

## Tony Colson named new President of Wilbert Funeral Services, Inc.

**BROADVIEW, IL**— Wm. Anthony (Tony) Colson has accepted the position of president of Wilbert Funeral Services, Inc.

With 16 years of progressive sales and marketing management experience at **Batesville Casket Company** (Batesville, IN), Colson has a solid background in the funeral industry. Most recently, he served as vice president and general manager with Pella Window & Door Corporation, where he was responsible for business operations in Minneapolis.

A graduate of Indiana University, Colson is an accomplished training professional and speaker. He has presented material on various topics at the NFDA International Convention and Expo, ICCFA Annual Convention and Expo, and ICCFA University. He has both an understanding and an appreciation of the business that make him well suited to lead Wilbert in its next phase of growth.

Tony and his wife Margie will be relocating to Chicago in the near future.

Wilbert Funeral Services, Inc. is the leading single-source supplier of burial vaults and cremation-related products and services to North American funeral homes. For more information, please call 888.WILBERT or visit [www.wilbertonline.com](http://www.wilbertonline.com).



Tony Colson

## Taylor County Veterans Service Office unveils Historical Painting for Abilene Veterans Cemetery

**ABILENE, TX**— The largest painting that will hang in a veteran's cemetery was unveiled in a ceremony at the Abilene Civic Center. The large painting, titled "Our Heroes" measures 5 feet by 8 feet and honors the members of the United States military. Fourteen active members of various branches of the military posed for this painting.

The details in the painting are breathtaking. The painting was commissioned by **Jack and Sandie North**, owners of **North's Funeral Home** in Abilene. The Norths have been long time supporters of the military and especially Dyess Air Force Base, where Mr. North has been an honorary commander since 1985. The painting will hang in the new **Abilene Veterans Cemetery**, which is scheduled to open in the spring of 2009.

The artist is **Mike Lanier**, of Abilene. Known for his exquisitely detailed work, this painting is his largest to date. Mr. Lanier said that he is very honored to have been selected to paint this historical and memorial piece of art.



Artist Mike Lanier's "Heroes"

**Jim Defoor**, the Taylor County Veterans Officer, was the master of ceremonies for the unveiling. Representatives of the Texas State Veterans Land Commission spoke, as well as representatives of the city and county commissions. Brigadier General **Garrett Haren-cak**, commander of the 509<sup>th</sup> bombardment wing at Whiteman Air Force base returned to Abilene for this special event and spoke for the military.

Special videos of famous military photos preceded the ceremony and a special tribute to veterans followed the unveiling.

All veterans and active duty personnel, as well as the public, were invited to the special event honoring our veterans. The painting will be on display in various Abilene locations until being placed permanently in the new Abilene Veterans Cemetery.

**LaDonna Olden** recently purchased a Sacramento, California Funeral Home. "My goal in the very near future is to set myself apart as a new owner by doing some things that are different."

*See Thompson Funeral Home is Under New Management on Page A15*

"I think this gives the community a chance to see the good that future funeral directors and embalmers can do as well as reinforce the positive aspect of the public's view of us as a profession," said student **Rodrigo Gomez**.

*See Cypress Students Support Habitat For Humanity on page A22*

**Annual NFDA Professional Women's Conference is held in St. Petersburg, Florida**

*Photos begin on Page A36*

## Artistic Expressions Tribute to the Funeral Director



The Funeral Directors' Tribute

**RACINE, WI**— The *Funeral Directors' Tribute* by **Artistic Expressions** is a collage of detailed, hand drawn graphite images depicting various aspects of funeral service from the past to the ever changing present. It is printed on heavy fine art paper, double matted to fit a standard 18"x24" frame and signed by the artist.

The Tribute is collaboration between Funeral Director **Scott Pelky** and nationally known artist **Don Ricchio**. All funeral professionals know what type of demands the funeral industry can place on an individual. The *Funeral Directors' Tribute* represents the significance that the funeral service has played

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## Changes Coming in October

### FUNERAL HOME & CEMETERY DIRECTORY

The National Yellow Book of Funeral Directors and the Cemetery Directory have combined!

Listings for US and Canadian Funeral Homes, US active Cemeteries, select International Funeral Homes, Trade Service Companies, Veterans Administration Facilities, Foreign Consulates, Foreign Shipping Regulations, and US Daily Newspapers

### BUYER'S GUIDE

The Catalog of Funeral Home and Cemetery Supplies has expanded and is now the BUYER'S GUIDE.

In addition to listing all service/supply companies, the BUYER'S GUIDE also contains listings of firms dealing with Pet Deathcare. Trade Associations, Educational Services and US Daily Newspapers are also included.





# 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.

### Family Abduction



#### LANE RICHARD SIVITS

**Birth:** 4/15/99  
**Missing From:** 1/26/08  
**Missing From:** Marengo, OH  
**Age Now:** 9  
**Sex:** Male  
**Race:** White  
**Hair:** Brown  
**Eyes:** Brown  
**Height:** 4'7"  
**Weight:** 70 lbs



### Lost, Injured, Missing

#### AMANDA MARIE BERRY

**Birth:** 4/22/86  
**Missing From:** 4/21/03  
**Missing From:** Cleveland, OH  
**Age Now:** 22  
**Sex:** Female  
**Race:** White  
**Hair:** Sandy  
**Eyes:** Brown  
**Height:** 5'1"  
**Weight:** 110 lbs



Age Progression to 20 Years

**Circumstances:** Amanda's photo is shown age-progressed to 20 years. She was last seen at approximately 7:45 p.m. on April 21, 2003 wearing a Burger King uniform and a black apron with "Burger King" written on it in yellow letters. Amanda has pierced ears, a pierced left eyebrow, and a scar on her lower abdomen.

### Endangered Runaway

#### DANIELA ARREDONDO-SANCHEZ

**Birth:** 2/16/91  
**Missing From:** 5/5/06  
**Missing From:** Antioch, TN  
**Age Now:** 17  
**Sex:** Female  
**Race:** White/Hispanic  
**Hair:** Black  
**Eyes:** Green  
**Height:** 5'5"  
**Weight:** 115 lbs



Age Progression to 17 Years

**Circumstances:** Daniela's photo is shown age-progressed to 17 years. She was last seen on May 5, 2006.

### Abductor DAWN LEANN SIVITS

**Birth:** 10/11/71  
**Age Now:** 37  
**Sex:** Female  
**Race:** White  
**Hair:** Lt. Brown  
**Eyes:** Blue  
**Height:** 5'6"  
**Weight:** 180 lbs



**Circumstances:** Both photos shown are of Lane. He was abducted by his non-custodial mother, Dawn Sivits. A felony warrant for Custodial Interference was issued for the abductor on January 30, 2008. Lane has a scar on his right foot. Dawn may use the alias last names Coffee and Staley.

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

## Pennsylvania Insurance Study Course to be offered at PIMS

**PITTSBURGH, PA—** Pittsburgh Institute of Mortuary Science (PIMS) will be offering an Insurance Study Course for those persons interested in obtaining their insurance license in Pennsylvania. The one-day course will be held at PIMS on Friday, July 25, 2008. The course is open to students, Interns and Licensees. The course typically lasts from 8:30 a.m. through 5:00 p.m.

The Pennsylvania State Insurance Department, as of June 4, 2003, requires that candidates complete an approved study course, 24 credit hours (that includes a minimum of 3 hours of ethics education) before sitting for their State examination. According to the **Kaplan Financial Company**, the one-day course at PIMS will satisfy the Pennsylvania State Insurance Department requirement.

Although emphasis of the course is on Life Insurance, there is a required brief introduction on Property and Casualty as well. Be advised that at the conclusion of the study course, candidates must take an exam, with a passing score of 70, entitling them to receive a certificate. This certificate will then authorize the candidate admission to the state licensing exam. The licensing exam itself is not given at PIMS but is given at a specific testing center.

The fee for the study course at PIMS is \$167.00; checks made payable to: Kaplan Financial Company, which is based out of Chicago, IL. The cost includes the course, books, materials, taxes and the instructor fee. Anyone interested in attending the course must register no later than Friday, June 20, 2008. Only those persons whose payment is received will be registered, and books and materials will be available to pick-up for review prior to the study course. For further information contact Joe Marsaglia at PIMS; 412-362-8500 ext. 108, or [jmarsaglia@pims.edu](mailto:jmarsaglia@pims.edu).



Published Monthly by:  
**Nomis Publications, Inc.**  
 PO Box 5159, Youngstown, OH 44514  
 1-800-321-7479 FAX 1-800-321-9040  
[www.nomispublications.com](http://www.nomispublications.com)  
[info@nomispublications.com](mailto:info@nomispublications.com)

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

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

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### NOTICE

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

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ISSN 1526-9620

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## Methods for Shipping Decedents

By Shun Newbern, CFSP

A career in funeral service is truly a calling in to which the professional commits their life to the ministrations of others. There could be no higher calling than to be a service to your fellowman. As skilled and masterful embalmers and morticians, we should endeavor to provide families with true professionalism. Families obtain consolation when they know that a mortuary that excels in the business of funeral service prepared their loved one.

True professionalism is in the heart. To state that one is a professional, is not so much of what one does, but rather the quality, or lack thereof, which one brings to the assigned task. That task must be regarded as a sacred trust; shipping a decedent is one of the most important preparations. Embalming is an art. An artist only uses the finest of materials to display their skill and promote the standard of professional care. Therefore, embalmers should be selective in using the finest of embalming chemicals. The use of quality, reliable arterial and cavity chemicals will result in excellent results. The embalmer should not attempt to use new experimental chemicals for a shipping.

When shipping a decedent domestic or international the highest of standards must be observed. The standards and procedures used for the process should be recorded in an Embalming Report. Preservation is primary. The best results, the embalmer should use restrictive cervical injection and drainage (by using the right and left carotid artery and jugular vein). This procedure ensures adequate and balanced preservation. The embalmer must use additional precautions for decedents that have an autopsy or that have additional adipose tissue. All the same, there are other conditions that need special embalming treatment: edematous

(dropsy), jaundice discoloration and emaciation (extreme weight loss).

One factor that is often not considered is that the decedent may lay-over for more than a day in intermediate bus station, train station or airports. Reflect on the possibility of itinerary changes, inclement weather and the unpredictable. International decedents may be in less than optimal situations, in the receiving country; there may be weeks between death and time of final disposition. If preservation is questionable in either limb (due to a variety of issues), take the time to arterially inject axillaries, radial, femoral or tibial arteries. The embalmer should not hesitate to hypo-



Shun Newbern

dermically inject and treat required areas after arterial injection. The volume of chemical required for preserving the cavity preservation may change as the decedent is jolted or exposed to rapid changes in the atmosphere and cause a pressure purge from any orifice. At any rate, the embalmer should adequately aspirate the cavity to remove excess fluid and gas from the abdomen and replace it with strong undiluted cavity chemical. Prior to dressing, the decedent must be free of odor and leakage.

The next standard of care that must be taken is protecting the clothing from possible stains or leakage. Small problems can be prevented as the decedent is thoroughly evaluated before. Great precaution should be taken to intravenous puncture holes and sutures by sealing areas with glues, cotton dressing, shrunk wrap roll and plastic garments prior to placing them in the casket or combination air tray. Colorful garbage bags and masking tape do not classify as plastic garments. You may not agree, however the high standard of care is the use of plastic garments manufactured for decedents placed in your care.

CONTINUED ON PAGE A8



# Promotional Calendars

## Catholic Calendar

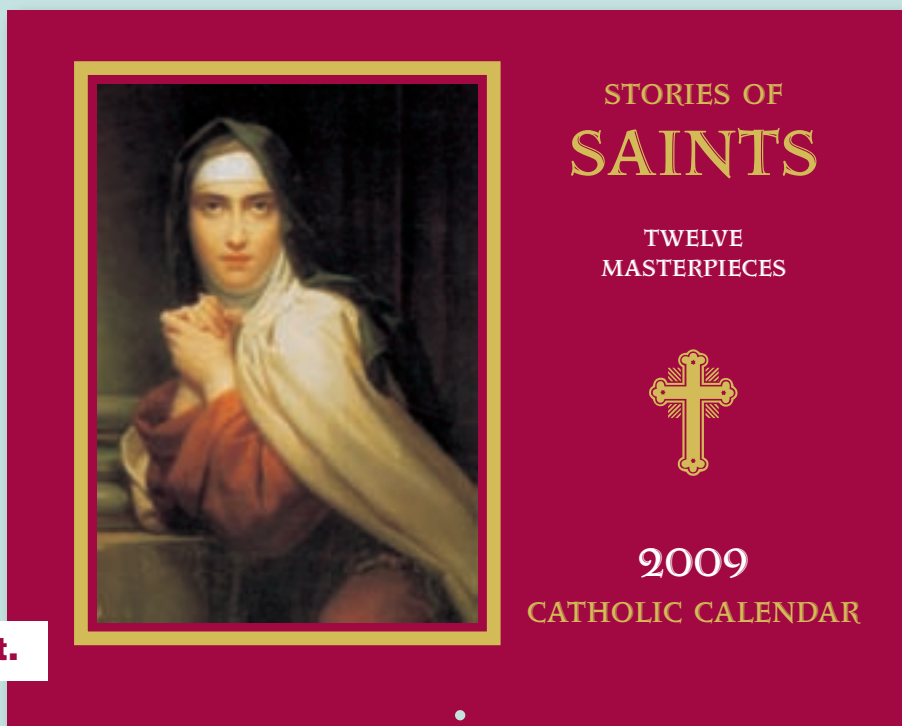
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## Nature Calendar

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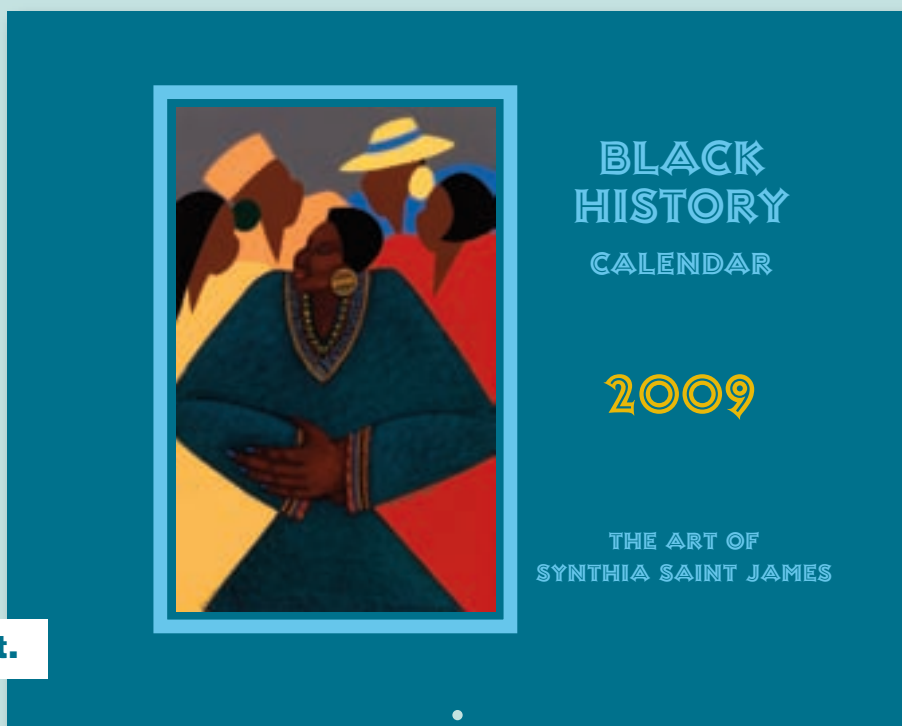
## Black History Calendar

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# At Last: The "How Not to Get Sued" Manual that Funeral Homes and Crematories Desperately Need

By Doug Hernan

## Traversing the Minefield—Best Practice: Reducing Risk in Funeral-Cremation Service

By Michael W. Kubasak and William M. Lamers, M.D.  
Published by LMG Publishing

Few books have challenged, inspired or helped funeral-cremation professionals like **Mike Kubasak's** 1990 classic, *Cremation and the Funeral Director*. Indeed, Kubasak's first book launched a revolution in American funeral directors' understanding of cremation and attitudes toward families that choose it. The influential best-seller has helped thousands of firms improve service options, expand merchandise offerings, retool arrangement conferences and boost both profit on cremation calls and family satisfaction.



Michael W. Kubasak

That's one tough act to follow—but amazingly, Kubasak has surpassed his debut performance with the long-awaited second book, *Traversing the Minefield—Best Practice: Reducing Risk in Funeral-Cremation Service*. It's a virtual "how not to get sued" guide at a time when litigation against deathcare professionals is becoming

**TRAVERSING THE MINEFIELD**

Best Practice:  
Reducing Risk in Funeral-Cremation Service

By **MICHAEL KUBASAK**  
William M. Lamers, Jr., M.D.

both more costly and more prevalent. Even the most conscientious funeral-cremation providers will discover danger spots they had never considered, as well as smart, practical strategies they would never have devised on their own or learned from another source.

During the past three decades, Kubasak has developed a reputation as one of the profession's foremost due-diligence experts, and *Traversing the Minefield* addresses the topic with authority, insight and hard-won experience.

It's doubtful that anyone could have written this book as well as Kubasak has, and critics within the profession are already calling it "a must read" for all funeral service-cremation practitioners "...the "most direly needed book ever published for funeral-service professionals"...a "daily desk reference" and "exceptional resource." Little wonder: *Traversing the Minefield* is a triumph of both content and presentation, and Kubasak has shown once again why he is one of the profession's most respected standard-bearers for progress, integrity and accountability.

This long-time funeral-home owner, consultant and expert witness has always had a winning way with words;

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## The Gift of Aftercare

By Sherry L. Williams

Are you spending your life looking in the rearview mirror?

How many of you talk about how easy it used to be? How many of you talk about the way it used to be done? And, how many of you are looking back at things in the past and trying to make them better?

Unfortunately, I think a lot of us fall in this boat. We spend too much of our time trying to create a better past. Instead of focusing on the here and now and trying to make this the best moment, we spend time trying to figure out why we can't go back to the way it was.

I have to admit that I am guilty of that myself. Many times instead of focusing on what I can do now to improve my market, I spend endless hours looking over old sales numbers and customer lists and trying to figure out how I can make things the way they used to be. Are you?

With today's changing market, you must focus on the trends facing us today such as; a more educated consumer, a consumer that wants value and meaning, a customer that doesn't find comfort in our old customs and rituals and a customer that is no longer loyal just because we served them and served them well before.

People today have too many options available to them and if you as funeral service practitioners are not flexible and adaptable to meeting the needs of today's consumer, you can soon be looking for another career. You cannot spend your time trying to retro fit the past and how it used to be done. The things that met the consumer of yesteryear did just that. They met needs that were needs of the past and you are spending your time trying to make what was a part of the past better. You need to focus on making the present better by working with today's consumer to determine what has value to them. You have to be willing to step out of old tradition and find ways to add new rituals that will create value in what you do for the customers of the future.

