throughout North America.

Further questions can be directed to **Ralph Zuckman**, Chairman of JCANA, at 248-723-8884.

## Gupton-Jones College holds Graduation Exercises

*Continued from Page A51*

They were: **Willie Patrick Aiken III** of Hardeeville, SC; **Annah Brooke Aman** of Atlanta, GA; **Derrell Winsor Anglyn III** of McDonough, GA; **Stephanie Nicole Baade** of Griffin, GA; **Crystal Elizabeth Braud** of St. James, LA; **Jared Hakeem Broughton** of Conyers, GA; **Kizzy Janeen Bennett-Taylor** of Waterloo, Iowa; **Corinne F. Brown** of Adairsville, GA; **Love Calen** of Tucker, GA; **Tanish Sabrina Calloway** of Decatur, GA; **Edna Rhena Carter** of Oxford, GA; **Bianca Bridjette Clemons** of Atlanta, GA; **Gerald A. Coughlin, Jr.** of Dalton, GA; **LaTanya Raynette Davis** of Los Angeles, CA; **Natasha Nichole Davis** of Norcross, GA; **Jerrid Shane DeLong** of Lawrenceville, GA; **Kharis Ishi Ellison** of Atlanta, GA; **Laurel Dave Fagan** of Stone Mountain, GA; **Vincent Thomas Floyd** of Toccoa, GA; **Michael Howard Franks** of Cumming, GA; **Dionne Shallette Gray** of Atlanta, GA; **Lisa Ann Griffin** of Covington, GA; **Leo Dwayne Gross** of Waverly, AL; **Allen L. Guertin** of Atlanta, GA; **Anthony Dwayne Hallmon** of Orangeburg, SC; **Laura M. Heiney** of Marietta, GA; **Jaketa Monique Higgins** of Atlanta, GA; **Cordarial O’Brien Holloway** of Dawson, GA; **Brittany Michelle Howard** of Atlanta, GA; **Stacy Renee Howze** of Edgemoor, SC; **Samuel J. Johnson** of Lawrenceville, GA; **Martha Njambi Karanja** of Nairobi, Kenya; **Brent Richard Kehr** of Tampa, FL; **Y’atis Killings** of Lithonia, GA; **Andrea Michelle Lane** of Surry, Virginia; **Jeffery Wayne Layton** of Tallapoosa, GA; **Ronald Lewis II** of Upstate, SC; **Rachael Elizabeth McDonell** of Atlanta, GA; **John E. McDowell, Jr.** of Jonesboro, GA; **Nicole Jean McKinney** of Lancaster, SC; **DeLeon Tatiana Mills** of Atlanta, GA; **Debra Ann Kimble Mlambo** of Stone Mountain, GA; **Rotajh Darryll Moss** of The Bahamas; **Blake Hartley Moye** of Sandersville, GA; **Janice Nicole Murphy** of Haw River, NC; **Kacy Janelle Norman** of Acworth, GA; **Alexander Paul Northcutt** of Woodstock, GA; **Nathan A. Peterson** of Vernal, UT; **Archie Emmanuel Alexander Prater** of Jonesboro, GA; **Tayler Renee’ Pringle** of Bessemer, AL; **LiKesia Deonne Proby** of Flint, MI; **Jo Louanne Reagin** of Covington, GA; **Kymm L. Rollins-Koustik** of Ellenwood, GA; **Raymond Sherold Salmon III** of Rome, GA; **Claudia L. Sandoval** of Cartersville, GA; **Thomas Sawyer** of Conway, SC; **Brittany Tashae’ Sellers** of Ocala, FL; **Eric Todd Simonton** of Jefferson, GA; **Toya Cherise Smalls-Scott** of Huger, SC; **Krystal T. Stout** of Atlanta, GA; **Michelle Levon Tarver** of Decatur, GA; **Daniel Darrell Taylor** of Mobile, AL; **Steven Nicholas Tolbert** of McDonough, GA; **Tonya Lashun Tomlinson** of Decatur, GA; **Kashia Monet Webster** of Riverdale, GA; **Audrey Diann White** of McDonough, GA; **James Ricky Wiggins** of Dawsonville, GA; **Sharla Shenell Williams** of Augusta, GA; **Zakia Renee’ Wilson** of Thomson, GA; and **Cheowana Nicole Wynn** of Decatur, GA.

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# Educational NEWS CONTINUED

## Ivy Tech Community College announces Mortuary Science Endowment



(L to R) Tony Rendina, Dr. Carlos Hernandez, Nhemya Ward, Arthur Lax, Michelle Katsaros, Kim Jones, Patrician Owens, Rick Soria, Elden LaHayne, Mary Anne LaHayne and Jim Burns. Seated: Dr. Laura Rosillo and Bill Burdan.

