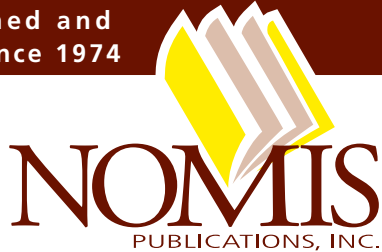


Family Owned and
Operated Since 1974



FUNERAL HOME & CEMETERY

NEWS

JUNE
2009

PO Box 5159 Youngstown OH 44514 1-800-321-7479 Online at www.nomispublications.com

Previously Published as the YB News • Still the Place for Your News!



“One-of-a-kind creations that are as vibrant as the lives they represent, **Love Ashes** cremation jewelry, is launched by artist **Silvia Engel** on a national level through a new partnership with funeral homes and crematoriums.”

See “Unique Love Ashes Cremation Jewelry launches Nationally” on Page B7

Ellsworth Funeral Home pivotal to Local History



Bob Ellsworth displays a collection of plaques and hardware.



Bob Ellsworth with a wicker removal basket.

MADISON, SD— If you want to know anything about early funeral practices in Madison, SD, you don't need to search the Internet. You can just ask **Robert Ellsworth**. He and his wife **Cynthia** have owned the landmark **Ellsworth Funeral Home** in Madison for thirty years, and he can tell you all about its rich, hundred-year history.

In 1912, licensed funeral directors **Andrew G.** and **Myrta Hallenbeck** took over the **Costello Funeral Home** on the corner of First Street and Egan, establishing **The Hallenbeck Funeral Home**. The firm was originally located next to **George Beck's Furniture Store**. In 1916, the Hallenbecks and Beck moved across the street to 205 North Egan, where they shared a building. In 1919, the Hallenbecks purchased the large home at 321 North Egan,

bought out Beck in 1925, and began operating their funeral home and furniture store there in 1927.

The Hallenbecks had seven children: **John, Mark, Carol, Robert, Donald, Andrew, Jr.** and **Carl**. Andrew Jr. died

CONTINUED ON PAGE A28



NFDA's PROFESSIONAL WOMEN'S CONFERENCE

*Marilyn Jones Gould
President of MKJ
Marketing, recognized
with the 2009
Initiative Award.*

Article and Photos begin on Page A37

INTERNATIONAL CEMETERY, CREMATION AND FUNERAL ASSOCIATION CONVENTION

APRIL 20-23, 2009 • LAS VEGAS, NV



*Record
Numbers
Join the
Evolution'*

Post Convention Recap and Photos
begin on Page A31

40-Year Cemetery Employee Joe Fugedi thrives on Serving Families

FLAT ROCK, MI— Nearly 40 years ago, **Joe Fugedi** walked into the home of an elderly couple in Taylor, and asked them to think about the unthinkable and to start preparing for their deaths. That was shortly after he walked into a family-owned cemetery business that he hasn't left since. For four decades, Fugedi has been helping tens of thousands of families make important



Joe Fugedi

Michigan Memorial's Fugedi says family owned company's commitment to employees, customers makes leaving impossible

end-of-life decisions, as a pre-arrangement expert at **Michigan Memorial Park** in Flat Rock.

In today's economy, when workers and companies come and go, MMP and Fugedi are an exception. They are institutions in the cemetery business and in their communities, with deep roots and an even

deeper loyalty to the people they serve. MMP is a four-generation family company that has been in Huron Township since 1926, when it was established by **Judge William Heston** on 178 acres of land. Today MMP is run by Heston's great-granddaughters **Heidi Umin** and **Kelly Dw-**