Many funeral service practitioners are not too keen on market research, but you need to strongly consider doing some. It is important to know what the "now" generation wants from a funeral director, funeral service and a funeral experience. You need to look at what is important to them with regards to location, modes of celebration or life, ways of remembering loved ones. You need to be asking questions and then be flexible enough to change in response to the answers so that your business grows with the changes in consumer demands.

When you think about other big businesses, particularly fashion and the automobile industry, they seem to set trends by creating demand. They create changes and market them in such a way that consumers ask for what they produce. But, let's face it, you know that people don't want to have to use your services; it is a time that they are in pain, confused and needing help so it is really impor-

tant that you leave them feeling satisfied. You have to give them something that has meaning for them, not just another cookie cutter funeral. They need to feel like what they are spending is worth it because it has value for them, it has touched them emotionally in a way that is healing and pleasing.

The past is gone, we can't spend our time trying to make it better, but we can make right now have more meaning and we can focus on the future by staying ahead of the market and what consumers want. And please notice that I said want, not need. They want to feel like the life of the person they loved had meaning. They want to celebrate that life. They want to feel better when they are so devastated and the best way to do that is to surround them with family and friends who can help them celebrate the life of their loved one in very special and significant ways.


You can't go back. Life only moves forward so be prepared to move with it and quit wasting time trying to fix the past.

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

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




# Spanish Promotional Calendars



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## The Cremation Society of Pennsylvania agrees to Cease Marketing of Pre-Need Cremation Services

**HARRISBURG, PA**— On April 14, 2008, the *Pennsylvania Funeral Directors Association* and the *Cremation Society of Pennsylvania* reached a settlement. The Cremation Society of Pennsylvania has agreed to cease marketing its pre-need cremation services. The parties have agreed to publish a notice to members of the Cremation Society who have executed pre-need cremation contracts advising the members of the opportunity to negotiate a new pre-need cremation contract with a licensed funeral director if they choose to do so. If a member does not choose to negotiate a new contract, the existing pre-need contract with the Cremation Society will be performed by **Auer**

### Important Notice to Members of the Cremation Society:

Due to a recent adjudication of the Pennsylvania Funeral Directors Law by the Commonwealth Court of Pennsylvania which states that only licensed funeral directors can offer cremation services directly to the public, you are being offered two (2) options regarding your fully prepaid Pre-Need Cremation Agreement with the Cremation Society of Pennsylvania. You may choose to cancel your Pre-Need Cremation Agreement with the Cremation Society and contract a new pre-need cremation agreement with a licensed Funeral Director of

### Legal Settlement Agreement Recently Reached

**Memorial Home and Cremation Services, Inc.** In the event a new pre-need cremation contract is executed by a member, the Cremation Society of Pennsylvania will take the appropriate actions to change the terms of the pre-need cremation contract and will take all steps necessary to transfer all funds, plus interest to the selected funeral home.

If consumers have any questions, they can contact Kathleen K. Ryan, Esq. at the Pennsylvania Funeral Directors Association by calling 1-800-692-6068.

The notice referred to above is as follows:

your choice. In the alternative, you may choose to continue your Pre-Need Cremation Agreement with the Cremation Society and it will be performed by Auer Memorial Home and Cremation Services, Inc.

If you desire to change your Pre-Need Cremation Agreement, you must call 1-800-436-2526 on or before July 21, 2008.

If you do nothing, it will be presumed that you wish to continue your arrangements with Cremation Society of Pennsylvania, which services will be performed by Auer Memorial Home and Cremation Services.



## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### Staff Training: An Investment in Everyone's Future!

Written by Candace Franco, Education and Training Coordinator, The Outlook Group, Inc.

*This month I have asked Candace Franco to please share her experiences in the field with all of us. Candace Franco is the training and development coordinator for The Outlook Group. Candace would like to know your thoughts about this article. You can reach her at (800) 331-6270 or visit [www.theoutlookgroup.com](http://www.theoutlookgroup.com). Please let her hear from you today!*

I am blessed with a wonderful group of friends who get together every morning and walk several miles. We are commonly known as the walkers and talkers. We are not a young group. We are not even really middle aged, that is unless we will live to be somewhere between 120 to 150 years old. We are *your* market! The youngest of us will soon work with you to make arrangements for our parents. Our children will soon work with you to make arrangements for some of us. Why do I write about this group of ladies? Because I have learned so much from them. Recently they inspired me. I had one of those aha moments. The moment the "make-believe" light bulb above my head went off and I instantly knew something with crystal clear clarity. We all have those moments in life.

What I know is this. When it comes to customer service it's not what you do, or even the products you offer, that makes the crucial impression. It's *how* you do it. The professional interaction between you and the family you serve. That's what makes all the difference.

The ladies were recommending a doctor to a new member of our group. No one talked about what medical school he graduated from or even if he was board certified in his specialty. What they talked about was how he talked with them. They loved that he always asked questions; that he did not have them fill out a health history on their own while they waited to see him. He used the health history as an interview tool asking the initial question and then the question behind the question. In short how he completed a health history made them feel individual, important and involved in the process. Isn't that what we hear the boomer consumer and their silent generation counterpart are looking for in a service experience? The single most important aspect of funeral

service is the professional interaction between your staff and the family being served.

Sometimes we are quicker to invest in all the accoutrements, the personalization hardware, the video tribute software, and all the bells and whistles, than we are to invest in our staff and their professional and personal development. While I do not question the importance of all of the above I fear we often miss the mark when it comes to staff.

There is no doubt that in the funeral home environment it is often very difficult to free up staff time for professional development. Still as the funeral home manager or owner the buck stops with you when it comes to the quality of your services. If your people are your most valuable resource then why wouldn't investing in them and their professional development be a top priority? It should be job #1. How might you allocate training and education dollars? How will you help assure that the dollars you spend are put to good use? We all know many times good money is spent on training that yields modest and/or no results.

As the training coordinator for The Outlook Group I see a fair number of folks attend our educational courses each month. Most of them go home refreshed and enthusiastic with new ideas. Lots of them see an increase in their advance planning sales and/or find new ways to help families that they had not been able to help in the past. This being said, not all of them go home with something positive and some of them leave excited to try a new approach or idea and two weeks later are right back doing the same thing. What is different?

I'd like to share a few things I have seen that make a huge difference. Recently I did training for a group where the entire staff of the funeral home, from the owner to the gentleman who washes the cars, had gone through an exercise to determine how they wanted to differentiate their funeral home. At this firm they all decided they wanted to provide exceptional service on all levels. For them this was defined as putting the "wow" in their service. The folks who attended my training were on a mission! They were looking for ideas. They were engaged. Their open minds and attitudes made for a most invigorating class. The electricity in the room was palpable. Ideas shot around like sparks. It was a truly memorable experience. The attendees came with something to offer and went home with more. They knew when they got back to their funeral home they would be expected to share what they learned. What they were going to put into action. They knew their manager would be following up with them to see how the changes were going. They would be held accountable. Someone was watching and paying close attention.

Another success story came from a funeral home that ties staff development opportunity to performance reviews. At this funeral home everyone has the opportunity to tap into staff development funds; however no one is required to attend courses. Performance reviews are done on a point system. Points are awarded for all job functions associated with any particular job description. In addition points can be earned for a variety of extra above and beyond activities. One of those is showing an interest in professional development by seeking out and attending training and education programs. Staff members can tap into the training funds but first they must establish some objectives with the owner / manager. After attending a class the employee knows he will

again meet with the owner. At the post training meeting they will talk about what was learned and together they will map out an action plan that includes not only what the employee is going to do but ways that the employer can support his efforts. The employee knows he will be sharing his experience and action plans in a brief presentation at the next funeral home staff meeting. The individual from this funeral home who attended our Financial Aspects of Advance Funeral Planning course could not get enough information. He asked questions, took notes and participated in discussion. Again the sparks were flying.

In that same class one person attended because "he was told to come." The funeral home owner was not happy with his performance and wanted him "fixed." He did not want to be in the class. He felt the class was a waste of time. He already knew everything that was being discussed and taught. He was disappointed. He was expecting to get the "silver bullet" otherwise known as "the magic potion." Once he received it everything would be alright again. His slumping performance had nothing to do with him and what he did or didn't do. His failure was all about everyone else, not him. He had no responsibility for his present circumstance and no ability to affect his future.

I think we can all see that the program offered may be the same but; the people who attend can have very different experiences based on what they bring to the table. Of course you want to invest in courses that are offered by knowledgeable staff in a learning conducive environment. Beyond that you will want to do a few things on your end to assure the time and money spent is worthwhile. The commonalities in the first two scenarios can be duplicated. Before you spend dollars and time on staff development be certain that the person you are sending to a class has an open mind and a good attitude. Establish expectations and follow-up with your employee after the class to see what they took away from the experience. Show interest and support for what was learned. Be open to trying something new. At the very least allow the person, who attended the training course, to pilot the change they want to implement. Your staff is your most valuable resource. Staff development is a wise investment in everyone's future.

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

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

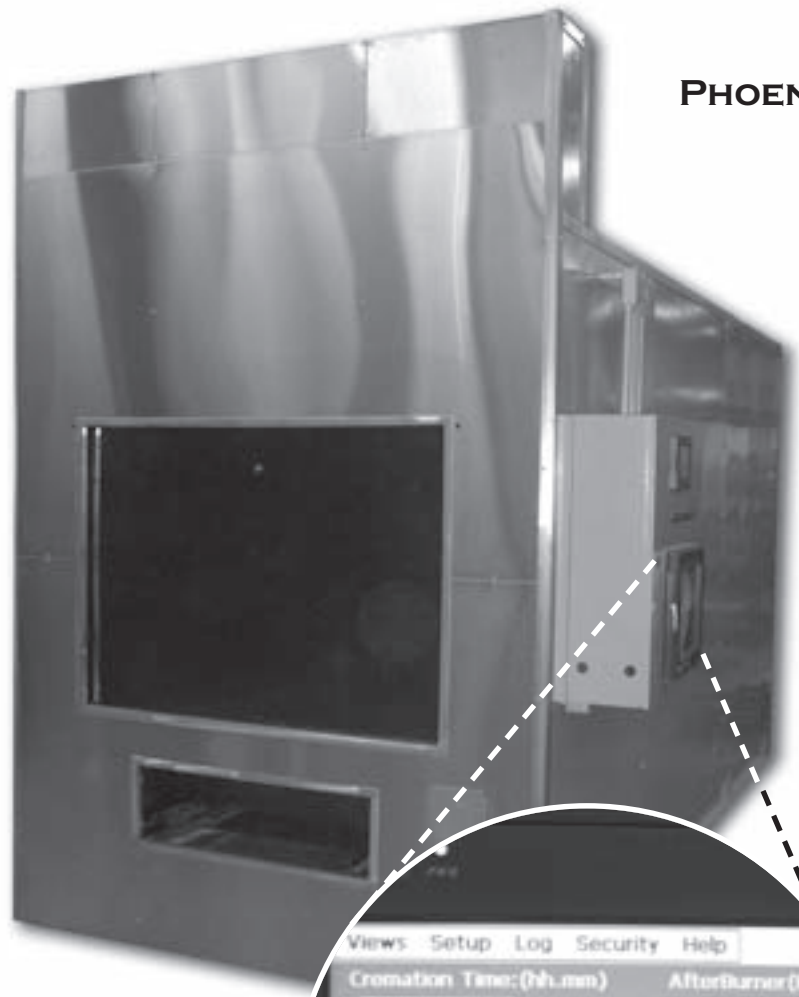
He has presented numerous continuing education, advertising, marketing and pre-need seminars to a variety of national, state and regional funeral associations. Chris can be reached at (800)331-6270 or [ckuhnen@theoutlookgroup.com](mailto:ckuhnen@theoutlookgroup.com).



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## Methods for Shipping Decedents

Continued from Page A2

An additional method of protecting the clothing and casket interior is covering the casket pillow and the decedent with plastic. The covering for the decedent should start with the hands. This prevents jewelry from falling off and possible cosmetics from damaging the clothing. Additional plastic should be placed securely around the shoulders, neckline and cover entirely to the feet. As previously discussed, the jolting and turbulence during air flights can cause the decedent to shift during transit.

For a decedent that is in a casket, they can be secured and fettered to the mattress with cotton restraints. This technique protects the interior of the head panel from damage. To prevent lateral movement, large rolls of towels, sheets or Styrofoam positioners can be placed at the bottom of the feet. The bed of the casket should be cranked to the lowest position, the end cap placed in a clear bag and fastened to the interior and the casket locked. The outside of the casket should be protected with a cheese cloth material, followed with plastic to prevent damage from the cardboard cover during the transit for connecting flights. The receiving funeral director and embalmer should be aware of the condition of the deceased. This should reflect on the thorough Embalming Report, which indicates condition before, during and after the procedure. A courtesy fax or phone call is always appreciative. With adequate training, skilled mentors, willingness and tenacity our future morticians can embrace the skills of masterful embalmers to raise the standard of care during shipping.

Shun Newbern, CFSP is an embalmer, funeral director, speaker and consultant on relatable issues. He can be reached at shunnewbern@aol.com or visit [www.shunnewbern.com](http://www.shunnewbern.com).



## For Keep Sakes

By Adrienne Kalmes

### Memorial Cards as Keepsakes

Last month's column looked at grave markers and monuments as a form of public keepsake. This edition of For Keep Sakes considers another type of public remembrance—the memorial card.

Memorial cards have a long history. Their roots lie in the Middle Ages among Catholic Europeans. The earliest dated surviving example is from 1423. From the beginning these images were small in size, about the size of today's playing card or other collectible card. They were reproduced from wood cuts and then hand-colored. Later engraving and etching were more commonly used. Some even had elaborate borders of paper lace and ribbons surrounding the image; these were called *devotes dentelles* in France.

Believers were encouraged to circulate small images depicting religious scenes or the lives of the saints. In addition to the image, the small card would also bear a prayer or scriptural passage, designed to foster a deeper prayer life through repeated recitation. These "holy cards" remembered baptism, confirmation, marriage, ordination and other religious anniversaries or celebrations.

The invention of color lithography greatly increased the availability of these religious or holy cards and soon they were circulated at funerals as "memorial cards." As such, these cards were produced in sufficient quantity for a family to hand to all those who attended the wake, funeral or memorial service of their loved one. Many families gave these memorial cards to everyone who came to their home for a wake service or to the church for the funeral. In addition to the religious image or symbol and prayer, the memorial card would contain details of the person whom they commemorated. Typically placed on the

backside were the birth and death date of the deceased as well as the location of his or her final resting place. In many cases this kind of particular information was handwritten.

Today's baby boomers might recall the stack of these memorial cards that their grandparents carried in bibles, missals or other prayer books. On a personal note, I can remember sitting with my grandmother and reminiscing over her "collection" of these cards, the gilded edges crumbling. She would relate the stories of friends and distant cousins, many of whom I had never met. Somehow, just hearing the stories of these folks and seeing the images gave me a sense of who they were and where I belonged in the grand scheme of things. My mother's collection was likewise honored...hers tied with a satin ribbon and kept in her address book.

The advent of desktop publishing has greatly extended the concept of memorial cards. They have moved beyond their earlier Christian parameters and are used by people of all religious backgrounds as well as those who prefer a secular remembrance. Funeral homes today have numerous companies with whom they work to provide memorial materials to families. Other custom companies exist that can turn around totally personalized cards and other keepsakes for families within a day or two. Some funeral homes even have "in-house" people who have been trained to do the design, layout and production of memorial cards. Also, pre-need arrangements offer individuals the luxury of time to design their own memorials materials and relieve their children of the need to do so.

The single 2" x 3.5" memorial card—long the standard, which fit snugly into the wooden box atop the lectern at the entrance to the viewing room—has been expanded to include many other types of memorial items. This is the day of the "package" that may include one or more of the following options:

**Memorial Cards:** flat or folded (to double the space) in a variety of sizes and shapes, printed on plastic, laminated or non-laminated paper. There are now literally hundreds of design templates which allow one to select not only an image, symbol or background photograph, but also type face and coloration for the poem, scripture verse, saying and frame for a picture of their loved one.

**Book Markers:** elongated memorial cards which come with many of the options above or "coordinate" with a memorial card. Families sometimes place the obituary or

other biographical information on a bookmark.

**Magnets:** printed on a variety of surfaces with a magnetic backing to place on a metallic surface, typically the refrigerator at home or file cabinet at work where they serve as a daily remembrance of someone who has been loved and who is now gone.

**Key Rings:** use elements of the memorial card and place them in an acrylic holder that attaches to a key ring, thus serving as a daily reminder of a loved one.

**Memorial Folders/Programs:** present the order of service, images, biographical information, and message from the surviving spouse or other family members. These become keepsakes taken home from the service.

To accompany all of these memorial items that friends and family take with them, publishing companies also make available preprinted guest registers, and acknowledgment cards.

Taken together all these options provide families with choice. It gives them a way to express their style and creativity. What they choose reflects in a personal way how they feel about the individual being memorialized and helps the family share the story of their loved one. Who knows...someday a grandchild may hear the stories triggered by a memorial card created decades ago and know more about their own history and place in time.

Since 1998 Adrienne Kalmes has directed the sales and marketing efforts of Meadow Hill Company, Inc. The ten-year-old, Chicago-suburban company produces Thumbsies® Fingerprint Keepsakes for more than 3,000 funeral homes across the United States and Canada.

Adrienne did her undergraduate work in communications at the University of Toronto and has done graduate work in both business and pastoral ministry at Loyola University in Chicago. Her divergent interests in bereavement and marketing make her the ideal candidate to write compassionately about the role of keepsakes in the grieving process and practically about the business opportunities presented with keepsakes sales.

In this monthly column, For Keep Sakes, Adrienne explores the history and use of keepsakes and features specific products from the wide variety of options available in today's market place. Over time she hopes to share interesting stories about keepsakes gathered from funeral directors across the country.

Adrienne can be reached by phone, toll free, at (877)848-6243 or via email at [adrienne@thumbsies.com](mailto:adrienne@thumbsies.com). Her mailing address is PO Box 274, Fox River Grove, IL 60021.