**EAST CHICAGO, IN**— Ivy Tech Community College's mortuary science program advisory committee are the "ears and eyes" of the industry. They are comprised of licensed funeral directors, cemetery directors, and graduates from previous classes, as well as other funeral related professions. "As a committee we have a responsibility to give back. Many of the area funeral homes benefitted in one way or another from the Mortuary Science program," states **Mary Anne LaHayne**, wife of funeral director **Elden LaHayne**. The LaHayne family has owned and operated the **LaHayne Funeral Home** in Hammond since the 1960s.

The Mortuary Science Endowment project is headed by Mr. and Mrs. LaHayne. Mr. LaHayne has history with the program. He assisted former program chair **Rick Soria** with moving the program from an idea to a fully-accredited mortuary science program at the East Chicago De La Garza campus.

The newly created endowment will provide scholarships for students to complete their studies. In addition, the monies generated by the endowment can be used for updated equipment for student use in the classroom.

Since the program's inception in 2002, over 50 funeral homes spanning over three states have served as practicum sites for mortuary students. Many students are second, third and even fourth generation funeral directors. And, many graduates are serving communities

across the country.

"My son, **Jim Jr.**, graduated in the program's first class. He is continuing the family tradition of providing quality service to the communities we serve," adds **Jim Burns, Sr.**, president of **Burns Funeral Homes**. "I've joked with Jim and his wife **Michelle** that their eight-week old son, **Caden**, will continue the Burns Funeral Home family tradition," adds **Rick Soria**, dean for the school of public and social services. **Jim Burns, Jr.** was a student in many of **Dean Soria's** classes.

"When determining who would be selected to serve in the role as chair of this initiative, Mr. LaHayne's name was the first that came up in conversation. He is dedicated to the funeral profession and the College's mission," adds **Nhemya Ward**, Mortuary Science program chair.

The advisory committee consists of the following members: **Bill Burdan**, **Burdan Funeral Home**; **Bob Cole**, **Schroeder-Lauer Funeral Home**; **John Evan**, **Edmonds & Evans Funeral Homes**; **Lynn Haverstock**, **Ott/Haverstock Funeral Chapel**; **Kim Jones**, **Calumet Park Funeral Chapel and Cemetery**; **Michelle Katsaros**, **Geisen Funeral, Cremation, and Reception Centre**; **Kevin Kish**, **Kish Funeral Home**; **Elden LaHayne**, **LaHayne Funeral Home**; **Arthur Lax**, **Lax Mortuary**; **Angela Manuel**, **Manuel Memorial Funeral Home**; **Patrician Owen**, **Guy & Allen Funeral Directors**; **Ryan Parker**; **John S. Pruzin**, **Solan-Pruzin Funeral Homes**; **Tony Rendina**, **Rendina Funeral Home**;

**Sam Smith**, **Divinity Funeral Home**; **Dean Wagner**, **Solan-Pruzin Funeral Homes**; **Ray White**, **White Funeral Home**; **Spencer Leak, Jr.**, **Leak and Sons Funeral Home**.

Ivy Tech Community College is Indiana's largest public postsecondary in-

stitution and the nation's largest singly accredited statewide community college system serving nearly 200,000 students annually. Ivy Tech has campuses throughout Indiana.

It serves as the state's engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its community along with courses

and programs that transfer to other colleges and universities in Indiana. It is accredited by the Higher Learning Commission and a member of the North Central Association.

## The Conference Awards National Board Examination Scholarships

**FAYETTEVILLE, AR**— The Board of Directors of the **International Conference of Funeral Service Examining Boards** has selected 12 recipients to receive the National Board Examination (NBE) Scholarship for the 2011 year. Each ABFSE accredited program was asked to submit one candidate name to The Conference based on their own criteria. Winners were drawn at the Board of Directors Meeting on March 2, 2011 in Myrtle Beach, SC. The NBE Scholarship allows each recipient to sit for the NBE at no cost.

The NBE Scholarship recipients are: **Tracy Charles**, *Bishop State Community College*; **Joseph P. D'Amato, III**, *Northampton Community College*; **Melissa R. Francis**, *Community College of Baltimore County at Catonsville*; **Jennifer L. Franzen**, *Simmons Institute of Funeral Service*; **Jeremy Ingram**, *Mississippi Gulf Coast Community College*; **Mollie Jackson**, *St. Petersburg College*; **Tatyana G. MacDonald**, *Florida State College at Jacksonville*; **Jennifer Sanchez**, *St. Louis Community College at Forest Park*; **George Seminara**, *Mercer County Community College*; **David Turner**, *Piedmont Technical College*; **Cassandra D. Young**, *Ogeechee Technical College*; and **Richard Walker**, *University of Arkansas Community College at Hope*.