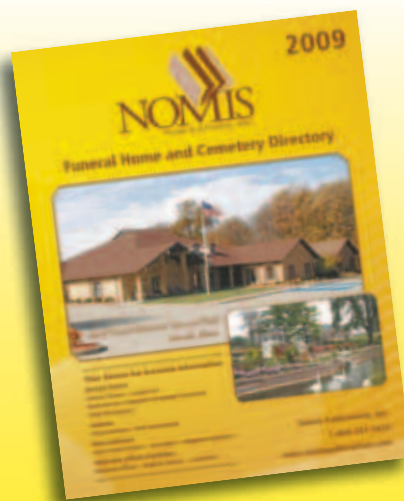
CONTINUED ON PAGE A22

PRESORTED STANDARD
US POSTAGE PAID
INDIANA PA
PERMIT NO 12

NOMIS PUBLICATIONS, INC.
POB 5159
Youngstown, OH 44514

ADDRESS SERVICE REQUESTED

Please check your mailing label for accuracy



NOMIS
PUBLICATIONS, INC.

CLOSEOUT SPECIALS!



STANDARD SIZE
(8½"x11") \$125⁰⁰

ONLY \$115⁰⁰

POCKET SIZE
(5"x7") \$85⁰⁰

ONLY \$75⁰⁰

\$30⁰⁰

ONLY \$20⁰⁰

\$40⁰⁰

ONLY \$30⁰⁰

With The Funeral Home
& Cemetery Directory

Without The Funeral Home
& Cemetery Directory

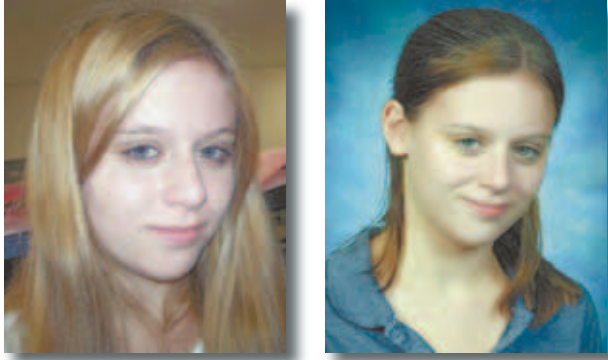
SEE PAGE A43 TO ORDER

HAVE YOU SEEN THESE CHILDREN?

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

Endangered Runaway

BRIDGETTE MARIE BILOTTA



Date of Birth: 8/22/1992
Date Missing: 10/8/2008
Missing From: Grand Prairie, Texas
Age at Disappearance: 16 Yrs
Age Now: 16 Yrs
Sex: Female
Race: White
Height: 4'8"
Weight: 87 lbs
Hair: Brown
Eyes: Green

Circumstances: Both photos shown are of Bridgette. She may still be in the local area. Bridgette's hair is highlighted blonde.

Endangered Runaway

ISADORA BONILLA



Date of Birth: 11/22/1991
Date Missing: 6/6/2007
Missing From: Fort Myers, Florida
Age at Disappearance: 15 Yrs
Age Now: 17 Yrs
Sex: Female
Race: White/Hispanic
Height: 5'5"
Weight: 116 lbs
Hair: Black
Eyes: Brown

Circumstances: Isadora was last seen on June 6, 2007. She may have traveled to Mexico.

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



welcomes industry news!

Send us any press release related to your firm which would be of interest to your fellow industry professionals. All press releases are published free of charge and at the discretion of the publisher. Be sure to include any photographs.

Staff additions... Staff promotions...
 Graduates... Apprenticeships...
 Remodeling... Moving... New Ideas...
 Community Service Projects...
 Anniversaries... Obituaries... Etc.

Send to:

Funeral Home & Cemetery News
 PO Box 5159, Youngstown, OH 44514
 Fax 1-800-321-9040
 press_releases@nomispublications.com
 www.nomispublications.com



Published Monthly by:
 Nomis Publications, Inc.
 PO Box 5159, Youngstown, OH 44514
 1-800-321-7479 FAX 1-800-321-9040
 www.nomispublications.com
 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.