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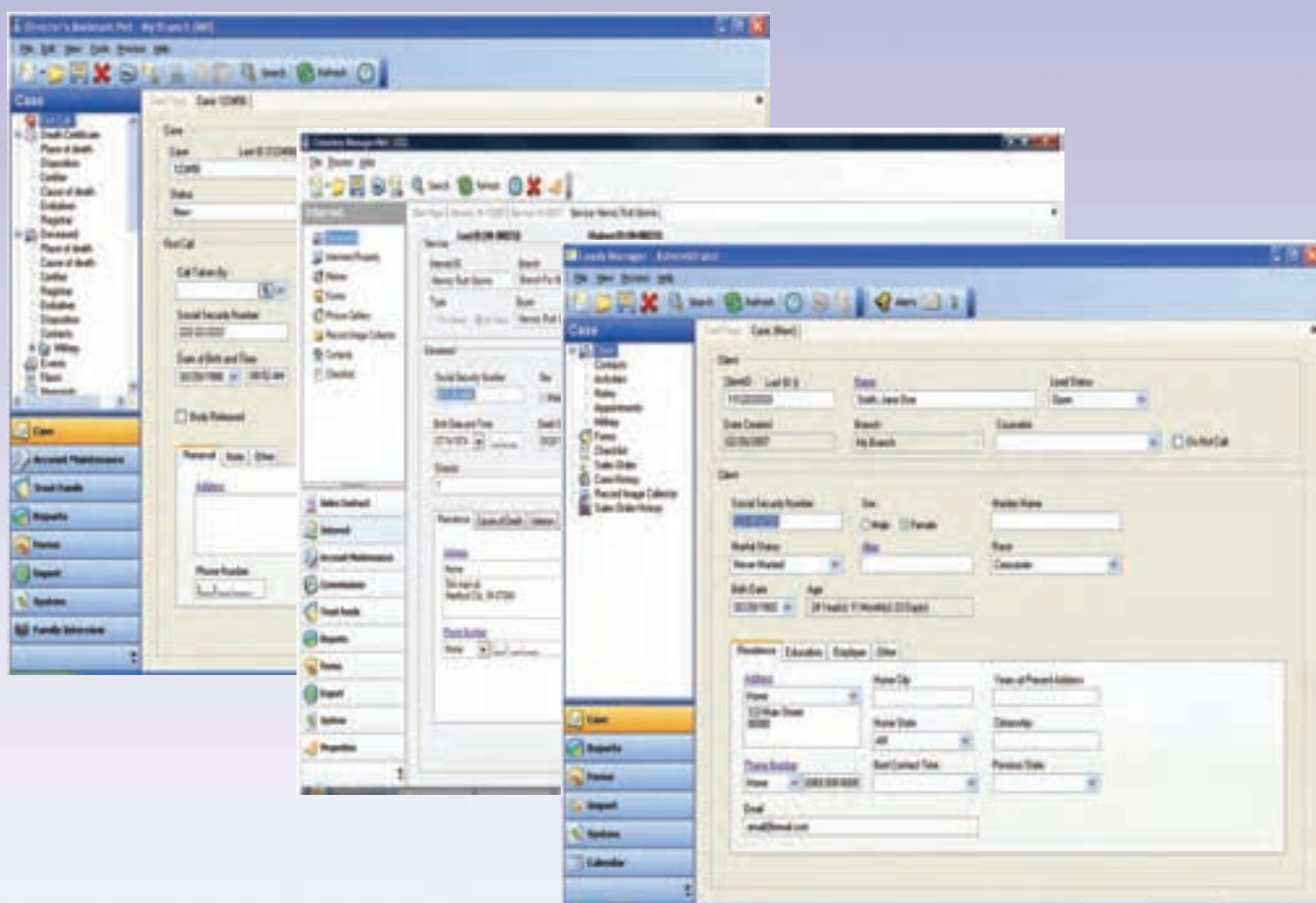
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## Adair Funeral Homes receives Pinnacle Award for Small Business of the Year

**TUCSON, AZ—** Adair Funeral Homes, Inc. in Tucson is the recipient of the 2008 Pinnacle Award for Small Business of the Year, given by the Northern

Pima County Chamber of Commerce. This award is given to celebrate and recognize the success and contributions of local businesses to the community. Adair

Funeral Homes, Inc. has had the honor and privilege of providing compassionate care to families in southern Arizona for over 50 years.



## Legal Speak

By Atty. Harvey I. Lapin

### What Were They Thinking?

We are continuing the series to illustrate decisions made by funeral homes, cemeteries and crematories that seem to be so outrageous or just stupid that other members of the industry should be aware of them. Most of the situations that are being reviewed occurred recently, but sometimes a similar situation that occurred before will be mentioned again. Readers of this column are continuing to react favorably, as the author and Funeral Home & Cemetery News receives telephone calls, emails and letters about some of the situations that are being reported. Because of the interest, it is the author's intention to continue to provide readers with information about incidents of this type in the industry.

This subject is based on the summary of judicial and administrative decisions involving the funeral, cemetery and cremation segments of the industry the author writes periodically for the Cemetery and Funeral Service Business and Legal Guide. The purpose of the survey is to alert industry members about practices and problems that are being litigated or challenged in administrative proceedings, so they can be sure their businesses are not engaging in these practices. The summary contains detailed information and citations to published proceedings.

Most of the stories we report about involve funeral homes. However, cemeteries and crematories are not free of unusual events. One of the problems the industry faces is unclaimed cremated remains. Unfortunately, the laws in the various states do not cover with the subject. Recently, an article in the media illustrated one of the possible results.

According to the article, a woman who bought an urn at a Goodwill store in Oregon is trying to find its rightful owner. The woman found the urn on the shelves at a Goodwill store. After buying the unique

box, she took it home and opened it. The woman said she found a number tag taped to the inside and a little residue of ash. The manager of the Goodwill store offered to take back the urn, but the woman decided to advertise in Craigslist in hopes that the family of the deceased would contact her, but as of the date of the article no one had contacted her. The manager at the crematorium where the urn came from said the box is the standard scattering urn sold to families, who then disburse the ashes wherever they wish. He said that's probably what happened—and the urn then went to a yard sale, and ultimately, to Goodwill. Hopefully, that was the case, but sometimes the cremated remains also get disposed of in this fashion.

The author continues to be amazed at the funeral directors who do not do what is provided in their contract with the consumer. Recently an article in the newspaper reported that the family of a man whose body was found decomposing in a room in a funeral home months after he was supposed to have been buried has filed a lawsuit against the funeral home and its directors.

The daughter of the deceased claimed in the suit, the funeral director failed to bury her father in a cemetery after his death in February 2006. Instead, according to the suit, the deceased body was found in an unrefrigerated room of the funeral home. The article also indicated the funeral director entered into a plea to two counts of abuse of a corpse and two counts of violating the Consumer Protection Act. Under the terms of the plea agreement, the funeral director will serve five years in jail, or get 10 years of probation. The funeral director is also required to make restitution of more than \$20,000 on six prepaid funeral contracts and two funerals. And he has agreed never to work in the mortuary business again. The criminal charges against the funeral director stemmed from police searches of his business and home after customers complained that he failed to return their relatives' cremated remains as promised. Sixteen boxes of cremated remains, a body and a box of remains were found by police. The remains were of people who died as long ago as 1997, police said.

According to the story, the funeral director did not bury the body because the cemetery was allegedly flooded. Subsequently, the funeral director told the family the body had been buried. The family, who paid more than \$3,000 for the burial, called the cemetery and found that it had not flooded—and did not have the remains. The family could not understand why the funeral director lied to them. The author does not understand why this happened after all of the publicity involving the Tri

State situation in Georgia. The lawsuit is seeking punitive damages and a trial by jury.

This column is going to end in a similar way every month because these statements still apply. When you make a mistake deal with it then. Do not cover it up, because the situation is usually discovered. Contact a family when necessary. Examine the alternatives before proceeding. Sometimes the cost of a lawsuit or responding to a complaint is more that it costs to deal with a situation even if you feel the consumer is being unreasonable. Monitor your employees and make sure they understand it is important to deal with problems, not cover them up. Monitor the other members of the industry that you deal with and if you see something that is questionable do something about it. Report it to the authorities or a licensing board and make sure that appropriate action is taken.

The title to this article is self-explanatory. The situations described above clearly comes within the scope of the title.

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

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

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

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

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



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## Artistic Expressions Tribute to the Funeral Director

Continued from Front Page

in both a historical and modern context by illustrating the expertise and professionalism required by the industry.

Artistic Expressions has received many compliments on the intricate detail and beauty of this piece. Many of the funeral establishments that have purchased the Tribute have displayed the artwork in public areas for all to enjoy.

The Funeral Directors' Tribute makes an attractive addition to any funeral home's decor. The print would be especially appropriate in recognition of career milestones or as gift to employees.

If you would like more information, please see their ad in this month's *Funeral Home & Cemetery News*, call Scott Pelky at 262-865-8844, or visit [www.artisticexpressionsite.com](http://www.artisticexpressionsite.com).

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## Tracy Morton Memorial Chapel breaks ground in Pensacola



The owners of the new funeral home (L to R) Mr. and Mrs. Clarence Jackson, Tracy Morton, Gaylier and Frank Morton.

PENSACOLA, FL— Groundbreaking ceremonies took place in Pensacola on April 8, 2008 for the new **Tracy Morton Memorial Chapel**. Tracy Morton, along with her parents **Gaylier** and **Frank Morton**, and grandparents, **Mr. and Mrs. Clarence Jackson** are proud to announce the beginning of the construction process for the new facility which will be located in the Warrington suburb of Pensacola. After many months of planning, the project is now coming to fruition and is scheduled to open for business in November.

The architectural and interior design firm of **Behrens Design & Development** was chosen to provide design and development consulting services for the project. **Brent**

**Behrens**, president of Behrens Design & Development, Inc., remarked, "The need for a new funeral facility in the Pensacola market was long overdue, and we are proud to be playing a part in providing the community with this much needed service."

The new facility will be 8,450 square feet and is designed to accommodate seating for 175. This state-of-the-art facility will provide full funeral service operations utilizing the latest technology and amenities available in the funeral industry and will provide easy accessibility in a convenient location within the community. For more information, please contact Behrens Design & Development, Inc. at 866-617-8778 or online at [Behrensdesign.com](http://Behrensdesign.com).



## Observations

By Steven Palmer

### Value

*Every ceremony or rite has a value if it is performed without alteration. A ceremony is a book in which a great deal is written. Anyone who understands can read it. One rite often contains more than a hundred books.*

—George Gurdjieff

"Turn on the lights – why aren't the lights on?"

This was the last transmission heard from Captain **Robert L. Coleman** and the crew of "the Swan," a B-24D Liberator returning from a bombing mission in New Guinea on December 3, 1943.

The mission had been a success. They departed over Dobodura, New Guinea, flew over New Hanover Island in the Bismarck sea to bomb Japanese shipping operations on an "armed reconnaissance run."

The runway they requested to be lit was. The plane never landed and most assumed the bomber crashed into the sea.

In 2000, local hunters in the jungles of New Guinea found wreckage of a military plane. Locals were interviewed yet the actual site remained unclear. In 2004 the crash site was located and an aircraft data plate was recovered and the search for crew members remains was begun. Two excavations were conducted in the next three years and human remains and various pieces of identification were found.

The Department of Defense POW/Missing Personnel Office announced on April 25 that 11 U.S. servicemen, previously listed Missing in Action have been identified and returned to their families.

One of the crew members, 2<sup>nd</sup> Lt. **Ronald F. Ward** of Cambridge, MA was wearing two rings, one being his high school graduation ring.

His sister, **Kathleen Lund** reportedly said, "This is going to be such closure for my family."

The collected remains were buried in a single casket and interred with full military honors at Arlington National Cemetery. The headstone will reflect all eleven names of the crew.

Tech Sgt. **Richard Sargent** always felt the need to serve, his niece **Nancy Donald** told the Erie Times News. His brother Donald said "He chose to help his country, he felt like it was an important thing to do."

A B-24J Liberator, named the "Here T'is" was heading home to Nadzab Airfield in New Guinea with 10 crew members including T/Sgt. Sargent. Bad weather forced them to find another landing base. They were never heard from again.

The "Here T'is" was one of 37 aircraft missing or destroyed that day, April 16, 1944, "Black Sunday" as it was called. The 300 5<sup>th</sup> Air Force was assigned to bomb Hollandia airfields and installations. Extreme bad weather scattered landings to several alternative landing areas. Some had navigational problems, some ran out of gas; several crash sites were near each other

The "Here T'is" crash site was discovered in 2001. Identification of the remains was completed in December 2006 and released to surviving family in 2007.

When T/Sgt Sargent's remains landed in Cleveland, a seven member military honor guard was waiting to remove the casket from the cargo hold of the aircraft, while passengers on board were asked to remain in their seats during the transfer to the waiting hearse. His procession to Girard, PA was escorted by almost 100 members of the Patriot Guard, motorcyclists dedicated to honoring fallen military as they are laid to rest.

A funeral service was held in the **Daniel R. Edder Funeral Home** in Girard followed by burial with full military honors at **Girard Cemetery**. A monument had been placed several years after the war in tribute to the airman. A final inscription, "Honorably returned July 7, 2007" could now be added.

The Joint POW/MIA Accounting Command (JPAC) has a mission. To return any living American missing as a result of the nation's past conflicts. Located on the island on the Hawaiian island of Oahu, JPAC investigates leads and recovers and identifies Americans killed in ac-

tion and not brought home. Extensive consultation with governments of these countries and exhaustive mapping, hiking and searching for the smallest particle of remains and supporting conclusive evidence is their daily work. JPAC, activated in 2003, has approximately 400 military and contract civilians working to return loved ones decades after they were reported missing. They identify about six Americans a month on average. After extensive forensic research, when as positive as possible identification is made, the survivors can be notified by the appropriate service mortuary affairs office and proper return of the remains can be made.

Approximately 1,400 Americans have been identified through JPAC. There are still over 80,000 MIAs to be accounted for.

**Susan Lund**, niece of Ronald Ward, late bombardier of "the Swan" told ABC news, "They would have a sense of closure...if they had a body to bury and a funeral service...and the ritual of death-they didn't have that, and it was hard for them to deal with that." Years of dedicated search and rescue efforts by many individuals have now made that closure possible.

Daily, those in funeral service see those that do have remains to bury or honor (casket or urn) but choose not to. How we lose the value of honoring our family members.

*"It feels good because you want all of your family together. You want your family, even if they are in the ground to know where they are."*

—Joyce Sargent, sister in law to Technical Sergeant **Richard R. Sargent**

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



## SpeakingOfDeath.com adds Search and Rescue Experts and Dogs

COLUMBIA,MO— [www.SpeakingOfDeath.com](http://www.SpeakingOfDeath.com), feature some of the nation's most exciting speakers, introduces two very unique individuals and their cadaver search dogs for your next meeting.

**J. Christy Judah**, an author and retired school counselor, is founder and chief of *Brunswick Search and Rescue*, an all-volunteer team based in coastal North

Carolina. Survivors of those killed in disasters or under other tragic circumstances frequently must suffer the added pain of waiting for the remains of their loved ones to be located and recovered. Search and rescue volun-

teers Jim Ware and Christy Judah talk about the work they do with their specially trained human remains detection dogs to facilitate



Jim Ware

teers Jim Ware and Christy Judah talk about the work they do with their specially trained human remains detection dogs to facilitate that process. Meet *Storm*, a Belgian Malinois, and *Gypsy*, an English Springer Spaniel, both certified human remains detection dogs with experience searching for and recovering victims of tragedy.

Book this very informative duo and their talented dogs for your next meeting. Go to [www.SpeakingOfDeath.com](http://www.SpeakingOfDeath.com) for more information.



J. Christy Judah

Carolina. Christy is certified by the National Association for Search and Rescue as a Search and Rescue Technician I, the organization's top certification. Christy also is certified as a critical incident stress debriefer. J. Christy Judah's new book, *Buzzards and Butterflies*, a handbook of techniques for use by handlers of human remains detections dogs, is just coming off the presses.

**Jim Ware**, a newspaper editor, is a volunteer search and rescue dog handler and trainer with Brunswick Search and Rescue. He has more than a decade of experience in the disaster management field, including a month working to recover the bodies of victims of hurricanes Katrina and Rita in 2005 in New Orleans. Jim and his Brunswick Search and Rescue teammates also participated in searches for forgotten colonial graves, including dozens of slave

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# Living Legends



The 100 Black Women of Funeral Service honor our female funeral professionals who have impacted the profession in their respective communities, their state and on the national level. They have accepted the challenges of being a female in a non-traditional profession in one of this nation's most demanding industries. They have exhibited professionalism, leadership, longevity and class. Because they continue a strong legacy and make a commitment to the funeral service profession, women are at the forefront. They are respected Living Legends because they have served the profession with honesty, integrity and responsible ethical behavior. Many have continued the legacy started by their late husbands and others chose funeral service as their profession many years before it was fashionable. For the next several months these fine women will be featured in this column. If you would like more information on the 100 Black Women of Funeral Service go to [www.100Blackwomenoffuneralservice.com](http://www.100Blackwomenoffuneralservice.com) or email [Hundredbwfs@aol.com](mailto:Hundredbwfs@aol.com).

## Mary Webster Boyd: Matriarch of the E. F. Boyd & Son Funeral Home & Crematory

Interview by Eleanor Davis Starks, CFSP Founder, 100 BWFS

In 2007, **E. F. Boyd & Sons Funeral Home** of Cleveland, OH took home three 100 Black Women of Funeral Service Academy Awards for Best Memorial Tribute, honoring the life of music icon and R&B recording super star, Gerald Levert. A few months ago, **Mary Webster Boyd** and her daughter **Marcella Webster Boyd** held a funeral home function and reception and brought the Gerald Levert Family back to E. F. Boyd and presented them with one of the Awards, thanking them for allowing this historic Cleveland funeral establishment to be entrusted with the care of their loved one.



Mary and William Boyd

This personal touch provided by the Boyd Family has been continuous. They have provided professional and caring service for over 103 years and will continue for years to come because the foundation was laid by founder **Elmer Franklin Boyd** in 1905 and his early partner **Lewis Dean**, who left the business in 1911. E. F. Boyd came to Cleveland in 1898 and entered one of the few professions open to blacks at the turn of the century—undertaking. Boyd learned his profession at *Clark's College of Embalming* in Cincinnati and *Meyer's Embalming School* in Springfield and passed the state examination on June 5, 1905.

E. F. Boyd & Son is the oldest African American Funeral Home in Cleveland. Founder E. F. Boyd died in 1944 and his son, **William F. Boyd** stepped into leadership in 1944. Elmer had created a wonderful legacy in funeral service. He founded the *Cleveland*

*Funeral Directors Association* and was a well respect community leader. They are listed in Who's Who in Black Cleveland and have been honored on many occasions because of their historic importance to the City of Cleveland and the State of Ohio. They have continued to grow and prosper and have added several locations. The business was located at 2604 Central Avenue and moved to 2276 E. 43rd in 1919 and then to 2165 E. 89th Street in 1938. The Boyd family stands strong on legacy, progress and growth. Currently the family-owned business has nearly 30 full-time employees, including the fourth generation of Boyds.



William and Mary Boyd along with their children William and Marcella.

Mary Webster Boyd has been married to the love of her life for almost 70 years. She was a loving, devoted and inspirational companion who raised her family with values of education, hard work, nurturing and dedication. Once their children were in school, she decided to be the lady behind the scenes and assist her husband with the funeral business. She registered for her apprenticeship, working under her husband, and became the gentle giant who kept it all together. She loved making arrangements and caring for the families in need. She understood the families and provided them with a sympathetic ear and great care when they needed it the most. She was the front office director and did the things William didn't have time to do because he was in the back room skillfully creating a wonderful memory picture for families.