The International Conference of Funeral Service Examining Boards is headquartered in Fayetteville, Arkansas. Founded in 1904, the membership of The Conference is composed of funeral service licensing and regulatory agencies throughout the United States and Canada. For more information on The Conference, visit [www.theconferenceonline.org](http://www.theconferenceonline.org).

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**BILLY JOE "B.J." EMERSON** of Jonesboro, AR died March 8, 2011 at the age of 81. He was owner and operator of **Emerson Funeral Home** of Jonesboro, which his father founded in 1932. He was long-time operator of Emerson Ambulance Service, the oldest continued owned ambulance service in Arkansas. He served as Craighead County coroner from 1960 until 1980. He was a member of the *Arkansas Funeral Directors Association*, and the *National Funeral Directors Association*.

**FREDDIE E. DOYLE SR.**, of Slidell, LA died February 7, 2011 at the age of 87. In 1952, he obtained his Louisiana funeral directors licenses. He established **Doyle Funeral Home** in Slidell, which first opened its doors on Daney Street in 1963. In 1983, he relocated the firm to Fourth Street in Olde Towne, retiring in 1992. He was a graduate of *Simmons School of Mortuary Science* in Syracuse, NY.

**EDWARD J. BACHMAN** of Fairfield, CT died March 17, 2011 at the age of 95. He practiced as a licensed funeral director in Bridgeport for 45 years before retiring in 1980. He was a graduate of *the McAllister School of Embalming* in New York.

**CORY HAYESONNA MOURET** of Kenner, LA died March 8, 2011 at the age of 24. She was a licensed funeral director with **Lake Lawn Metairie Funeral Home** in New Orleans and a graduate of *Delgado College*.

**DEAN MARSH** of St. Helens, OR died March 24, 2011 at the age of 58. He was the former funeral director for **Columbia Funeral Home** in St. Helens for more than 20 years.



**JOHN SIMMONS** of Madison, GA died March 5, 2011 at the age of 75. He was involved in the funeral business for 60 years, and served Morgan County as coroner for 38 years. He was employed with **Vickers Funeral Home** in Gainesville. Vickers Funeral Home offered Simmons the funeral directors position in Madison with the option to buy after five years. At the end of five years, Vickers decided not to sell because Simmons had made such a successful business in this five year span. He later purchased **Hemperly Funeral Home** in 1968, renaming it **Simmons Funeral Home**. He retired in 2008. He attended the *Cincinnati College of Mortuary Science*.

**VELTEN FRANK FRITZ** of Albuquerque, NM died March 12, 2011 at the age of 96. He was a funeral director and embalmer at **Strong-Thorne Mortuary** until retiring in 1987. He was a graduate of the *California College of Mortuary Science* in 1941.

**LYNDAL FAGAN** of Gallatin, TN, formerly of Lewisburg, TN, died March 18, 2011 at the age of 87. He was a retired funeral director and embalmer for more than 50 years.

**GARY LYNN SKIDMORE** of Jane Lew, WV died March 15, 2011 at the age of 66. He was a funeral director at **Poling-St. Clair Funeral Home**. He was member of the *West Virginia Funeral Directors Association*.



**MILLARD EARL LATIMER JR.**, of Pittsford, NY died March 25, 2011 at the age of 82. In 1955, he became a New York State licensed funeral director. He began his apprenticeship at **Latimer Funeral Home** in Rochester, which was founded by his parents in 1922. The business was incorporated in 1963 and renamed, **Millard E. Latimer & Son Funeral Directors, Inc.** He became president of the firm, expanding it. Over the years, he trained most of the local African-American funeral directors, many of whom have moved away and started their own business. He was a graduate of *Worsham College of Mortuary Science* in Chicago, IL. He was a member of the *National Funeral Directors Association*, *New York State Funeral Directors Association*, *National Funeral Directors & Morticians Association*, *Rochester Genesee Valley Funeral Directors Association, Inc.*, *Empire State Funeral Directors Association*, and the *Epsilon Nu Delta Mortuary Fraternity*.



**PRESTON "PREP" RIZOR** of Milwaukee, WI died April 12, 2011 at the age of 63. He was the owner and operator of the **Custom Craft Casket Company** and a licensed funeral director in Milwaukee for several years.

**ROBERT MICHAEL "MIKE" WARREN** of Tucson, AZ died April 2, 2011 at the age of 56. He had been a licensed funeral director since 1976. He worked for **Green Valley Mortuary** for 18 years, and formerly worked for **Chapel of the Chimes** in Glendale, AZ.