Due to the vast amount of sources, the publisher is not responsible for the content of any news articles or advertisements. Nor is the publisher responsible for any loss of revenue by failure to insert an advertisement. The contents of any advertisement submitted for publication are only the publisher's responsibility if the error is made by the publisher's typesetting department, and then only to the extent of the typesetting charges. Advertisers are responsible for adhering to individual state regulations regarding advertising. The contents of any news article submitted for publication is subject to editing and is published at the sole discretion of the publisher. The publisher reserves the right to refuse any news article or advertisement. The contents of this publication may not be reproduced, in whole or part, without the exclusive consent of Nomis Publications, Inc.

Founder: Chester E. Simon
Editor: Margaret (Peggy) Rouzzo **Owner:** Lucy A. McGuire

MONTHLY FEATURES

Classified Ads.....	B14
Shipping Directory.....	B12
Calendar of Events.....	B2
Association News.....	A31
Deaths.....	A46
Educational News.....	A40
Suppliers News.....	B1

COLUMNS:

A Proactive Approach to Advance Funeral Planning.....	A6
Cremation Issues and Answers.....	A22
For Keep Sakes by Adrienne Kalmes.....	A8
John A. Chew.....	A24
Klicker's Crosswords.....	A40
Legal Speak by Atty Harvey I Lapin.....	A10
Let's Chat by Kristan Dean.....	A20
Observations by Steven Palmer.....	A12
OSHA Compliance.....	A14
The Gift of Aftercare.....	A4

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.

© 2009 by Nomis Publications, Inc.

ISSN 1944-1126

Funeral Home & Cemetery News Online at www.nomispublications.com

ONLINE DIRECTORIES

US & International Funeral Homes • Supply Companies
 Cemeteries • Pet Memorialization Companies
 Trade Associations • Plus Much More...

www.nomispublications.com

Musgrove-Merriott-Smith expands Once Again



(L to R) Funeral Directors Gary Rodgers and Ryan Payne



The Two-station Preparation Room

CLAREMORE, OK— In 1984 **Jim Smith** thought he had all the building he would ever need. After all, he and his wife, **Cindy**, owners of **Musgrove-Merriott-Smith Funeral Service and Crematory**, had just completed renovating their facility which

had undergone several remodels since it was established in 1911.

Yet in 2008, the family expanded their operation, adding 3,500-square-foot to their funeral home including a new preparation

CONTINUED ON PAGE A23

There Are Things More Fuel Efficient Than Our Millennium Cremators.



Advanced Crematory Technology means the *fastest* and most *fuel efficient* cremators in their class.

- Fully automated air controls
- No timers to set
- Optional oxygen sensing control system
- One hour cremations in production mode

Crematory Manufacturing & Service, Inc.

P.O. Box 371 • Tulsa, OK 74101 • 800-726-6120

Fax 918-446-1490 • info@CrematoryManufacturing.com

www.CrematoryManufacturing.com



Cherokee
Child Caskets

Style 300
Carolina Poplar Hardwood

800-535-8667 www.cherokeechildcaskets.com

Tracy Morton Memorial Chapel opens in Pensacola, Florida after years of Planning and Preparation



Tracy Morton Memorial Chapel

PENSACOLA, FL— The **Tracy Morton Memorial Chapel**, at 55 Coast Road in Warrington, a suburb of Pensacola, held its grand opening on Saturday and Sunday, April 17 and 18. The new 7,600 square foot state-of-the-art funeral home provides chapel seating for 200+ and has two private repose rooms, a children's room, and a reception area. The Tracy Morton Memorial Chapel will offer full funeral and cremation services to area residents regardless of religion or ethnicity.

With four years in the planning, and despite several setbacks along the way, Tracy's dream of owning her own funeral home has finally come true. It wasn't easy for this young entrepreneur to complete her goals. Fi-



The Children's Room



The Kitchen and Reception Room



Arrangement Room

nancing was one of the major obstacles which had to be overcome for the project. With the guidance and assistance of **Brent Behrens** with **Behrens Design & Development**, who assisted with the development of a comprehensive market analysis and business plan, Tracy was finally approved for financing with a national lender, and the building began to take shape.