Funeral Directors at E. F. Boyd & Sons Funeral Home

Mary noticed that things were not as orderly in the office as she liked and took a few tasks under her wing and fine tuned their business, helping in a vital way. She decided to take it a step further and created a billing and invoice system for the funeral home, and the rest is history. She and her husband were trailblazers in business. “Back in the day,” Mary states, “everything was a handshake and your word...the most trusted element in any business relationship. We had to take the necessary steps to ensure payment for services rendered because without money no business can suc-

CONTINUED ON PAGE A16



## Thompson Funeral Home is under New Management

SACRAMENTO, CA— LaDonna Olden, a Tulsa, OK native, purchased **Thompson Funeral Home** from **Wilson Financial Group** of Houston, TX on January 15, 2008. She had been Thompson's managing director since 2000. She is a 1994 graduate of *San Francisco College of Mortuary Science* and is a licensed funeral director, a licensed embalmer, as well as a cemetery and crematory manager. Ms. Olden started her career with **Charles A. Jones** at **Jones Mortuary** located in East Palo Alto, CA, and she has been in the business for almost 15 years.



LaDonna Olden

As the new owner, Ms. Olden brings experience and passion to Thompson, which will be important in order to take the funeral home to the next level. Ms. Olden states that the funeral business is always competitive. "My goal in the very near future is to set myself apart as a new owner by doing some things that are different. Funeral education will be a big part of that picture."

Ms. Olden will also step up the level of service to families. She has already redesigned her showroom to feature an interactive computer display for clients to choose different casket options with the touch of a screen.

Ms. Olden also stresses the importance of preneed services. Preneed services allow families to make and pay for funeral plans before they are actually needed, giving them the peace of mind that these vital arrangements are already taken care of. Creating awareness is important to Ms. Olden. One of Thompson Rose Chapel's primary goals is to let every family know what current choices and options are available. Planning in advance allows the family to make those informed and sound decisions together, not alone.

At Thompson, their commitment remains the same: to provide the highest quality service to their valued clients and to continue to be personal and professional during a family's difficult time.

## Horse Drawn Hearses on display at Kentucky Convention



WEST LIBERTY, KY— This beautiful horse-drawn hearse was purchased by **Randy L., Jeanelle and Ryan L. Halsey** of the **Herald, Stewart and Halsey Funeral Home** in West Liberty, KY, and **Menifee Home for Funerals**, Frenchburg, KY. The Halseys will have the hearse on display at their West Liberty location and plan to use it for funerals at both locations.

The hearse was purchased from **Art and Janice Pagel** of **Pagel's Livery Antiques** in Saukville, WI. They will be exhibiting it at

the *Funeral Directors Association of Kentucky* Convention and Mid-West Regional Funeral Trade Show June 23-25, in Louisville, KY. Along with the Halsey's hearse, they will also have a video of other horse-drawn hearses and hearse lamps.

Pagel's Livery Antiques also does appraisals of horse-drawn hearses as well as other horse-drawn vehicles. Their own collection numbers over 250 and many of them are for sale. They welcome your visit at the convention, or contact them at (262)675-6471.



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**Mary Webster Boyd: Matriarch of the E. F. Boyd & Son Funeral Home & Crematory**

*Continued from Page A14*



E. F. Boyd & Sons Funeral Home Staff

ceed. We had to replace caskets, buy embalming fluids and equipment, have burial garments available, maintain the upkeep of our funeral establishments and do all the things necessary to keep our business a striving entity." Having attended Ohio State University in her earlier years, Mary had a great foundation for education and success in business and she got the wheels rolling for E. F. Boyd & Sons.

The Boyd Family have been community activists dating back to the early 1900s, and were well-respected business icons. William and Mary

knew the importance of education and made sure their children received college educations. He went a step further by being a member of the Cleveland Board of Education from 1963-1971 and serving as Vice-President of the Board 1965-1966.

The legacy in education and licensing continues into the 21st Century with William and Mary, their son **William**, his daughter **Victoria**, niece, **Lisa Taylor**, brother-in-law **Owen** who is starting his apprenticeship, and William and Mary's daughter, **Marcella Cox Boyd**, who has also been a member of the *100 Black Women of Funeral Service* since the early 1990s.

Marcella attended the Cleveland Public schools, and, as a student in a program for gifted and talented students, helped to integrate Collinwood Junior High School in the face of widespread and sometimes violent resistance by the majority white community. She later graduated from Cleveland's Lutheran East High School and completed undergraduate studies at Baldwin-Wallace College and Cleveland State University. She works hard as the firm's vice president and manager of one of the family's three funeral homes. As the mother of two children she continues to understand the importance of education and mentoring like her mother and has embraced and encouraged many to the funeral service profession.



Marcella Cox Boyd

Mary has encouraged each of the family members and interns and gives them this advice: To succeed in this business you need to 1. Love the funeral business, 2. Love the general public that you serve, 3. Love dealing with people when they are at their lowest, and 4. Be caring and nurturing and 5. Have patience.

Mary Webster Boyd is a true Cleveland, Ohio Funeral Service Living Legend. When I think of her and the great legacy that she and her loving husband have created from the humble beginnings of her father-in-law, I thank God for the great people, family and colleagues who have paved the way for the younger generations. And I must remind all of us "Behind every successful man is a caring, loving, devoted and wise woman." We salute Living Legend Mary W. Boyd for being that woman who stood by her man. We salute her for being a wonderful mother who found the right time to step forward and be a part of a great legacy for her and for the future generations who carry the Boyd name and blood ties to the Boyd Family and the E. F. Boyd & Sons Funeral Home. Congratulations on continuing the dream.

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## The Baby Boomer Army: Are You Ready?

By Bill Bates

Memorial Societies and the “no funeral mindset” began in the Vancouver, BC and Seattle, WA areas in the 1960s and crept like an Exxon spill down through Oregon and California and as you know has continued to grow like a bad seed.

In the early 70s I directed a four year research project in funeral homes under the auspices of the University of Oregon into what I believed was a mindset shift with funeral consumers. I was eager to share the findings and unique solutions that stunned and excited us when we put them in to practical application with the families we were serving.



Bill Bates

I felt that funeral firms east of California could significantly slow most cremation without viewing and no funeral request rates. But to do so they would need to offer some form of a “non-traditional funeral” and begin to do so before they started to get “no funeral” demands. Many mid western, eastern, south and south east firms have been very successful doing just that.

In January of this year we began to take another look see at the largest preceptor of changing values in America the “baby boomer population.” I was already clear on the baby boomer mind set, it was the enormity of the numbers and the rapidity of how it would descend upon us that stunned me. We are and have been for several years experiencing the leading edge of this marching army.

Today as I write this it’s déjà vu for me; 1970s all over again. Only this time the change will hit us like a tidal wave and not the slow dyke leak we have been experiencing for the last 35 years.

This group has changed the face and shape of every business they have come into con-

tact with. Now it’s our turn. And all indications are that unless we prepare its going to be a train wreck.

When I asked a number of my friends what they were hearing about the baby boomers at conventions and other meetings they attended, most of the response was, “only that we are going to be getting a lot more business”. News Flash! Unless we prepare and begin to do so now the majority of that new business will be, “family conducted, body and funeral director absence” memorial ceremonies at the family’s church for the more enlightened and most of the rest will be various stages of limited funeral director involvement and direct disposition.

Every funeral is an expensive educational seminar that teaches attendees that the one they are attending is a viable option. It is the central reason so many now don’t want a funeral. The baby boomer “mind set” would rather have nothing then “suffer” through what has been their historically “bad” experience of funerals.

As the numbers of baby boomers who deal with the death of a family member and the actual deaths of baby boomers dramatically increase, family conducted, funeral director absence memorial service events will continue to grow faster than any other aspect of funeral service. Yet, the very individual who decides upon a “self conducted funeral director absence” memorial service is the “mindset” for whom highly personalized funerals have appeal if they are presented to them. However, the personalized funeral concept to be acceptable for them must go way beyond remodeled conventional funerals whose only personalization is limited to picture boards,

CONTINUED ON PAGE A20

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## At Last: The "How Not to Get Sued" Manual that Funeral Homes and Crematories Desperately Need: Traversing the Minefield

Continued from Page A4

Kubasak's plain-talking eloquence is full of clarity and candor, but also exuberance and optimism—the kind that can only come from a writer who respects his readers and firmly believes in their capacity for change. Those qualities have made Kubasak the most-in demand speaker in funeral service, and they are in top form in *Traversing the*

*Minefield*. His latest book is even more conversational and compelling than its predecessor—and far more lively and enjoyable to read than anything that has been published for funeral-cremation professionals in the past decade.

Moreover, the book's chapters are intelligently and intuitively organized, following the chronology of a firm's provision of care to a family—from the first call and removal, through arrangement, preparation and services, and culminating with burial or cremation, final disposition and follow-up contacts with loved ones. At each stage, Kubasak maps out the growing risks and hidden pitfalls, offers case examples and anecdotes, then provides concrete steps to prevent mistakes and misunderstandings. The book is a gold mine of Best Practice culled from the author's own operating challenges and experiences, his consulting work with funeral homes throughout the U.S. and Canada, his frequent assignments as an expert witness in cases involving funeral-cremation providers, and from the nearly 3 years of additional research that

he conducted specifically for the writing of this book.

Throughout *Traversing the Minefield*, Kubasak's "Inform Before You Perform" philosophy emerges not just as a powerful unifying theme, but also as a mantra that any funeral-cremation provider would be foolish not to adopt.

But none of these winning plays would matter—not the wonderful writing, the easy-to-follow presentation nor the cover-to-cover cohesiveness—if *Traversing the Minefield* didn't deliver the goods. And Kubasak's latest book does just that in spades. Filled with proven strategies, field-tested tips, expert documents and ready-to use tools, this remarkable, 473-page resource helps funeral-cremation professionals:

- Improve interactions with client families and increase satisfaction—with confidence-boosting "Inform Before You Perform" principles.
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- Avoid property and liability insurance glitches—with expert advice on how to select a carrier and ensure that the right kinds of policies and amounts of coverage are in place, based on the provider's volume and market profile.
- Discover how emotional distress can turn a routine complaint into a costly lawsuit—and get guidelines to better manage conflicts and mistakes from *Dr. Bill Lamers*, one of the nation's top expert witness in emotional distress cases

CONTINUED ON PAGE A19

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## OSHA Compliance

By Gary Finch

### *The Last Formaldehyde Injection in America*

In September of 2007, the European Union ban on formaldehyde became effective. It will not impact funeral homes in England and Ireland until 2010. Japan, Australia, and other countries have either banned or reduced permissible exposure levels to levels that would restrict formaldehyde injections.

In an earlier 2008 article, I featured a comparison of exposure to formaldehyde for funeral home employees compared to employees in other industries. While there seems to be a general conception that associates funeral homes with formaldehyde, the actual government tests showed our industry had lower employee exposure than those in the other listed industries.

As other countries have enacted formaldehyde bans and lowered permissible exposure levels for formaldehyde, it has made the United States a dumping ground for products that contain formaldehyde. For example, furniture cabinets manufactured in China that were previously shipped throughout the world can no longer be shipped to Japan, any European Union country, Australia, Canada, and a number of other countries. However, they can still be shipped to the United States.

The reason for this is that most of the countries with the ban in place have some kind of environmental czar. In the US, we have a legislative body making laws. They are influenced by corporate lobbyists. We also have a court system that requires government agencies to produce scientific evidence to justify changing existing permissible exposure levels. OSHA tried to change the PEL on 405 chemicals in the late 1980s. In 1991, the US Court of Appeals ruled the changes illegal. OSHA has yet to fully recover from that ruling.

At Compliance Plus, we have been following the European Union ban because what happens in Europe often foreshadows what will happen in the United States in due course. Our 2008 Annual Training CD focused

on the politics of formaldehyde. We explored the ban in Europe and the environmental coverage on formaldehyde by the LA Times and other newspapers that are friendly to environmental causes.

Earlier this year, FEMA trailers used to provide relief housing for Hurricane Katrina victims were found to have higher than average levels of formaldehyde. FEMA used the Agency for Toxic Substances and Disease Registry (ATSDR). The agency found that the problem was limited to non-occupied trailers where windows and doors were never opened and air conditioners were not operational. They did not find an airborne risk in inhabited trailers.

One agency toxicologist disagreed. Christopher De Rosa said, "Since formaldehyde is a carcinogen, it is a matter of U.S. federal government science policy that there is no safe level of formaldehyde." The ATSDR later gave De Rosa an unsatisfactory performance review and fired him.

Enter Congress, who considers De Rosa a whistle-blower. He is seeking to raise the alarm in the CDC that formaldehyde is a disaster unfolding. Representatives from both political parties have taken an interest in De Rosa and are holding hearings. The CDC is now doing its own study on formaldehyde in FEMA trailers.

It seems the hysteria that began in the EU is now taking hold in the US. There are several holes in the argument put forward by De Rosa. He alleged the following:

- **Formaldehyde is a carcinogen**—Some agencies in some countries have classified formaldehyde as a carcinogen. Yet, the Environmental Protection Agency still classifies formaldehyde as a probable human carcinogen. They do not have enough scientific data to classify it as a carcinogen.
- **No amount of formaldehyde is safe**—This is pure hysteria. Were the entire world to ban the use of formaldehyde, it would still not be eliminated. \*Formaldehyde is an intermediate in the oxidation (or combustion) of methane as well as other carbon compounds, e.g., forest fires, in automobile exhaust, and in tobacco smoke. It is produced in atmosphere by the action of sunlight and oxygen on atmospheric methane and other hydrocarbons; thus, it becomes part of smog. Small amounts of formaldehyde are produced as a metabolic byproduct in most organisms, including humans. (\*source Wikipedia)

While "green friendly" Congressmen criticized the ATSDR for their study, Compliance Plus found it

refreshing that an agency actually investigated a matter and did not report problems that would require a bigger staff and budget. It's kind of unusual.

Some in Congress are already pushing for, and some states have already adopted lower airborne permissible exposure levels for mobile homes. Tennessee set their level at 40 parts per billion (PPB). That equates to 0.04 parts per million (PPM). Contrast that to the OSHA permissible exposure limit of 0.75 PPM, or over 17 times as high as the Tennessee airborne level. If .04 PPM is dangerous, pray tell, why is the OSHA level so much higher? Could the reason be that this is more about politics than it is safety?

You may wonder how airborne formaldehyde levels in FEMA trailer houses plays out on formaldehyde used for embalming. It's all connected. An iodine based embalming chemical known as Aardbalm® was first introduced in Europe in 2006. I have read that Pierce Chemical Company will be the US distributor, beginning this year. It does not have the potential carcinogenic effects of formaldehyde. Some would say it is also not a preservative.

For those who see embalming as having the primary function to get through the quick interval between death and burial, Aardbalm® has some promise. If you are holding out hope for a Medgar Evers like preservation, it doesn't claim to do that. I'm told that there are no firming qualities. I'm told it will not turn a jaundiced case green, but it will not remove the yellow.

I have met embalmers that are on the green side of most environmental issues. It remains to be seen if they will choose an iodine based injection chemical over a formalin based product. Perhaps Congress will make the choice for them.

What we can say for sure is that the hysteria that began in Europe is starting to take hold at home. I will end with the same prediction here that I made in our 2008 Formaldehyde Training CD. That somewhere today, there is a young embalmer that will actually make the last formaldehyde injection in America.

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).



## Retired Funeral Director launches National Crusade for Pool and Waterfront Safety

**LISBON FALLS, ME**— Over 1,000 kids will accidentally drown in the US this summer. In California accidental drowning is the leading cause of death for all kids under four. Those are national statistics according to **Tom Lord**, retired funeral director from Maine. "An inexpensive monitoring device at a pool or waterfront area could prevent many of these deaths from occurring," he declared

Motivated by memories of working with families whose kids had accidentally drowned during his career in funeral service, Lord has launched a national crusade for pool and water front safety.

"Kids love to play around water and that's the first place they head when no one's looking," Lord said. "Another thing, people whose pools are fenced in feel secure, but kids climb over fences." If that happened, a pool alarm could go off, frightening the kid away and alerting neighbors.

There are three inexpensive systems available that can drastically improve pool and waterfront safety. Two of them are as effective around open water as they are at pool side. One system uses infrared sensors to detect motion, and then signals for help. The signal may be an alarm, a voice recording or chimes. Even a small animal can trigger the device. Additional sensors can be added to provide security for one's entire home and property.

With another type of alarm, a device sits on the edge of a pool, partly submerged in the water. An alarm goes off when anything (even a cat falling in) causes ripples in the pool. It can be monitored from up to 200 feet away and inside a house.

The third type actually monitors the child. A small transmitter in the form of a kitty or panda alerts parents if the child wanders away (the range is adjustable). These devices are worn around the child's neck, or attached to their wrist or ankle. They are easily concealed.

Food pantries and soup kitchens that sponsor a pool and waterfront safety crusade this summer will receive a 25% rebate from the sale of all *Point The Way Enterprises* safety and security products. They will also receive an infrared alert device as a first prize to the winner of a poster drawing contest promoting their crusade. For more information visit <http://pointthewaytl.com>

## Kubasak's "How Not to Get Sued" Manual

*Continued from Page A18*

While Kubasak makes it clear that *Traversing the Minefield* is not a substitute for legal advice from a qualified attorney, it would cost a funeral-home owner tens of thousands of dollars to compile even half of the expert guidance or develop even just one of the dozens of forms that this author provides for less than the cost of dinner for two. Given that, *Traversing the Minefield* is not just an essential guide for any firm that provides funeral-cremation services, it's also an exceptional value.

For ordering information, visit [www.kubasak.com](http://www.kubasak.com).

Doug Hernan is the President of FuneralServe Enterprises of Rockville, Md., and served as Editor and Publisher of Funeral Service Insider from 1992 to 2005. His more than 15 editorial awards include a 1st Place in Breaking News from the Specialized Information Publishers Foundation for the Insider's 2002 coverage of the Tri-State Crematory tragedy.

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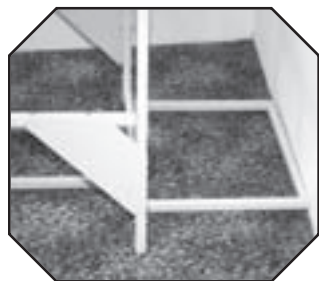
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## Adams Mason Funeral Home is singled out locally for Its Compassion

AKRON, OH— Adams Mason Funeral Home in Akron instills in its staff a culture of compassion. Recently, the *Beacon Journal* wrote about the funeral home's response when a test of that compassion came knocking at the door.

In early April, a man walked into Adams Mason Funeral Home desperate for help in retrieving his wife's body after her unanticipated death in a neighboring county. Indigent and about to be evicted from his rental home, he could afford neither the coroner's fee to release her body, nor the cost of final disposition. Without transportation, he had walked from one funeral home to another seeking help, but was turned away at each of them—until he reached Adams Mason. **Scott Mason**, one of the funeral directors, and his family, which

owns the funeral home, agreed to pay the out-of-pocket expenses to bring the body back to Akron and to deeply discount the price of cremation.

"We encourage our employees to 'stand in someone else's shoes' and to feel empathy," notes Scott Mason. "Seeing the situation from this gentleman's perspective made our decision easier." Mason recognizes that being in the death-care business comes with a tremendous responsibility to be empathetic and that "business as usual" isn't always the best approach. "It's easy to get caught up in the demands of business, but it's just as important to reach out to people in need," remarks Mason. "Ours has to be a business of compassion, and we believe that our business will prosper when we operate with our heart as well as our head." The philosophy is working. Based on its current growth pattern, Mason projects that they will serve 1,000 families in the next 12 to 14 months.