**ROBERT H. THOMAS SR.**, of Granite City, IL died March 2, 2011 at the age of 67. He was a licensed funeral director, embalmer, owner and operator of **Thomas & Mercer Mortuary** in Granite City for many years. In 1963, he graduated from the *University of Indiana* with a degree in mortuary science.

**DONALD K. LARSON** of Spring Valley, MN died March 5, 2011 at the age of 84. He worked for **Osland Funeral Home** and **Hindt Funeral Homes** for 20 years. As a member of Our Savior's Lutheran Church in Spring Valley, he served as an usher for the cemetery board.

**ROBERT WASHINGTON JR.**, of San Antonio, TX died April 6, 2011 at the age of 69. He was a licensed funeral director, embalmer and owner of **Lewis Funeral Home** for over 50 years. He was a graduate of *Commonwealth College of Mortuary Science* in Houston.



**HARRY A. FREITAG JR.**, of Hopewell Township, NJ died March 16, 2011 at the age of 82. In 1950, he became New Jersey's youngest licensed funeral director, and remained a director for 50 years. He operated the family funeral home, which possessed his grandfather's name; **The William F. Garrison Funeral Home** located on North Laurel Street in Bridgeton from 1987 until 1962. He later relocated it

to the current address on West Commerce Street, renaming it **Freitag Funeral Home**. He worked as a funeral director for many years until his election on the Surrogate's office in 1983. He continued as a funeral director on a part-time basis until fully retiring in 2000. He served three terms as Cumberland County Coroner from 1956 until 1964. In 1966, he was elected to the Cumberland County Board of Chosen Freeholders, serving as the first director of the newly organized seven member "small board." He served a total of 15 years, including three terms as director before being elected to the post of Cumberland County Surrogate. He attended the *Dolan School of Embalming* in Philadelphia.

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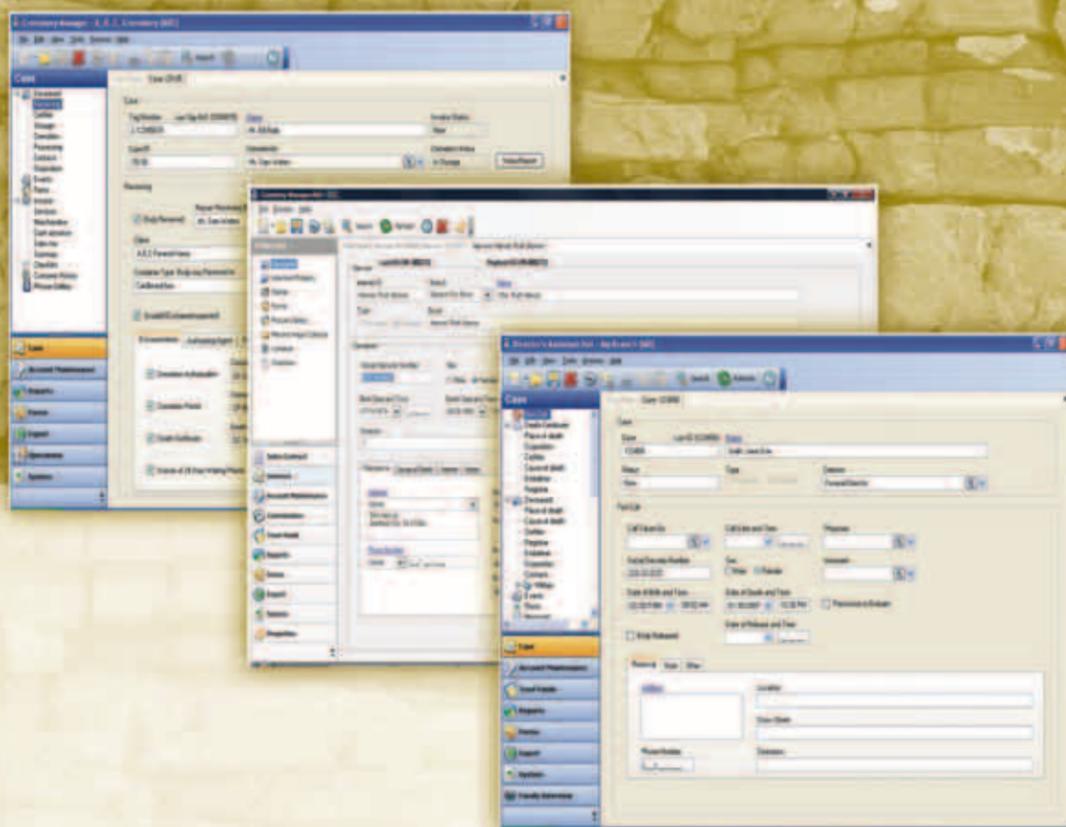
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