Behrens also provided architectural and interior design services for the project. The result is a beautifully appointed functional and ergonomic design which will provide a calming and inviting environment for the families they will serve.

Tracy has had her goal in mind since working for a local funeral home in Pensacola. "I began my journey

CONTINUED ON PAGE A16

UMBRELLAS

60" Wood Shaft & Handle
Navy - Burgundy - Green - Black - Gray

62" Fiberglass Shaft - Wood Handle
Navy - Black - Hunter Green

\$19.95 each

Buy 6 Get 1 Free - Buy 12 Get 2 Free

EMBROIDERED APPLIQUES

25 per sheet



322-BB 1032-E 1016-AA 95AAA

Small Rose - Yellow - White - Red - 250 @ \$99.95

Small Cross - Yellow - 250 @ \$99.95

Praying Hands - 250 @ \$186.95

American Flag - 500 @ 106.95

PREMIUM MORTUARY PRODUCTS, INC.

800-624-9461 • 800-537-8338

FAX 860-564-1272



MEMBER
CFSA
CASKET & FUNERAL SUPPLY
ASSOCIATION OF AMERICA



The Gift of Aftercare

By Sherry L. Williams

Are you a "lifter" or a "leaner"? You may be wondering what I mean by this and rightly so. Prior to a few weeks ago, I had never thought of myself as either, but after receiving a copy of this poem by Ella Wheeler Wilcox, I began to assess my personal actions, how I handled business and relationships. See if it makes you think as much as it has me.

"Leaners and Lifters"

By Ella Wheeler Wilcox

There are two kinds of people on earth today,
Just two kinds of people, no more, I say,
Not the good and the bad, for it is well understood,
The good are half bad, and the bad are half good.

Not the happy and sad, for the swift flying years,
Bring each man his laughter and each man his tears,
Not the rich and the poor, for to count a man's wealth,
You must first know the state of his conscience and health.

Not the humble and proud, for in life's busy span,
Who puts on vain airs is not counted a man,
No! The two kinds of people on earth I mean,
Are the people who lift, and the people who lean.

Wherever you go, you will find the worlds, masses,
Are evenly divided in just these two classes,
And, strangely enough, you will find,
There is only one lifter to twenty who lean.

This one question I ask...Are you easing the load
Of overtaxed lifters who toil down the road?
Or are you a leaner who lets others bear
Your portion of worry and labor and care?

As you think about your business and the role you play in that organization, are you a lifter, a person who is a go getter, takes on new challenges and tries to do everything possible to make the experience a family has

with you one that lifts their worries and lets them know you care?

Do you reach out to other employees to help make their loads lighter and create an atmosphere that builds team spirit, or do you do just what is necessary to get by? Do you take the initiative to introduce new ideas and concepts or are you happy just maintaining the status quo? Are you willing to take a risk and try something or do you hold on to the anthem "We've never done that before" or "That just won't work here"?

Are you proud of the profession you have chosen or is it just an easy path because your parents have owned the business for years? Or was it just an easy way to be your own boss and not have to toil to build something new, something that truly meant you were providing a service in all that you do?

Examine yourself and see if you are one of the twenty or are you one of the people who lift that 20. Do you promote your services; Do you care about others; Do you do all you can to protect the greatest ritual in our society or do you just do what you need to do to get by? Do you try to make every funeral experience unique for the family involved or are you a cookie cutter who does everything the same just because that is how it is always done and it is easier?

Do you take the easy way out or do you work to be creative and help create lasting memories? I know what all funeral directors should be, do you?

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

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

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

Opportunity Unleashed



PET LOSS

Business Development Conference



NEW FOR 2009:
Featuring pet loss exhibits with unique products and services.