Mason, a fourth-generation funeral director whose family bought their Akron-based funeral home in 1984, is in the process of aligning the company's business practices with this philosophy of compassion. One significant change is the elimination of a markup on caskets, making them available to families at wholesale pricing. How can a business survive with that kind of pricing? "We believe that each time compassion motivates us to do a kind deed, something good comes of it for our business. So if we can help someone, we try to find a way."

Adams Mason Funeral Home is located on E. Market Street in Akron, and is a family-owned and operated business, with Scott, his mother and father on staff.

### The Baby Boomer Army: Are You Ready?

*Continued from Page A17*

videos and personalized merchandise. The funeral arranger who connects their need for personal interaction with meaningful suggestions comes closer to hitting the elusive nail on the head.

Acquiring entirely new ways of both business and personal behaviors are difficult and when done must be done for reasons that are personally motivating and often unique to each individual. In the last thirty five years the normal course of business for most has been to procrastinate on learning new skills of arranging and creating personalized funerals until the need became financially evident. I do not believe that the current arrival of baby boomers will continue to allow us that luxury.

However, preaching the need to change to us is like preaching to the choir. I think that if you ask any individual funeral director if she/he has changed the way they talk to families and modify how they organize funerals all will truthfully say that they have. So, the need to change is not the issue today; it's when, where, how and what does it look like?

I found the information on the NFDA web site about boomers to be very helpful and I urge you as one positive step forward in your preparation to develop what I call "the boomer plan" to check it out. It's my hope that the NFDA will soon move the issue to the front burner.

In the 70s and 80s many thought they were complementing me when they said we (LAT) were ahead of our times. Whenever I heard that my thought was "no we're not" as a matter of fact we may have been too late in 1974. When you start seeing the grim fact that you have taken a hit at the bottom line to begin to do it all differently than grandfather did it's much more difficult. If one waits until they begin to experience some financial squeeze from increasing cremation and no funeral request to start implementing new methods of how you arrange and conduct funerals you spend much more time and effort just trying to catch up; chasing the market rather than leading it. Just ask the airlines that got caught in the middle between their traditional customers who's priority was their personal comfort and their new baby boomer influenced customers who are more interested in price then complying to somebody else's idea of first class comfort.

In the 70s we didn't really know the answer to declining perceptions of value in the funeral. But today we do. We know exactly what, when and how to create personalized events that each family will be enthusiastic about. We know how to spark family's imagination and to create unimaginable moving and innovative funerals; not only retaining them as clients but triple A word of mouth advertising as well. Shame on us if we fail to step up to the plate.

End of life rituals will survive. No matter how the funeral looks—at its core it is a beautiful emotional necessity, a safe supportive framework within which healing can begin. We have become accustomed to grass root "end of life rituals" as demonstrated by spontaneous responses to the death of public figures like Princess Diana and John Lennon.

We grieved publicly as a nation after the attack on our great country in 2001. We expressed our sadness, anger and fear through countless spontaneous individual and collective roadsides and sidewalks, churches and even at "ground zero" which helped us begin the process of healing. All of which has made us more comfortable and accepting of alternative end of life ceremonies.

The day of any kind of standard funeral is long over and replaced with a funeral experience that of necessity will now, always be in the process of becoming; which of course is the very definition of "personalized". As a friend of mine was fond of saying more than thirty five years ago, "the funeral has no more right of perpetuity then the buggy whip did."

However, being somewhat of an eternal optimist, I believe that we can turn what could and will be the "train wreck" into

**CONTINUED ON PAGE A44**

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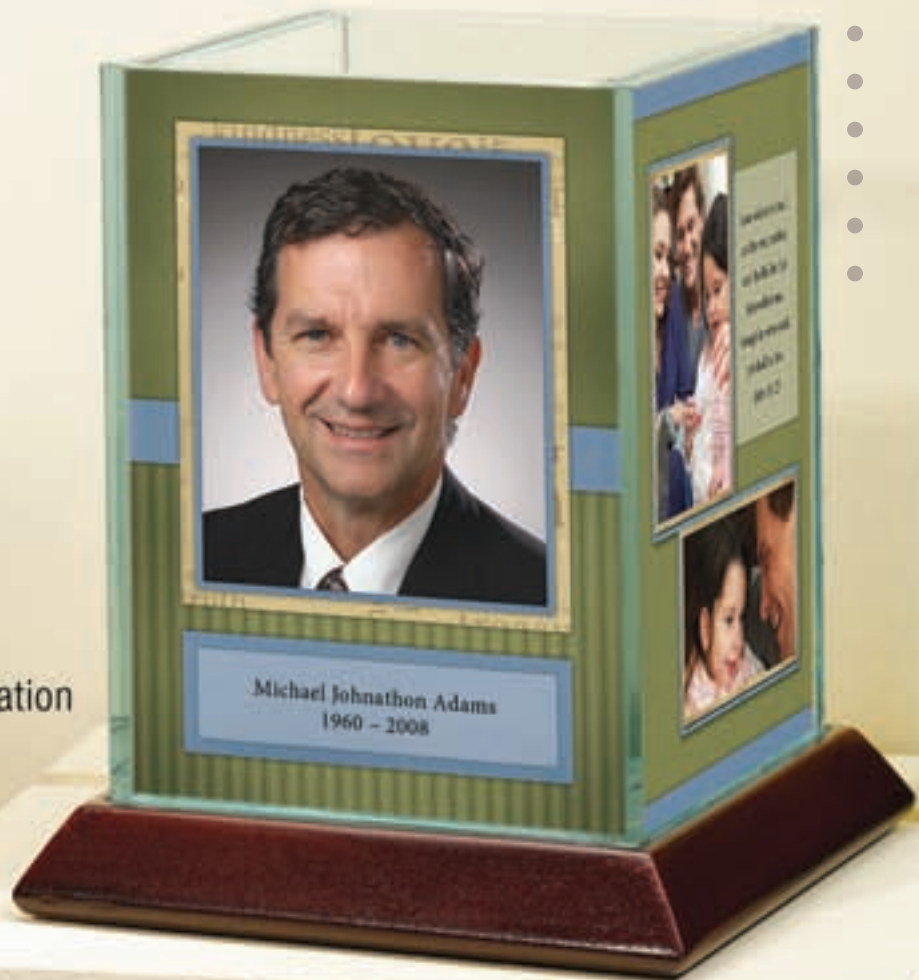
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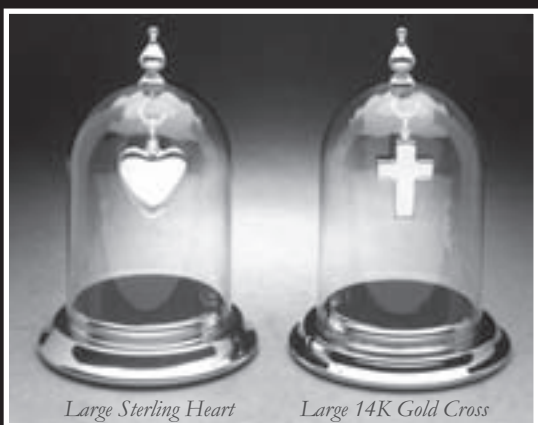
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# Educational NEWS

## Cypress Students support Habitat for Humanity

By Shun Newbern, CFSP

ANAHEIM, CA— Eleven students from the **Cypress College Mortuary Science Department** volunteered their time, energy and carpentry skills for a day in the hot sun for **Habitat for Humanity International (HFHI)** on April 18, 2008 in Anaheim. Some of the students have donated their time in the past and for others it was a rewarding first time experience.



The event was spearheaded by student, **Rodrigo Gomez** who stated, "I thought I would take it upon myself to organize a charitable event for the students to participate in. I think this gives the community a chance to see the good that future funeral directors and embalmers can do as well as reinforce the positive aspect of the public's view of us as a profession." Graciously, **Pacific View Mortuary**, Corona Del Mar, CA sponsored lunches for the hard working students, in addition, presented a donation to HFHI.



Mortuary Science students who contributed to the project were asked their reasons for committing to such humanitarian experience. **Sam Francis** volunteered with HFHI for the first time. The great experience to help the community was a different way to help someone rather than only through a service of the funeral home. **Angelina Davis** and **Jessica Garza** both said they wanted to help the community and would recommend that mortuary science students and professional organizations do the same. As for Angelina and Jessica, they would do it again in a heartbeat.

"There are a few reasons why I volunteered to participate" said Gomez. "First of all we get to help build a house for a deserving family, how cool is that. There is something very rewarding about knowing that we literally helped to put a roof over a family's head. I also thought it would be good for us as a group of future funeral directors and embalmers to do something positive for the people in our community while they are still alive. This not only gets us out and interacting with the community but it also reinforces the positive aspect of the public's view of us as a profession. Lastly, there was nothing like this, for us, on campus. I thought this event could show students how rewarding this kind of work can be, which in return, would keep the momentum going toward future events and possibly a begin mortuary science department philanthropic society. This idea of goodwill towards our fellowman is nothing new. I simply organized the troops."

CONTINUED ON PAGE A29

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## Cremation Issues and Answers

By Ronald Salvatore



### 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. Upon receipt, the department will place the project on the agenda and schedule a public hearing to be held by the appropriate Board. Most departments are required to publish a notice in the local paper, and send a letter 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 will be a list of conditions that a project must meet in order for the Board to approve 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, or their inane comments and suggestions, 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 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, cemeterians and other industry professionals.



# Educational NEWS CONTINUED

## New President for Cincinnati College of Mortuary Science

CINCINNATI, OH— The Cincinnati College of Mortuary Science inducted a new president May 20, 2008.

Karen Giles accepted the honor of directing the country's oldest mortuary school.

She is the sixth president in its 125-year history and first woman to hold this position.

"I am honored CCMS chose me to be their president and look forward to working with the faculty, staff and students of this prestigious institution," said Giles.

"In the career field of mortuary service, you touch so many lives," she said. "I want to impress upon our students that our careers are not just about caring for the deceased, but caring for the families and communities left behind after a loved one's passing."

President Giles spent the last five years as the director of the Charles C. Carson Center for Mortuary Affairs at Dover Air Force Base, Delaware, ensuring the nation's fallen heroes were returned to their families with dignity, honor and respect.

Ms. Giles worked with a state-of-the-art facility and equipment during her tenure at the Department of Defense's only stateside mortuary and looks forward to expanding the use of technology at CCMS. "I want to make the technology of today work for us in mortuary science and funeral services in order to take care of the deceased and their loved ones," she said.

President Giles looks forward to returning to the university setting. She spent several years in academia, most recently working for DeVry University as the Director of Career Services. She was an Assistant Professor of HRIM for Morehead State University and taught for 11 years at the Air Force Institute of Technology. "I love the academic field," Giles said. "The impact of education is felt

not only by the students and graduates, but by the communities they serve."

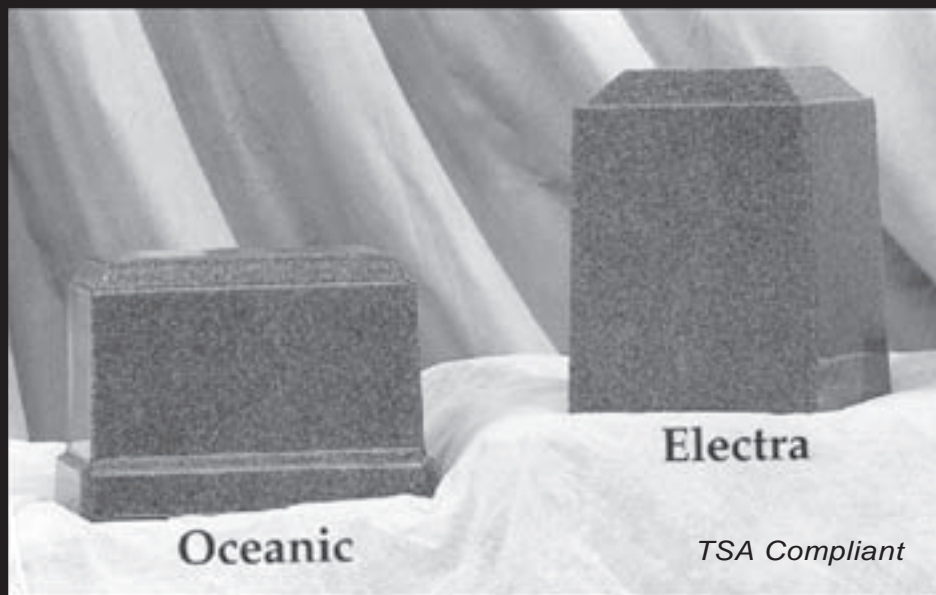
Born in Michigan and raised in Illinois, President Giles is happy to return to the heartland and teaching. "For me, returning to academia is like coming home," she said. "I'm blessed that my experiences have prepared me for this job."

The President is committed to helping train the next generation of mortuary service providers. "One of the toughest things to do is to work through the death of a loved one," she said. "This calling is what we will prepare our graduates to do... Care of the Dead, Service to the Living..."



Karen Giles

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# Educational NEWS CONTINUED

## Gupton-Jones College of Mortuary Science holds Graduation Exercises



Academic Achievement Award and Mu Sigma Alpha Award Recipients. (L to R) Paul Richardson, Michelle Nelson, Lynn Harris, Ria James, Letisha Scotland and Robert Wright.



The Daniel E. Buchanan award was given to Buster Kleckley, pictured with his family.



Gupton-Jones Salutatorian Ria James with College President Patty S. Hutcheson.

**DECATUR, GA**— Commencement exercises were recently held for the February 2008 graduating students of **Gupton-Jones College of Funeral Service** at the Berean Christian Church in Stone Mountain, GA. The graduation speaker was **Mr. Todd Van Beck** of Decatur, who is a well-known funeral service professional and speaker. His speech, "You've Made A Great Decision" was very inspiring and enjoyed by all.

Gupton-Jones President **Patty S. Hutcheson**, presented awards to the students having the top two scholastic averages during their quarters of study. The Valedictorian Award was presented to **Mrs. Marsha Lynn Harris** of Americus, GA. The Salutatorian Award was presented to **Ms. Cherelea DeAnna James** of Warner Robbins, GA.

**CONTINUED ON PAGE A28**

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### *Prelude to the Science of Embalming (Part 34)*

By John A. Chew

Continuing on where Part Thirty-Three left off, case eight is typical of an average body received today with no medical information for the embalmer as to the cause of death. This case is a seventy year old male, 5'10", and overweight at a weight of 235 pounds.

During the primary cleansing and topical disinfecting of the body, a sweet acetone odor was detected indicating that the deceased was a diabetic. Because this condition existed prior to death, it would have a direct influence on the ability of a preservative (HCOH) to interact with the body tissues (cells).

Pre-disposition to decomposition becomes a major concern due to possible neutralization of the preservatives and changes within the vascular network when preparing the body for initial treatment. Acetone occurs in the blood when the body uses fat instead of glucose for energy in diabetics. Treatment with a myriad of drugs and their cumulative effects on organs/tissues must be considered.

Successful temporary preservation begins with initial treatment of the vascular system beginning with preparing the

body for chemical containment (pre-injection). Such treatment does not, in every case, eliminate the necessity for secondary injection points due to vascular arteriosclerosis which is calcification of the vessel walls causing the narrowing of vascular lumens.

It is difficult even for experienced embalmers to determine whether sufficient preservatives are interacting with the body tissues. Fixation or flaccidity are not indications of the saturation and/or depth preservation. They may indicate a shelling effect (superficial reaction).

Continuing with the step-up methodology, the amount of the initial pre-injection treatment may/should be increased to overcome the adverse conditions of specific disease processes such as treatment medications and opportunistic intrinsic and extrinsic microbes which influence the build-up metabolic waste in the blood and must be neutralized and removed.

These microbes may be reduced or removed through controlled drainage using a drain tube which will not disrupt the vascular pressure build-up that occurs during the injection of three half gallons of a triple base pre-injection solution—16 ounces triple base pre/co concentrate and 48 ounces of solvent (water). Use eight (8) pounds of pressure and a rate of flow of 12.8 ounces per minute.

The first gallon of preservative (-1%) to be injected following the initial gallon and a half of pre-injection formulation — formula as follows:

- 3 ounces of concentrated preservative
- 3 ounces of pre/co concentrate
- 122 ounces of solvent (water)

- The second gallon of preservative (+1%):
- 4.5 ounces of concentrated preservative
  - 4.5 ounces of pre/co concentrate
  - 110.0 ounces of solvent (water)

- The third gallon of concentrated preservative (2%):
  - 7.0 ounces of concentrated preservative
  - 7.1 ounces of pre/co concentrate
  - 114.0 ounces of solvent (water)
- The fourth gallon of concentrated preservative (3%):
  - 10.5 ounces of concentrated preservative
  - 10.5 ounces of pre/co concentrate
  - 107.0 ounces of solvent (water)
- The fifth gallon of concentrated preservative (4%):
  - 14.0 ounces of concentrated preservative
  - 14.0 ounces of pre/co concentrate
  - 100.0 ounces of solvent (water)

The question remains: At what percentage do we convert the aldehyde based preservatives to inert? We know that formaldehyde fixes tissue at the cellular level by irreversibly cross-linking the primary amino groups in protein.

As stated previously there are no set rules as to the number of injections necessary to achieve temporary preservation of a body. In actuality, the embalmer must consider the percentage of concentrate used in each injection to achieve preservation and fixation.

Prelude Thirty-Five will continue to address the variable conditions associated with the preparation and treatment of the 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, Medicic, UPR, ESCO/OMEGA, and the Academy of Restoration and Embalming.



# Educational NEWS CONTINUED

## Epsilon Board Meeting to be held in Indiana

By Francine Ross-Roden

WASHINGTON, DC— Epsilon Nu Delta Mortuary Fraternity will meet for their board meeting on Tuesday, August 5, 2008 in Indianapolis, IN, the home of the infamous Indy 500.

A fellowship breakfast will be served as we gather to conduct the business of beloved fraternity. This event will take place at the Hyatt Regency Hotel beginning at 8:00AM. The Indiana chapter will be our gracious hosts.

The Board wants to see members from all Six Regions gather in Indianapolis not only to conduct the business of Epsilon Nu Delta, but to see old friends as well as meet new ones. Members of E.N.D. may register by contacting the general Secretary at our new national headquarters: Epsilon Nu Delta Mortuary Fraternity, Inc., Soror Lynn Armstrong-Patterson, CFSP, 3718 22nd Street NE Washington, DC 20018, contact her at the office at (202) 529-5579 or by email at THEENDINC@aol.com.

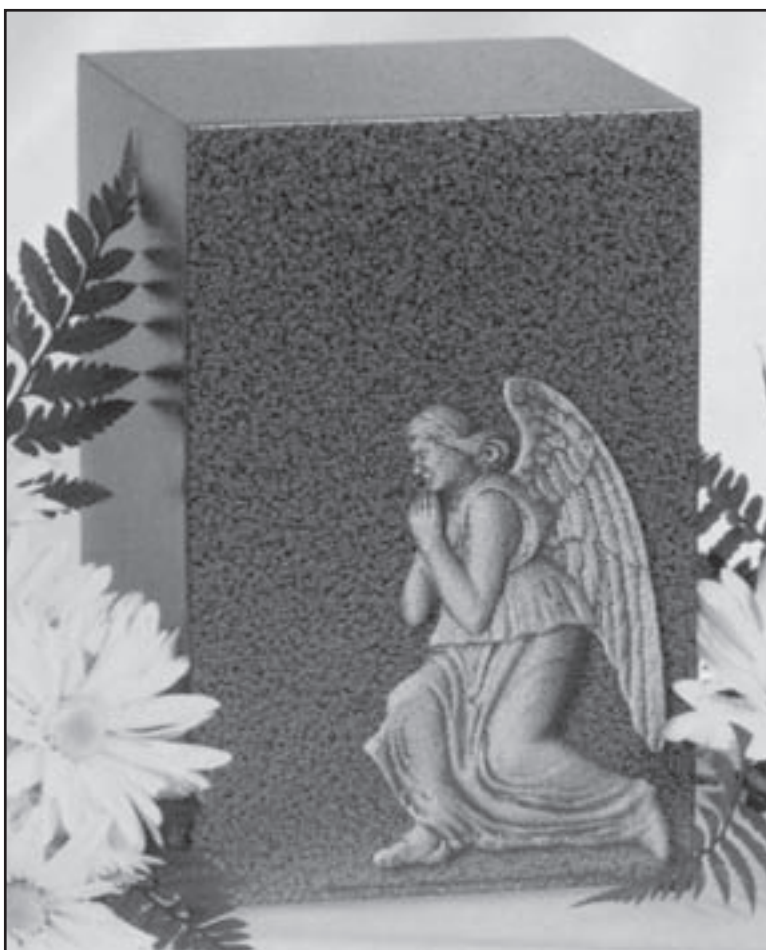
So whether you are a football fan of Notre Dame, a basketball fan of the Pacers, or just want to be in the state where the Jackson 5 was born, take time out of your schedule to spend one day with your sorors and brothers of Epsilon Nu Delta.

### Correction: Alpha Chapter Founders Banquet

In the May issue of *Funeral Home & Cemetery News* the article entitled "Alpha Chapter Founders Banquet" appearing on Page A28 incorrectly stated that the 66th Banquet would be held on May 30th.

The 66th Founders Day Banquet was held by the Alpha Chapter of Epsilon Nu Delta Mortuary Fraternity on March 30, 2008 in Chicago, IL.

For additional information on Epsilon Nu Delta Mortuary Fraternity and future educational seminars and workshops in various regions visit [www.epsilonnudelta.org](http://www.epsilonnudelta.org). The legacy will continue as fraternity members welcome the new National administration at the next Board Meeting on Tuesday, August 5, 2008 at the Hyatt Regency Hotel in Indianapolis, Indiana.



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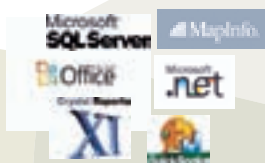
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# Educational NEWS CONTINUED

## Reception and Event Planning Seminars Offer one-of-a-kind Learning Experience

LARGO, FL— MKJ Marketing is hosting two unique seminars focusing on "Receptions" in Napa Valley, CA on July 21 and 22 and "Event Planning" in San Francisco, CA on July 23 and 24. MKJ Marketing's President, Marilyn Jones Gould says, "There have been various programming in the past on getting into receptions, food offerings and event planning. But, no other event has provided this level of hands-on learning and case study examples from experts in the recep-



tion and event planning fields. Regardless if you already offer receptions or not, these events have the information on how to take your existing service offerings above and beyond."

Marilyn Jones Gould further comments, "The 'Receptions' seminar held in Napa Valley at the Silverado Resort will provide jaw-dropping tips on how to either get into the reception business, or how to take your existing receptions to the next level. The 'Event Planning' seminar held at the 'W Hotel' in San Francisco will powerfully show how to achieve the optimum level of service with the least amount of stress."

The "Receptions" seminar in Napa Valley will cover:

- Pricing experts will discuss how to value your reception service in order to actually make money.
- How to stylize food and optimize presentation to make sure guests are impressed.

CONTINUED ON PAGE A30

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# Educational NEWS CONTINUED

## FINE Mortuary College announces New Staff and Promotions



Dahria Williams-Fernandes



Brenda A. Swanson



Elizabeth J. Misantone



Marsha-Ann Wise



Donna P. Taylor

**NORWOOD, MA— FINE Mortuary College, LLC: A Private Two Year College** in Norwood is honored to announce the addition to the science teaching staff of **Dahria Williams-Fernandes, LFD**, who is President of the **Floyd Williams Funeral Home** in Boston. Dahria is a graduate of FINE and Hampton University. She also completed training as an EMT at Northeastern University. Dahria is licensed as a funeral service professional in Massachusetts and in North Carolina. In addition to her duties at the funeral home and FINE, she is the mother of a two year old daughter.

**Brenda A. Swanson** has been appointed as Director of Financial Aid. Brenda has extensive experience in schools and colleges in Rhode Island and Massachusetts. Additionally she is experienced in college admissions and established and ran her own recruiting and sales business for several years.

Several of the FINE staff have contributed to the excellence of the institution

over many years. The Administration at FINE has decided to honor them with significant promotions due to their outstanding contributions. **Elizabeth J. Misantone** has been promoted to Assistant Vice President and Chief Administrator. Liz began service to the College nearly 6 years ago after attending Salem State College.

**Marsha-Ann Wise, MA, FD** has become the Academic Dean and Associate Vice President for Clinical, Tutorial **CONTINUED ON PAGE A28**

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# Educational NEWS CONTINUED

## Gupton-Jones College of Mortuary Science holds Graduation Exercises

*Continued from Page A24*

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 **Mrs. Marsha Lynn Harris** of Americus, GA.

The Distinguished Service Award was presented by President Hutcheson to **Todd Van Beck** for his outstanding contributions to the funeral service profession.

The Mu Sigma Alpha Award and the Academic Achievement Awards were presented to those students who graduated in the academic top ten percent of the graduating class or maintained a 93 percent or above average. The following were recipients of both of these awards: **Lynn Harris** of Americus, GA; **Ria James** of Warner Robbins, GA; **Michelle Nelson** of Allendale, SC; **Paul Richardson** of Burlington, NC; **Letisha Scotland** of Columbia, SC; and **Robert Wright** of Henderson, NC.

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 **Annie Edwards** of Griffin, GA, **Lynn Harris** of Americus, GA, and **Buster Kleckley** of Ridgeland, SC.

Other awards presented during graduation week were: The Richard Stewart Award from the Academy of Graduate Embalmers which was presented to **Ryan Jennings** of Austell, GA; the Russell Millison Award which was presented to **Lynn Harris** of Americus, GA; and the Daniel E. Buchanan Fraternity Award, which was presented to **Buster Kleckley** of Ridgeland, SC.

During the ceremonies, fifty-five students were recipients of the Associate of Science Degree in the Funeral Service ceremony. They were: **Artemus Barnes** of Rex, GA; **Terrence Jerrod Bishop** of Chicago, IL; **Vera Martin Bowser** of Columbus,



Gupton-Jones Valedictorian Lynn Harris with College President Patty S. Hutcheson.

OH; **Le'ana Faye Brewer** of Covington, GA; **Jonathan Lamar Brogden** of Hendersonville, NC; **Landon Carl Cloer** of Asheville, NC; **Michael Lynn Downs** of Stockbridge, GA; **Tierra Demetria Dyley** of Charleston, SC; **André Lamar Eady** of Orlando, FL; **Annie B. Edwards** of Griffin, GA; **Kevin Miles Evans** of Atlanta, GA; **John Byron Farmer** of Winder, GA; **Asia Denise Fletcher** of Newark, NJ; **Charles Matthew Gaddy** of Asheville, NC; **Ashley Nacol Haley** of Marietta, GA; **Marsha Lynn Harris** of Americus, GA; **Tiffany Adele Haynes** of Woodstock, GA; **Jeremy Michael Hicks** of Dallas, GA; **Nia Tequisha Hodo** of Riverdale, GA; **Cherelia DeAnna James** of Warner Robbins, GA; **Ryan Andrew Jennings** of Austell, GA; **Allison Laura Kanan** of Asheville, NC; **Albert L. Kleckley, Jr.** of Ridgeland, SC; **Jerryl Dewayne McCoy** of Acworth, GA; **Sharonda M. McKinnon** of Troy, AL; **James Kenneth Mobley, Jr.** of Great Falls, SC; **Shana Johnson-Moore** of Marietta, GA; **Torricellia A. Neal** of Tucker, GA; **Michelle Green Nelson** of Allendale, SC; **Mandy Montreal Parker** of Columbus, GA; **Rashika Antionette Patterson** of McDonough, GA; **Sean Butler Perry** of Atlanta, GA; **Constance Janice Price** of Fort Payne, AL; **Paul L. Richardson** of Burlington, NC; **Stacy Nicole Robertson** of Loganville, GA; **Letisha N. Scotland** of Columbia, SC; **Rayburn Rashard Scott** of Kingstree, SC; **Kimberly D. Shannon** of Sacramento, CA; **Christy Smith-McCullough** of Monticello, GA; **Kyle Stanfield** of AL; **Benjamin Tillery** of Decatur, GA; **Marisa McCrae Tils** of Conyers, GA; **Brandon Trawick** of Atlanta, GA; **Maurice O'Neal Ward** of Opelika, AL; **Claudia L. Watkins** of Augusta, GA; **Henry Michael White** of Patrick, SC; **Kentacia Shawntae Wideman** of Atlanta, GA; **Zalencia Pleshette Wilson** of Georgetown, SC; **Dustin Scott Winters** of Silver Creek, GA; **Shari Helen Wolfs** of Kennesaw, GA; **Tracy Woodfield-Williams** of Springfield, MA; **Robert Lee Wright II** of Henderson, NC; and **Crystal G. Young** of Atlanta, GA.

### FINE Mortuary College announces New Staff and Promotions

*Continued from Page A27*

and Outreach Programs. **Marsha** graduated from FINE after a career in social services. She is a graduate of Assumption College with a B.A. in Social Rehabilitation Services and Psychology. She earned an M.A. degree in Human Service Management from Brandeis University.

**Donna P. Taylor**, who joined the FINE staff about three years ago, has been advanced to become Coordinator of Student Recruitment and External Affairs Officer plus Administrative Assistant to the Executive Vice President. **Donna** graduated from Massasoit Community College prior to coming to FINE.

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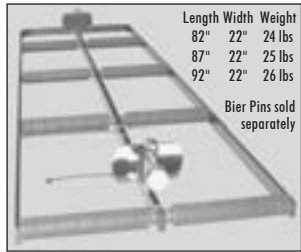


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# Educational NEWS CONTINUED

## Cypress Students support Habitat for Humanity

*Continued from Page A22*

"I chose to volunteer with my colleagues because I love volunteering," stated **Sara M. Waldapfel**. "I have been volunteering my whole life, and this was another opportunity to help better society. I have volunteered a few times since I have been in the Mortuary Science program, but this was the first time with my colleagues. I plan to keep volunteering after school, I would like to work with the Humane Society next!"

In September 1976, *Millard* and *Linda Fuller* called together a group of supporters to discuss the future of their dream. HFHI as an organization was born at this meeting. The eight years that followed, vividly described in *Millard Fuller's* book, *Love in the Mortar Joints*, proved that the vision of a housing ministry was workable. Faith, hard work and direction set HFHI on its successful course. In 1984, former U.S. President *Jimmy Carter* and his wife *Rosalynn* took their first Habitat work trip, the *Jimmy Carter Work Project*, to New York City. Their personal involvement in Habitat's ministry brought the organization national visibility and sparked interest in Habitat's work across the nation. HFHI experienced a dramatic increase in the number of new affiliates around the country.

Student **Orlyn Riley** had previously volunteered for HFHI and really enjoyed working with the program. She stated that it was an excellent way to help the community. She said, "This is why I was more than happy to volunteer with my colleagues from mortuary school. I also believe mortuary students participating in the community shows that we are people with a caring nature and helping the living is as important as helping the deceased. I recommend that other students volunteer. This will not be my last time volunteering."

"This would be my first time volunteering with HFHI and I didn't know what to expect but I was prepared to do whatever I had to do in order to reach out and help the community," declared **Jamie Cogorno**. "I thought this would be one way to show the community that those of us in the funeral profession find helping the living to be of vital importance. I would do it again and recommend others to get involved I would just advise those who want to participate to wear lots of sun screen."

**Krislyn Rose Kunkel** stated, "My motivation for pursuing a career in the funeral profession is to help those in need, so when *Rod* asked me to volunteer for HFHI I thought it was one opportunity to do so and it was ironic because I was already curious about this organization. I told him that he could definitely count on me being there. First and foremost I wanted to do the Lord's work and help my community. My Lord and Savior said to treat thy neighbor as thy self wants

to be treated. I don't think that was literal as to only helping our adjacent neighbors, and as long as I have the health and strength the Lord blessed me with I will continue to use it to help those the Lord puts in my path to help. Lastly, I also agree that this should inspire other students in the Mortuary Science program to volunteer and perhaps create a club. If possible I think it would be a good idea for community service to be part of the program itself."

Through the work of Habitat, thousands of low-income families have found new hope in the form of affordable housing. Churches, community groups and others have joined together to successfully tackle a significant social problem—decent housing for all. Today, HFHI has built more than 250,000 houses, sheltering more than 1,000,000 people in more than 3,000 communities worldwide. For additional information on HFHI can be found at [www.habitat.org](http://www.habitat.org). Congratulations to the big hearts at Cypress College, Mortuary Science Department.



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**NOMIS PUBLICATIONS, INC.**  
FUNERAL HOME & CEMETERY NEWS

## Paul Alexander joins SpeakingOfDeath.com

**COLUMBIA, MO**— **SpeakingOfDeath.Com** is proud to announce the addition of **Paul Alexander** to their list of highly qualified and exciting speakers. Paul is not only active on the speaking tour, but has a wonderful selection of CDs available for funeral home use.

A singer, songwriter, psychotherapist, author, actor and performing artist, Paul has shared his music and message of hope throughout the United States and Canada. His wide selection of vocal and instrumental music is useful for memorial and funeral services, and rituals of remembrance such as candle lightings. His original song "Light A Candle" is widely used in the funeral industry to comfort and support the bereaved.

His other recordings, books and his Holiday Grief DVD are resource tools being utilized by church groups, funeral homes, hospices, and hospitals as well as bereavement support groups and individual caregivers. Paul's contemporary style combined with his compassionate lyrics and compelling vocal delivery touch the heart and soul of the listener and provide healing, insight and inspiration.

The *Light A Candle and Songs of Remembrance* CD is widely used for the title song as well as for balloon releases, tree plantings and walks to remember.

Paul is also a well respected speaker and singer integrating music with the spoken word for unique workshops, concerts and community programs. He is available to speak to funeral groups, hospice organizations and clergy meetings. Book Paul now for your holiday memorial program. For more information about his speaking presentations, visit [www.SpeakingOfDeath.com](http://www.SpeakingOfDeath.com).



Paul Alexander

## Worsham College adds Adams to Staff

**WHEELING, IL**— **Worsham College of Mortuary Science**, located in Wheeling, IL is pleased to announce the addition of **John P. "Jack" Adams** of the **Dodge Company** to the Worsham staff. Mr. Adams, a 1964 graduate of Worsham College, received the Mu Sigma Alpha Award, which distinguishes him as graduating in the top ten percent of his class. "Jack began teaching practical embalming, restorative art techniques, and cosmetic application, in March of this year at our embalming laboratory facilities," according to **Stephanie Kann**, President of Worsham.

Jack Adams is a fourth generation funeral director and embalmer with over 40 years experience in funeral service. He estimates he has embalmed in excess of 20,000 human remains and is considered one of the world's foremost embalming authorities. Jack has presented embalming seminars throughout the United States, Europe, Australia, and New Zealand.

Jack is member of the Academy of Professional Funeral Service Practice and has earned his Funeral Service Professional certification and represents the Dodge Company in northern Illinois. He is also a faculty member of The Dodge Institute Seminars, a member of the Dodge Research and Development Staff, and a regular contributing author to The Dodge Magazine.

Ms. Kann said, "Adding Jack to our staff reinforces our continuous efforts to provide our students 'The Practical Education Experience'."



John P. Adams

## MKJ Reception and Event Planning Seminars

*Continued from Page A26*

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- How should servers be dressed?
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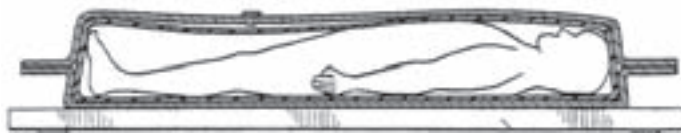
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- Foreign Shipping Regulations
- Funeral Service Education Programs
- Associations - national; state; local  
*NEW for 2004 - websites & email addresses*
- Trade Service Companies
- Veterans Administration Information
- Hospitals - address & phone\*
- U.S. Daily Papers - address & phone\*  
*NEW - websites & email addresses*

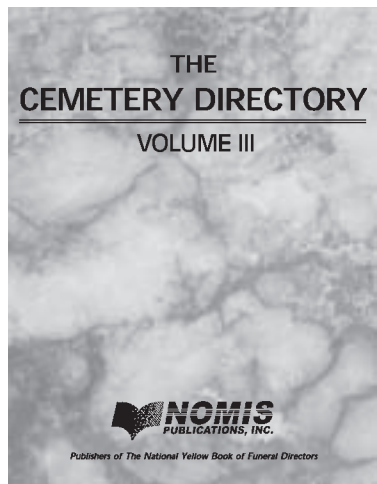
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# Association NEWS

## International Cemetery, Cremation and Funeral Association presents Member Awards for 2008

STERLING, VA— The International Cemetery, Cremation and Funeral Association (ICCFA) honored numerous members during its 2008 Convention and Exposition, March 26-29 in San Diego, CA.

### Certification Designations

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

**Julie A. Burn**, CSE, cremation services manager at **Wilbert Funeral Services** in Broadview, IL, received a Certified Cremation Executive (CCrE) and a Certified Supplier Executive (CSE) designation.

**Stephen G. Burrill**, CCE, CCrE, superintendent at **Mount Hope Cemetery** in Bangor, ME, received a Certified Cemetery Executive (CCE) and a Certified Cremation Executive (CCrE) designation.

**Jeffrey A. Hodes**, CCE, of Herndon, VA, received a Certified Cemetery Executive (CCE) designation.

**Edward Horn**, CCE, director of sales, marketing and community relations at **St. Michael's Cemetery** in East Elmhurst, NY, received a Certified Cemetery Executive (CCE) designation.

**Jeff Kidwiler**, CCE, CSE, vice president of **United Memorial Products** in Whittier, CA, received a Certified Supplier Executive (CSE) designation.