Pet Loss Conference is an educational forum that focuses on the dynamic ways in which to develop appropriate Pet Loss Memorial Services within a community.

- ✓ Capture Additional Revenue
- ✓ Establish a New Network of Clients
- ✓ Enhance Service Significance
- ✓ Build Community Awareness
- ✓ Acquire an Emerging Market

To learn more or register call 800-327-2831 or log onto matthewscremation.com/pet09

August 2009

Aug. 10 – Chicago * Aug. 12 – Philadelphia * Aug. 14 – Orlando

Seminar Topics

The Business Landscape > Steve Schaal – Matthews Cremation
Focusing on the dynamics of the animal care industry and pet crematories.

Funeral Home Integration > Bill McQueen – Pet Passages™
Discover the practical applications to successfully implement into a funeral home.

Cemetery Combo > Tom Flynn/Roberta Knauf – Pet Service Advisors™
Learn to network Pet Loss through a Daycare & Wellness service model.

Veterinary Network > Tim Santeiu/Tom Rood – Faithful Companion™
Establish a “freestanding” operation that supports a nucleus of animal care professionals.

Grief Support > Coleen Ellis – Two Hearts Pet Loss Center™
Understand the dynamics of pet loss grief and your own grief support network.

Call now to RSVP your spot, you can also join the PET LOSS Opportunity and register online...

REGISTER TODAY!

800-327-2831
MATTHEWSCREMATION.COM/PET09

Sponsored and presented by:





American
CREMATORY EQUIPMENT CO.

SALES • SERVICE • REPAIRS • SUPPLIES

JOHN RAGGETT
Vice President

P.O. BOX 4087 • 9828 ARLEE AVE.
SANTA FE SPRINGS, CA 90670
Office: (562) 222-BURN
(800) 396-2254 • Fax: (562) 222-2880
Cell: (562) 755-1244
www.americancrematory.com

"SERVICE IS EVERYTHING"

Jim Waring celebrates 50 Years of Funeral Service

FALL RIVER, MA— Volunteer Community leader, activist and respected businessman **Sumner James "Jim" Waring Jr.**, Senior Service Counselor and Funeral Director at **Waring-Sullivan Homes of Memorial Tribute** and Chairman of **Affiliated**

Family Funeral and Cremation Services of Massachusetts recently celebrated his 50th anniversary of funeral service.

Waring began his full-time association with the funeral homes bearing his family's name in 1958. In doing so, he became the

fourth generation of the Waring family to continue leadership of the firm established by his great-grandfather, **Henry Waring**, in 1871.

"I was motivated by the opportunity to be helpful to people during one of the most challenging phases of their lives through what I consider to be one of the greatest of the service professions," Waring said. "To care for and memorialize a family's loved one with dignity and respect while helping the surviving family members carry on with their own lives in the midst of such challenging change is truly rewarding," he said.

A graduate of Babson College in Wellesley, MA, Mr. Waring received recognition as the outstanding member of his graduating class from the *New England School of Applied Arts and Sciences*, now part of *Mount Ida College*, in 1960. He also graduated from the *National Foundation of Funeral Service* and is a Certified Funeral Service Practitioner. He later chaired the board of trustees of New England Institute for ten years and received an Honorary Degree from Mount Ida.

He went on to purchase his family funeral home in 1965 and then led its

growth through branching, mergers and acquisitions to 18 locations in 14 cities and towns in Massachusetts. In 1996, the firms affiliated with **Service Corporation International**, at which time Waring continued as chairman of the Massachusetts group and he remains active as Senior Service Counselor and Funeral Director as well as Chairman.

Waring attributes the longevity of his career to a passion for service and to the dedication and talent of his team of associates. "I'm fortunate to have an exceptional family and exceptional colleagues who permit me to have a balanced life," Waring said. "They are equally devoted to our community, to our profession and to our firm," he said.