**I. Frederick Lappin**, CCE, president and chief executive officer of **Knollwood Cemetery Corporation** in Canton, MA, received a Certified Cemetery Executive (CCE) designation.

**Gary O'Sullivan**, CCFE, president of the **Gary O'Sullivan Company**, received a Certified Cemetery Funeral Executive (CCFE) designation.

**James D. Price**, CCFE, CCrE, chief operations officer of **Keystone Group Holdings Inc.**, received a Certified Cemetery Funeral Executive (CCFE) and a Certified Cremation Executive (CCrE) designation.

**David R. Quiring**, CSE, CM, FAICA, chief executive officer and president of **Quiring Monuments Inc.**, received a Certified Supplier Executive (CSE) designation.

**Stephen L. Schacht**, CCFE, director of government affairs for **Service Corporation International's** western division, received a Certified Cemetery Funeral Executive (CCFE) designation.

**Stanley R. Scruggs**, CSE, chief executive officer of **Cemetery Funeral Supply**, received a Certified Supplier Executive (CSE) designation.

**Paul R. Shiring**, CCE, CCrE, received a Certified Cremation Executive (CCrE) designation.

**James R. Starks**, CCFE, CCrE, vice president of **Keystone Group Holdings Inc.**, received a Certified Cemetery Funeral Executive (CCFE) and a Certified Cremation Executive (CCrE) designation.

**Gregg A. Strom**, CCE, senior vice president of **StoneMor Partners LP**, received a Certified Cemetery Executive (CCE) designation.

**David A. Yearsley**, CSE, president of **Ensure-A-Seal Inc.**, received a Certified Supplier Executive (CSE) designation.

### Quarter Century Club

The International Cemetery and Funeral Association presented awards honoring those who have belonged to the association for 25 years.

Inducted into the Quarter-Century Club were: **Greg Blood**, **Cedar Memorial Park**, Cedar Rapids, IA; **Russell Burns**, **Mount Elliott Cemetery**, Detroit, MI; **Robert M. Fells**, **ICCFA**, Sterling, VA; **Karol Hoffman**, **Cedar Memorial Park**, Cedar Rapids, IA; **Harry C. Neel**, **Jefferson Memorial Funeral Home**, Pittsburgh, PA; **Ralph Osenbaugh**, **Cedar Memorial Park**, Cedar Rapids, IA; **Dennis Paulsen**, **Cedar Memorial Park**, Cedar Rapids, IA; **Gerald M. Ridge Jr.**, **Blue Hill Cemetery**, Braintree, MA; **Robert Schrage**, **Mount Elliott Cemetery Association**, Clinton Township, MI; and **Michael K. Wick**, **Serenity Meadows Memorial Park Funeral Home & Crematory**, Riverview, FL.

### ICCFA University Scholarships

**ICCFA University**, to be held July 18-23, 2008, at the University of Memphis in Memphis, TN, is the only school of its kind for cemetery, cremation and funeral service professionals.

The ICCFA Women's Forum awarded two scholarships to ICCFA University applicants, covering the recipients' full costs for registration, housing and meals. Recipients were: **Deanna Norton**, **Lyerly Funeral Home**, Salisbury, NC; and **Kimberly Ward**, **Miller-Jones Mortuary & Crematory/Menifee Valley Memorial Park**, Hemet, CA.

The ICCFA Educational Foundation awarded a \$1,500 scholarship to ICCFA University to **Julius Powell**, **Mobile Memorial Gardens**, Mobile, AL.

The ICCFA Educational Foundation awarded a \$500 scholarship to ICCFA University to **Ronald Nester**, **Knollwood Memorial Park**, Canton, MA.

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

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# Association NEWS CONTINUED

## Illinois Cemetery and Funeral Home Association to hold Annual Convention

**HOMEWOOD, IL**— Illinois Cemetery and Funeral Home Association will be celebrating their 80<sup>th</sup> Anniversary at their Annual Convention, to be held Wednesday and Thursday, September 10-11, 2008 at Grizzly Jack's Grand Bear Resort and Indoor Water Park in Utica, IL.

The guest speakers include **Linda Darby Sempstrott** of **Sunset Memorial Park Funeral Home and Cremation Services** in Danville, IL, as well as **Maureen O'Brien**, presenting "When You Can't Soar with the Eagles, Ride the Turkeys," and bestselling author **Christine Correlli**, professional speaker, consultant and "Sales-Service Excellence" expert. Also planned is a special networking luncheon, an opportunity to exchange ideas for the mutual benefit of all.

For more information, call (866)758-7731 or visit [www.icfha.org](http://www.icfha.org).

## Nebraska Funeral Directors Association launches new Pre-need Funeral Trust

**BEAVERTON, OR**— The Board of Directors of the **Nebraska Funeral Directors Association** is pleased to announce the establishment of the *Nebraska Funeral Directors Association Master Trust*. The new Trust is an additional member benefit and available to all members of the Association.

Member funeral homes now have the opportunity to utilize a modern Pre-need Trust product that collectively pools all Pre-need funds for the greatest possible investment return, is easy to use, and is endorsed and supported by the Association.

Each participating funeral home will be provided with an array of features and benefits never before available

in the state. The new Trust provides instant payment of claims, automatic billing services, comprehensive monthly activity reports, assistance with data and completion of the annual state report and much more. Additionally, the Administrator of the Master Trust will assist funeral homes in transferring their existing Trust accounts to the new Trust to ensure a smooth transition.

Trustee and Asset Management Services will be provided by **Union Bank & Trust Company**. The current day Union Bank & Trust Company was founded in 1917 as the Farmer's State Bank. In 1935, the name was changed to

**CONTINUED ON PAGE A34**



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Learn how to work with families who do not want a traditional religion-based funeral to create a service that has meaning and value for them. Separate your firm from others in your market by offering this increasingly in-demand option.



#### A \$27,000 Wedding vs. Your Final Celebration

*Allen Dave Jr., Fall Creek Memorial Funeral Home*  
Learn how one funeral director made the transition from wedding planner to final event planner, bringing wedding planning practices and hospitality to funeral service. Find out how his lack of preconceived notions and "we always did it this way" rationale put him ahead of his competition in a tough market.

#### Don't Just Get the Job Done

*Ernie Heffner, CFuE, Heffner Funeral Homes*  
Everyone gets the job done. Everyone does not wow the customer. From transferring the person who died, to creating a unique experience that resonates in the heart, to veterans tributes, to short meaningful customer surveys, to a simple thank-you note, it's all about the details.

#### It Ain't Just a Graveside Service

*Clift Dempsey, CCFE, Dempsey Funeral Homes*  
From graveside themes to three options for dove releases, to unique hospitality and refreshments at the cemetery, you can set your community's expectations way above what's offered by most companies. Position yourself as a premier provider offering the highest level of service.

#### 70% of Services Conducted by Staff, Not Clergy!

*Tim Lancaster, CCFE, Eternal Hills Memorial Gardens and Funeral Homes*  
Eternal Hills has a highly successful approach to providing meaningful services. Critically important is the attitude and approach of the arranger. According to customer surveys, the company has exponentially greater satisfaction when its staff conduct the service than when they leave their business and future in the hands of a preacher. What's more, though they do charge for "Celebrant Services," families still try to give the celebrant a gratuity personally after the service. Find out how to replicate this success and goodwill at your firm.

#### 80% of Customers Select Food Options

*Mark Krause, CFuE, Krause Funeral Homes & Cremation Service*  
More than 80 percent of Krause's customers opt for food service in their plans for final tribute (including many cremation customers). Discover the connection between food service and cemetery and funeral services and learn how to design and deliver what families want for improved service and revenues.

#### A Mandate for the Future: Creating Exceptional Services for the Families You Serve

*Alan Wolfelt, Ph.D., Center for Life and Loss Transitions*  
Themes to be explored in this ground-breaking session taught by one of the top educators in our profession:



- Understanding the importance of a value added service culture
- Defining the new customer: the bad news and the good news
- Three keys to the future: focus, flexibility, responsiveness
- Evaluating service quality on five important factors
- Exploring the service triangle: a customer centered model

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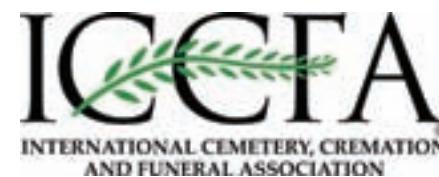
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# Association NEWS CONTINUED

## Justice for Victims

By Shun Newbern, CFSP

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**LOS ANGELES, CA—** The California Funeral Directors and Embalmers Association – Los Angeles Chapter observed the National Crime Victims' Rights Week on Sunday, April 20, 2008 at the Magic Johnson Park in Los Angeles. "It is our hope this week to bring attention to the wrongful death and violent crimes against children and families locally and nationally as well as provide some hope," said Chapter President, **Antoinette Warmack**. The event was a combination of various community

groups including Mothers on the March, Drive by Agony, S.T.E.V.I.E., Save Our Future, Project Cry No More, Parents of Murdered Children and Stop the Nightmares. Spokesperson for Mothers on the March, **Charlotte Austin-Jordan** said "I am so honored the many mortuaries that we turned to during the loss of our children are supportive with our march and rally. It is you (the funeral director) whom we depend on to get us through the shock, to some type of closure and acceptance."

Los Angeles County has the highest death rate in any county in the country. This indicates that violence affects every mortuary, every culture and every city, to some measure. We can't be deceived that it is an issue isolated in the African-American, Latino or low income communities. We can't presuppose that victims of murders are unemployed, high school drop outs with some gang affiliation. Many of these crimes are taken to the freeways, local malls, places of worships, places of employment and the increasingly accepted location—the funeral service.

The morning began as CFD&EA members and colleagues met and a motorcycle escorted procession of hearses drove through gang territories as a reminder of the penalty of violence in the communities where victims reside. Speakers for the rally included LA City Councilman, **Bernard Parks**, former Assemblyman **Ron Wright**, Chairman of Epsilon Nu Delta Mortuary Fraternity, **Shun Newbern**, CFSP and **Jaimel Shaw, Sr.**, father of the murdered scholar and football star, **Jaimel Shaw, Jr.** Also present for the event was **Pamela Fisher-Anderson**,

CONTINUED ON PAGE A44

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- October 11 - 12, 2008** - Orlando, FL, *NFDA Convention & Expo*
- November 5 - 7, 2008** - Brookfield, WI, *NFDA Headquarters*

Additional dates pending. Programs subject to change.

For CE information and application requirements, visit [www.nfda.org/cpc.php](http://www.nfda.org/cpc.php) or call your personal Member Services Representative at 800-228-6332. Correspondence option available.



## Nebraska FDA launches new Pre-need Funeral Trust

Continued from Page A33

Union Bank. When Union Bank secured trust powers in 1959, the company became Union Bank & Trust Company. In 1965, Union Bank & Trust was purchased by the Dunlaps, a longtime Nebraska banking family. Now, nearly 40 years later, still owned and managed by the same family, Union Bank & Trust Company has developed into a financially diverse organization serving Nebraskans across the state.

**American Funeral & Cemetery Trust Services** (AFCTS) will provide the

Administrative Services for the new Association Master Trust. AFCTS, a longtime Northwestern regional provider of Master Trust Services, has become one of America's fastest growing providers of Master Trust Services for Associations and independent funeral homes and cemeteries.

The NeFDA master trust plan is fully compliant with the Nebraska Burial Pre-need Sale Act. For information about the Nebraska Funeral Directors Association Master Trust, please call 1-800-769-9363.



# Association NEWS CONTINUED

## Woodburn and Sullivan join staff of Selected Independent Funeral Homes

DEERFIELD, IL— **Selected Independent Funeral Homes**, an international association of independent funeral homes, has announced that **Wendy Woodburn** has joined its staff as Director of Membership, and **Brendan Sullivan** has joined as Member Benefits Coordinator.

Wendy Woodburn has several years of varied experience in membership, customer service, professional communications, planning and project management. She most recently served as Manager of Membership Services, Recruitment and Retention for the Appraisal Institute. She also has served as Manager of Public Affairs for the National Cattlemen's Beef Association, in addition to other positions for both nonprofit and for-profit organizations.



Wendy Woodburn

As Selected's Director of Membership, Ms. Woodburn will design and manage membership recruitment and retention programs for the association. This includes identifying and recruiting new mem-

bers while developing and supporting key resources to assist association members in the success of their businesses and overall membership experience. She also will serve as the

**CONTINUED ON PAGE A43**



Brendan Sullivan

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\*McPhee, S.J., Bottles, K., Lo, B., To Redeem Them from Death, Am J Med 1986

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**Association NEWS CONTINUED**

**Funeral Service Foundation supports Women In Funeral Service**

**BROOKFIELD,WI**— The Funeral Service Foundation (FSF) awarded five scholarships to select attendees of the 2008 NFDA Professional Women's Conference in April. At the conference, FSF also announced its new Women in Funeral Service Fund, dedicated exclusively to supporting the advancement of female funeral service professionals.



Scholarships included registration to the conference, held April 10-13 in St. Petersburg, FL, and a \$400 travel stipend. Recipients included **Terrie Lynn Lockwood**, owner and manager of **Sorenson-Lockwood Funeral Home** in Grayling, MI; **Cindy Phillips**, advanced planning consultant and funeral director intern at **Brooks Funeral Care** in Clive, IA; **Patricia Moody**, licensed

CONTINUED ON PAGE A38

**Dear Kelly**

By Kelly Baltzell, M.A.

*My Time Here is at an End*



Photo ©Cory Shubert

**Dear readers:** As we all know everything comes to an end. My time here as a columnist for *YB News* has been an enriching and rewarding experience. I have appreciated having you as readers. I have gotten some wonderful feedback and learned things from you. Hopefully, you all have learned something from me as well. Over the years we have discussed grieving issues, computer issues and use of the Internet.

On a day to day basis I will still be reachable by going to our company blog at <http://blog.beyondindigo.com/>, calling me at 877-244-9322 or emailing me at [Kelly@beyondindigo.com](mailto:Kelly@beyondindigo.com).

If you would like to meet me in person I will be holding a two day technology seminar in Peoria, IL in July. We will be discussing business marketing as well as marketing websites. In addition we will be giving participants exposure to an exciting new field—captive marketing with HiDef Media. The second day will focus on basic computer skills. Finally, should you be able to attend, there will be the opportunity to be in film on your own website as a talking host. For information about the conference and to see an example of how you can be "live" on your website visit: [www.beyondindigo.com/tech/](http://www.beyondindigo.com/tech/). I will be holding individual website reviews at this time. CEU credits will be

offered for Iowa, Wisconsin, Illinois, Indiana and Missouri. This will be a great opportunity to meet others interested in upgrading their personal and business skills for technology and the use of the internet.

Beyond Indigo has helped many funeral businesses with their websites over the years. You can see how they are using the Internet and they can help explain to you how technology is helping their business. Visit these websites online at:

- [www.fisherfamilyfuneralhomes.com](http://www.fisherfamilyfuneralhomes.com)
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- [www.lincolnfuneralcare.com](http://www.lincolnfuneralcare.com)
- [www.burkholderfuneralchapel.com](http://www.burkholderfuneralchapel.com)

Good luck in the future of your businesses. I have appreciated the opportunity to reach out and touch your lives. If you have any questions, please feel free to contact me at any time. After all, that is how this column started—with questions and answers!

—Kelly

Kelly Baltzell, M.A. is the owner and founder of Beyond Indigo, four-time award winner of Forbes Best Of The Web, located at [www.beyondindigo.com](http://www.beyondindigo.com). Beyond Indigo licenses its grieving support products and services to the funeral industry including website development. Kelly, along with her mother, is the author of the Helping Help brochures through Messenger. She holds a Master's degree in Counseling & Psychology. If you would like Kelly to answer a question related to grief please write her at Kelasan Inc., PO Box 305, Chanhassen, MN 55317 or send email to [kelly@beyondindigo.com](mailto:kelly@beyondindigo.com).



# Association NEWS CONTINUED

## Preferred Funeral Directors International Conference Investigates Opportunities

**LARGO, FL— Preferred Funeral Directors International (PFDI)** a professional association of independent funeral homes with members throughout the US, Canada, and Europe, held its annual spring conference at the Charleston Place Hotel in Charleston, SC. The conference of 45 select members and family met from Saturday April 18 through Tuesday the 22nd with the objective of exploring the evolving challenges and opportunities facing contemporary fu-



Blair Nelsen

collectibles, but today many of yesterday's valued collectibles have actually lost value as consumers deal with excessive debt and other financial challenges.

Nonetheless, funeral directors can help families by giving them advice on

valuating these belongings and taking them to the right outlets to convert them to cash. This topic fits well in the aftercare programs.

Blair Nelsen of the **Nelsen Family Funeral Services**, of Richmond, VA gave a member presentation on the growing trend to have a columbarium on college campuses for alumni and staff. The group visited the campus of the Citadel, a South Carolina Military College with an on campus columbarium.

**Mark Smith, McAlister-Smith Funeral Homes**, Charleston, SC, presented "operating a funeral home in a high cremation market." **Glenn Gould, CEO of MKJ Marketing**



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neral home owners. According to **Blair Nelsen**, PFDI President, "The death care industry in general and the funeral profession in particular, has been in a period of transition for most of the past two decades. Funeral home owners change with the times, but sometimes the pace of evolution is too slow. As an association of progressive funeral home owners, PFDI members want to better understand these challenges and opportunities so as to match the pace of change set by the consuming public."

Business sessions were conducted on Sunday, Monday and Tuesday, and included guest speakers as diverse as **Joe Sehee**, Director of the **Green Burial Council**, and nationally recognized antiques and collectibles authority **Harry Rinker**.

Harry Rinker is an author, radio and television personality that has directed his attention to assisting funeral directors in meeting the needs families often have in liquidating the personal belongings of deceased family members. Many times in the past families underestimated the value of personal

presented "pricing, profit and customer satisfaction." **Vickie Zimmerman, Arnold-Wilbert Inc.**, gave a presentation on "the importance of your prop master in funeral service."

**Stephen Velker**, Arnold-Wilbert hosted a lunch and tour for the members at the **Charleston-Wilbert Vault Co.**

**Jeffrey Gair** of the **Evans Funeral Homes** in Balti-

more, MD discussed how his firm has addressed the challenge of the price-conscious consumer with the **Peaceful Alternative Funeral Chapel**. **Mr. Charles**  
**CONTINUED ON PAGE A44**

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# Association NEWS CONTINUED

## FSF supports Women in Funeral Service at Professional Women's Conference

*Continued from Page A36*

*Scholarships awarded to NFDA Professional Women's Conference, FSF announces new "Women in Funeral Service" Fund*

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2008 Professional Women's Conference Scholarship Winners. (L to R) FSF Executive Director Melinda Mueller, Andrea Wasley, Terrie Lynn Lockwood, Patricia Moody, Cindy Phillips, and Anne Haas.

funeral director, embalmer and funeral celebrant with **TLC & Memories** in Stonington, CT; **Anne Haas**, funeral director and embalmer at **Robert L. Crooks Funeral Center** in West Alexandria, OH; and **Andrea Wasley**, managing partner, funeral director and embalmer for **Carriage Services** at **Bailey Funeral Home** in Plainville, CT.

Recipients were recognized by FSF Executive Director **Melinda Mueller** at an awards luncheon on April 12. Bios of scholarship winners are posted on FSF's Web site, [www.funeralservicefoundation.org](http://www.funeralservicefoundation.org).

"The Professional Women's Conference involves women in the process of making decisions that impact the future of funerals," said scholarship winner and second-career funeral director-intern,  
**CONTINUED ON PAGE A39**

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# Association NEWS CONTINUED

## FSF supports Women in Funeral Service at Professional Women's Conference

Continued from Page A38



Cindy Phillips. "Together we shared concerns and opinions on issues that impact our service and profession. Participating in this conference reinforced my decision to enter fu-

neral service, and that this is a profession that is personally satisfying and success-filled."

In addition to awarding scholarships, the Funeral Service Foundation an-

nounced a new fund, the Women in Funeral Service Fund. The new fund will support scholarships, grants, programs and research to advance females in funeral

**CONTINUED ON PAGE A40**

# ATTENTION

## Licensed Funeral Directors Needed for Research Study

The Funeral Service Foundation (FSF) is conducting a research study of funeral directors who have received their license within the past six years. FSF would like to discuss the reasons you selected funeral service as a career and how your career is progressing to date.

All responses will be held in the strictest confidence.

TO PARTICIPATE, PLEASE CONTACT:

**Melinda Mueller**

**Funeral Service Foundation**

E-mail: [mjmueller@funeralservicefoundation.org](mailto:mjmueller@funeralservicefoundation.org)

877-402-5900

Your participation in this study is greatly appreciated, and will help FSF's efforts to provide resources for the advancement of funeral service.



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# Association NEWS CONTINUED

## FSF supports Women in Funeral Service at Professional Women's Conference

*Continued from Page A39*

service. The first contributors to the Women in Funeral Service Fund included **Wilbert Funeral Services**, **Nomis Publications**, and several women who attend-

ed FSF Fund Day, a social event and fundraiser at the conference.

Scholarships to the 2008 conference were sponsored by **Deaton-Kenne-**

**dy, Messenger, Nomis Publications** and attendees of FSF Fund Day.

Applications for scholarships to attend the 2009 NFDA Professional Women's

Conference in Austin, TX will be available on the FSF Web site in January, 2009.

The Funeral Service Foundation, through grants,

scholarships and research initiatives, supports career and professional development in funeral service, the advancement of funeral service and allied professions,

public awareness and education, and the improvement of children's lives. For more information, visit [www.funeralservicefoundation.org](http://www.funeralservicefoundation.org).

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- \_\_\_\_\_ : Funeral home nearby
- \_\_\_\_\_ : Makeup application
- \_\_\_\_\_ : Bloody waste
- \_\_\_\_\_ : Damaged liver
- \_\_\_\_\_ : Quality hardwood
- \_\_\_\_\_ : Circular wound
- \_\_\_\_\_ : Skin pigment
- \_\_\_\_\_ : Disaster assistance
- \_\_\_\_\_ : Trade magazine
- \_\_\_\_\_ : Professional association
- \_\_\_\_\_ : Causes Creutzfeldt-Jacob disease
- \_\_\_\_\_ : Critical Incident Stress Debriefing

**ANSWERS ON PAGE A44**



Ralph L. Klicker, Ph.D., has authored the books *A Student Dies*, *A School Mourns...Are You Prepared?* and *Kolie and the Funeral*. He has also written the textbooks *Funeral Directing & Funeral Service Management and Ethics in Funeral Service*, and his newest textbook *Restorative Art & Science*. Dr. Klicker is founder and president of Thanos Institute, which offers funeral directors home study courses approved throughout the United States and Canada for continuing education credit for their license renewals. For information, contact him at Thanos Institute, PO Box 1928, Buffalo, NY 14321, (800)742-8257 or send an e-mail to [Thanosinst@aol.com](mailto:Thanosinst@aol.com).



# Association NEWS CONTINUED

## National Funeral Directors Association Professional Development Opportunities available this Summer

**BROOKFIELD, WI**— In June and July, the **National Funeral Directors Association** (NFDA) will offer Distance Learning seminars to help funeral home owners generate new sources of revenue to boost their bottom line.

- Free NFDA Member Benefits Seminar. "Family Business Health Assessment: Why Your Business Needs One" June 5, 1-2 p.m. CT. Teleconference presented by **Family Business Institute**.
- "Tips for Marketing a Pet Funeral Business" June 19, 1-3 p.m. CT. Web seminar presented by **Coleen Ellis, Pet Angel Memorial Center**.
- "What to Do When Families Say 'No Religion Please'" July 17, 1-2 p.m. CT. Teleconference presented by **JoAnn Baldwin, Aurora Casket Company**.
- "The Future of Funeral Service: Crisis or Opportunity" July 31, 1-2 p.m. CT. Teleconference presented by **Alan Creedy, Vanguard America Company**.

For information on these and other NFDA Distance Learning events and opportunities, visit [www.nfda.org/distancelearning.php](http://www.nfda.org/distancelearning.php) or call 800-228-6332.

### Conference Brings Funeral Service Leaders Together

NFDA's 2008 Leadership Conference, August 3-6 at the Stanford Court Marriott in San Francisco, CA, offers state association leaders

and current and future volunteer leaders the opportunity to explore issues and share experiences with colleagues from around the country.

While taking in the diversity of San Francisco, conference attendees will gain insight into the future of associations and funeral service from Chief Strategist and Founder of **Principled Innovation, LLC, Jeff De Cagna**. Using a powerful method of "strategic conversation," De Cagna will address the new challenges and opportunities facing associations and funeral service, and how to devise fresh solutions to the issues that affect these organizations and techniques to create a more profitable, successful future.

## NFDA Releases Results of Member Compensation Survey

**BROOKFIELD, WI**— Results of the biennial **National Funeral Directors Association's** (NFDA) Member Compensation Survey indicate a decrease in staff funeral directors' salaries, while funeral home management and non-licensed funeral home staff saw increases, signaling a shift in business needs for the nation's funeral homes.

Highlights of the financial compensation data yielded from the NFDA Member Compensation Survey include:

- The median salary of funeral home owners/

managers increased from \$60,000 in 2004 to \$75,737 in 2006.

- Funeral home branch managers saw their median salary increase slightly from \$50,000 in 2004 to \$50,205 in 2006.
- The median salary of staff funeral directors decreased from \$40,000 in 2004 to \$38,542 in 2006.
- Embalmers saw their median salary decrease from \$38,000 in 2004 to \$34,250 in 2006.

While funeral directors' and embalmers' salaries de-

**CONTINUED ON PAGE A43**

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Complete event details will be posted to [www.nfda.org/leadership.php](http://www.nfda.org/leadership.php) in the coming weeks.

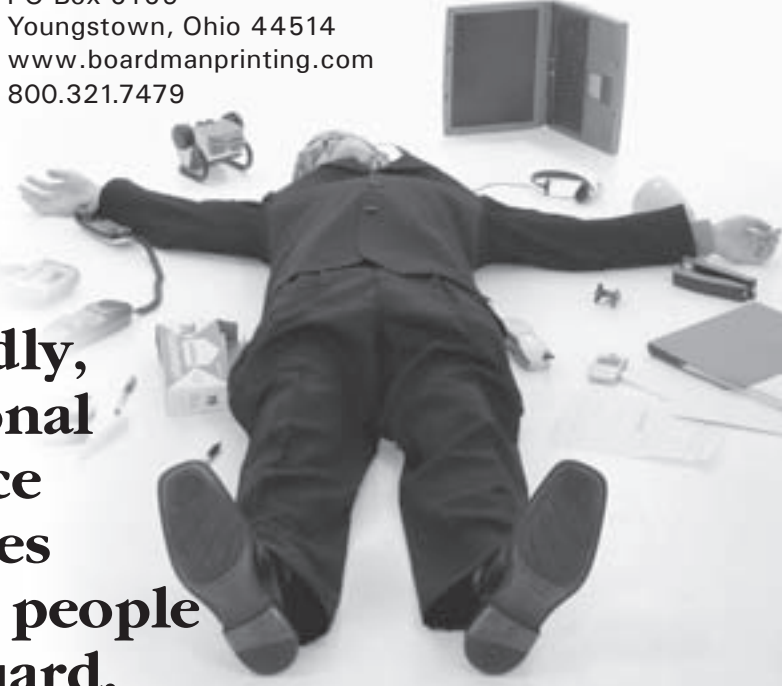
NFDA is the world's leading funeral service association, serving 19,500 individual members who represent more than 10,000 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy office in Washington, DC, NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit [www.nfda.org](http://www.nfda.org).

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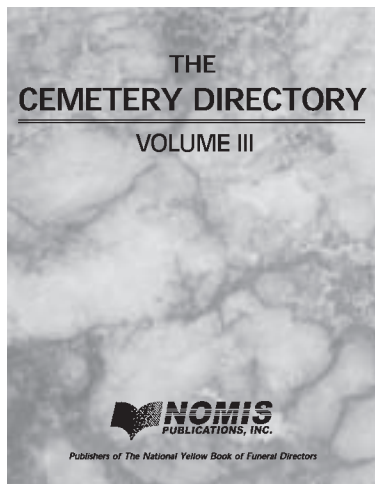
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# Association NEWS CONTINUED

## Woodburn and Sullivan join staff of Selected Independent Funeral Homes

*Continued from Page A35*

key staff liaison for all membership-related activities.

Brendan Sullivan is a recent graduate of Marquette University with a degree in political science and marketing. He has experience in both the volunteer and corporate environments, having worked most recently for CDW Corporation in a sales and marketing capacity.

Serving as Member Benefits Coordinator, Mr. Sullivan will work with the Executive Director and Director of Membership to oversee all membership benefit programs offered through the association. This will include managing vendor relationships, creating and implementing marketing programs to increase the use of benefits by members, and managing the delivery of products and services.

“With the addition of Wendy and Brendan, we are creating a member-

ship department that better enables our association to manage all aspects of recruitment, retention and benefits delivery,” said Executive Director **Robert Paterkiewicz**. “We can now more effectively reach out to members, both current and prospective, and be more responsive to their needs. Membership growth allows the association to remain strong and successful, and we are excited about the steps we are taking to ensure that growth.”

Founded in 1917 as National Selected Morticians, Selected Independent Funeral Homes is the world’s oldest and largest association of independently owned funeral homes. Members subscribe to the association’s “Code of Good Funeral Practice” in providing the public with reliable, high-quality funeral services and funeral-related information.

## NFDA Releases Member Survey

*Continued from Page A41*

clined, some non-licensed staff saw increases during the same period:

- Apprentice/intern salaries increased by 7.86 percent to \$26,046.
- Accounting managers saw a 26.47 percent increase to \$34,000.
- Preneed manager salaries increased 5.89 percent to \$41,157.

In the survey, NFDA also asked about benefits offered to funeral home staff:

- 87.6% of respondents reported that they provide paid vacation to managers and employees.
- 74.3% provide medical insurance and 19.3% provide additional reimbursement for expenses not covered by medical insurance.
- 45.5% offer dental insurance.
- 74.9% provide paid holidays and 67.6% provide paid sick days.
- 60.4% have retirement plans.
- 59.8% offer reimbursement for continuing education and 33.3% provide tuition reimbursement.
- 21.6% provide paid maternity leave.

NFDA mailed 3,000 self-administered surveys to a sample of member funeral home owners in July 2007. Given the response rate of 38 percent, the data is statistically reliable. Respondents were asked to provide salary and compensation data for the calendar year ending December 31, 2006.

The full compensation survey report is available for sale. The report can be ordered by calling NFDA at 800-228-6332.

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# Association NEWS CONTINUED

## Preferred Funeral Directors International Conference Investigates Opportunities

*Continued from Page A37*

Anderson, owner of **Anderson Funeral Homes** in Franklin, OH presented his firm's marketing strategies for building volume and other marketing challenges.

Personnel challenges were a continuing theme of the convention. Funeral home staff members require training in all forms of communication with the public, beginning with telephone price shoppers and arrangement skills. One means of addressing the personnel challenges is to recruit and hire better qualified staff members. For this reason, **Jennifer Casselli**, Human Resources Director at the Charleston Place Hotel presented their policies and procedures for assuring quality service with a staff of over 500 hospitality employees.

There were four roundtable sessions offered: **Beth Dalton**, **Thomas F. Dalton Funeral Homes, Inc.**, Levittown, NY, conducted a roundtable discussion on offering company benefit plans, including pension plans, health insurance and other benefit plans; **Tom Rost**, **RG & GR Harris Funeral Homes**, Detroit, MI,

hosted the discussion on eliminating the selection room and adding a reception area; **Mike Perotto**, **Bartolomeo & Perotto Funeral Home**, Rochester, NY, lead another roundtable on remodeling, building a new facility and rezoning; **Tom Starks**, **Starks & Menchinger Family Funeral Home**, St. Joseph, MI, and **Fred Cook**, **Cook Family Services**, Grandville, MI co-chaired the roundtable discussion on what technology upgrades you need today.

Green Burial is an evolving specialty service throughout the US and Canada; learning what this means for funeral directors and cemeteries was the gist of Mr. Sehee's presentation. According to Mr. Sehee, 21% of consumers perceive green burial as a preferred disposition to cremation and conventional burial. Mr. Sehee argues that if funeral directors do not endorse green burial, green burial societies will grow just as cremation societies exploded on the scene during the 1980s when funeral homes rejected the consumers' demand for cremation versus burial.

PFDI will convene again in September when **Lisa Baue**, **Baue Funeral Homes** in St. Charles, MO will host the autumn convention. For information concerning Preferred Funeral Directors International, visit [www.pfdi.org](http://www.pfdi.org).

## Justice for Victims

*Continued from Page A34*

CFSP, CFD&EA State President and **A. Leon Tillman**, CFSP, NFD&MA District 8 Governor. CFD&EA provided hugs, a shoulder to cry on and aftercare literature to all the families present to cope with the death of a child and provide strength in hope to despondent hearts.

There are many questions to address so many issues. What is the answer to decreasing violence and murders in communities? We all know that rallies and long hearse processions will not stop evil persons from carrying out evil acts. It allows funeral professionals to draw a line in the sand to indicate that our mission is not to increase our revenue by servicing families who are victims of violence. We can wait. Hearses are not for children. Due to a variety of issues such as demographic trends and increasing culture diversity mortuaries are serving families without the true understanding of the culture mix. Cemeterians are facing the reality that their property may be selected as the place of final disposition for a high profile gang member service. The cemetery liability is affected as altercations occur that involve the staff and interrupts other interments.

CFD&EA has made several suggestions which include: limiting the length of the

funeral procession or not offering one, when a service is for a known gang member. Without insulting, embarrassing or racially profiling the family, you should explain to the family the probable safety issues. Funeral directors should establish an alliance, individually or collective with law enforcement and gang prevention units in their cities. A policy established in Los Angeles where funeral directors are encouraged to notify the law enforcement of scheduled services of every violent death (the embalmer often sees the canvas of tattoos often associated with gangs) allows the department to determine the gang affiliation or association. This results with the department confirming with the director and attending the visitation and or the funeral service to serve and protect. As funeral professionals our roles are being modified due to the changing of our society. These changes are increasing the cost to operate, including securing security personnel and installing surveillance cameras inside and outside the funeral establishment. We yet have a greater responsibility to develop safety plans for the staff members, strategies to minimize violence and disturbance of the families that we serve.

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## The Baby Boomer Army: Are You Ready?

*Continued from Page A20*

what can be the greatest moment in our history, if we collectively begin to prepare now.

Certainly thousands of visionary funeral directors anticipating a market driven opportunity are already prepared and they are and will prosper accordingly; to say nothing of the tremendous value they bring to their clients; after all that's the point—isn't it?

I believe that if we have the courage and the foresight to embrace baby boomers with innovation and creativity a magnificent new age of funeral service could quite possibly emerge. A new beginning, one in

which funeral directors can once again enjoy the respect and confidence of the public. Without that new approach, we may—quite literally—have no future. But if we can embrace the profound changes that have already become an integral part of much of funeral service culture, our future will be unlimited—and immensely exciting.

Bill Bates is president and founder of Life Appreciation Training Seminars. Since the origins of Life Appreciation Training in 1974 he has been a leading figure in the movement to personalize funeral practices in America, Canada and Australia. He can be reached at [BillBates@lifeappreciation.com](mailto:BillBates@lifeappreciation.com) or 800-877-8905 ext 14.

## Answers to Klicker's Krossword Puzzle on Page A40

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**WILLIAM J. McCARTHY, JR.** of Chicago, IL died March 31, 2008. He was funeral director at **John V. May Funeral Home** in Chicago.  
Reprinted from Illinois Funeral Directors Association, Springfield.

**ROBERT J. HIRSCH** of Chicago Heights, IL died April 5, 2008. He was former president and co-owner of **Hirsch Funeral Homes** in Chicago Heights.  
Reprinted from Illinois Funeral Directors Association, Springfield.

**DR. ANNE GARRETT PINSON** of Greenville, SC died April 25, 2008. She took over the ownership and management of **Clark's Funeral Home** and became licensed in South Carolina in 1963. Dr. Pinson was a life member of the *100 Black Women of Funeral Service*, a member of the 100BWFS Mentoring Program, and received the 2007 100BWFS Living Legend of Funeral Service Award. She was a member of the *National Funeral Directors and Morticians Association* as well as a part of the *NFDMA Ladies Auxiliary*. She was also a life member of the *South Carolina Mortician Association* and past secretary of District 4, as well as a member of the *South Carolina Mortician Association Ladies Auxiliary*.



**JACK SROFE** of Mt. Orab, OH died April 1, 2008 at the age of 88. He became a funeral director in 1941 and retired after 30 years at the **Weil Funeral Home** in Cincinnati, OH.

**ARNOLD SHERMAN** of Brooklyn, NY died January 4, 2008 at the age of 79. He was owner of **Sherman's Flat-bush Memorial Chapel, Inc.**, in Brooklyn. A graduate of the *McAllister Institute of Embalming*, he had been a licensed New York State funeral director since 1949. He was a third generation funeral director for the first Jewish family owned funeral home in Brooklyn, established by his grandfather in 1898.

**THEODORE ROSCOE TURLEY** of New Cumberland, WV died April 16, 2008 at the age of 78. He was a retired funeral director, embalmer, and co-owner of **Turley Funeral Home** in New Cumberland, and also retired co-owner of **Turley Ambulance Service**. He was a member of the *West Virginia Funeral Directors Association*, *District VI Funeral Directors Association* and *National Funeral Directors Association*. He was also on the Board of Directors of the *New Cumberland Cemetery Association*.  
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The Catalog of Funeral Home and Cemetery Supplies has expanded and is now the BUYER'S GUIDE.

In addition to listing all service/supply companies by the product or service offered to the funeral and cemetery industries, the Buyer's Guide also contains listings of firms dealing with Pet Deathcare. For reference purposes the US Daily Newspapers, Educational Services and Trade Associations are also included.

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