Professional and civic engagement is a hallmark of Waring's long career. His volunteer involvement has included service as President of the *National Funeral Directors Association*, President of the *Massachusetts Funeral Directors Association* and Chairman of the State Board of Funeral Service licensure, regulation and oversight in Massachusetts. Also his involvement has included leadership positions on

CONTINUED ON PAGE A18

NEW, JUST RELEASED

SKYLINE SERIES TV-DVD PEDESTAL



- 48" tall for maximum seated audience viewing
- Display 26" – 42" flat screen TV
- 16" x 4" DVD player compartment
- 6 furniture casters – move anywhere
- Corner guards
- Open back for cord storage
- Contemporary black laminate finish
- Other colors – wood grains by request
- **Just \$599.00** F.O.B. Grand Rapids, MI

Corinthian Catafalques

Nationwide Shipping

Builders and Designers of Stately Chapel Furniture

Made in Michigan

Mark G. Schmidt

269-908-1258

www.catafalques.com



A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Unleash the Strength of Your Personal Courage

Have you ever experienced times in your life when you wanted to speak up, take action, or facilitate a change? I bet the answer is yes, however, after you give it some additional thought you determine the risk is too great and you most likely back down and end up doing nothing? Do you find yourself willing to tolerate circumstances you don't like, hoping things will get better? If I only had more courage you think to yourself, I could make a positive difference. It's time to put a lid on this behavior and start living a fuller and more empowering life.

Most often, we equate courage with feats of daring or fearlessness. But overcoming everyday challenges, accepting rejection, admitting we can't do it all, speaking out, saying no-also requires great courage. Many of us undervalue our inner strength when dealing with these issues.

A few years ago, I attended a national funeral conference in New Orleans. After sitting through a two hour program dealing with why funeral pre-planning counselors need to concentrate more on the service aspect of funeral pre-planning vs. the sales aspect, the presenter asked for questions or comments.

After a short pause a friend of mine, sitting right next to me, stood up and in front of more than 200+ people challenged the notion that stopping to smell the roses, being optimistic, making one more telephone call or using humor could counteract the day-to-day stressors funeral pre-planners face. She suggested that these simple techniques simply don't work in the complex, difficult arena of funeral pre-planning, with its tightening time demands, lack of respect by at-need col-

leagues, and increasingly difficult ability to produce viable sales leads and consummate sales contracts.

In less than 2 minutes, she had voiced the sentiments of many funeral pre-planners in the room. She was feeling hopeless and persecuted by factors well beyond her immediate control.

Even though all eyes in the room were staring directly at her and because I was sitting right next to her, I felt that I was getting some of the looks as well; I admired her personal courage in standing up and speaking out. It wasn't easy doing what she did. It took a lot of guts. But is that where courage ends? Preaching to the choir is one thing. Translating frustration and helpless feelings into positive, courageous action is another. Why is this hard for us to do?

Quit being a victim. We may feel powerless, without a voice, underappreciated and overworked. When we fall prey to playing the victim role in our career we can become angry, anxious, uninspired or the worst of all - burned out. Negativity has a way of multiplying fast and spreading to others in our workplace. Negativity leads to increased stress, dissatisfaction, and employee turnover. How do we break away from seeing ourselves as victims? It's not easy. Our behavior patterns are responses to long-held beliefs about ourselves and our inadequacies.

We all make vows with ourselves to cope with our internal and external environment. These vows create our patterns-the "buttons" that control our behavior. We push them. We let others push them. Understanding and gaining control takes courage and hard work. But we can make change in ourselves if we practice courageous behaviors.

Cultivating the courage of self-reflection. Embarking on the self-discovery process is a courageous act in itself. It takes courage to confront what comes to you as judgment and criticism, to face the little voice that keeps saying, "You're not good enough." It takes courage to discover who you really are. Knowing yourself allows you to live authentically, to grow personally and professionally. It helps you understand and define your personal boundaries-the rules you choose for interacting with others.

It's hard to let go of what isn't working and find new ways to respond to situations. The key to doing this is to reframe your viewpoint. Change isn't easy, and it will not occur overnight. Letting go of being a victim in favor of seeking new self-definitions and ways of being and acting can bring both internal and external resistance. Such resistance keeps us from creating our own destinies.

Practice the courageous behaviors of reframing, forgiving, letting go of what you believe (or have been told) is true about yourself.

You'll find this leads to authenticity and the ability to speak up with confidence and grace.

Cultivating the courage to broaden your perspectives. When you can appreciate who you are and why you react the way you do, you'll be able to look at yourself with compassion for being imperfect. This will allow you to practice the courageous behavior of seeing beyond your own viewpoint.

It takes courage to look beyond ourselves and our own pain to truly "see" where others are coming from. It takes courage to give up being "right" or feeling "wronged". It takes courage to walk in others' shoes. Being comfortable with who you are allows you to appreciate others' perceptions and opinions without feeling threatened.

Cultivating the courage to change direction. By growing, letting go, and building unity, you can more easily create new options and make change happen. To do this, you'll need the courage to challenge assumptions, be flexible, listen to others, and learn lessons from life's mistakes and triumphs.

Translating these strategies into action takes a lot of courage. You'll need to stretch your comfort zone and take risks, and sometimes you won't be able to dodge the pessimists and dream busters. But you do possess the power within you to choose how you will go through your day. You can choose your attitude. You can choose to be all you can be every day. You are in control. Use that power courageously to live a life of fullness and fulfillment.

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.



SALAM INTERNATIONAL, INC.
P.O. Box 6847 Laguna Niguel, CA 92607-6847

(800) 947-1104 / (949) 699-3663
Fax (949) 699-3650



MOBILE REFRIGERATOR TWO BODY



CAT NO. 90-0900
SPECIAL Sale Price
\$5,795.00 /EA

TWO BODY ROLL-IN REFRIGERATOR



CAT NO. 90-0902
Special Sale Price
Floor with Wood Ramp Available
CALL

ECONOMY THREE BODY REFRIGERATOR

CAT NO. 90-0904
Sale Price \$5,250.00 /Ea
Optional: Stainless Body
Tray & Casters

STAINLESS STEEL CANTILEVER STORAGE RACK WITH CASTERS



Cat No. 90-1010, 3 Tier
Cat No. 90-1012, 4 Tier
Cat No. 90-1014, 5 Tier

PORTABLE MORTUARY STORAGE SYSTEM

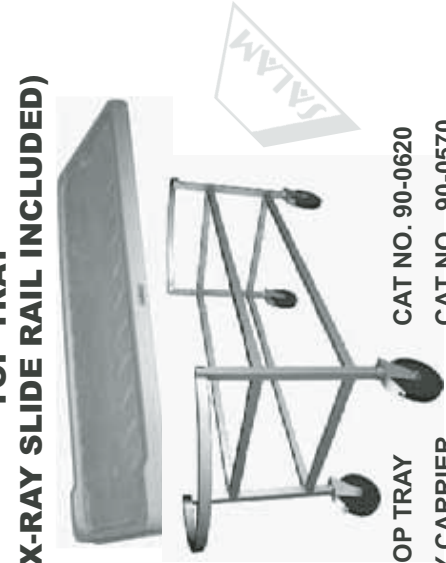


Cat No. 90-1020, 2 Tier
Cat No. 90-1022, 3 Tier
Cat No. 90-1024, 4 Tier

BODY TRAY SOLD SEPARATELY
CAT NO. 90-0670

**WE MAKE CUSTOM ORDERS WITHOUT ANY EXTRA CHARGE
CALL FOR DETAILS**

ECONOMY CARRIER W/ HI-TECH PLASTIC TOP TRAY (X-RAY SLIDE RAIL INCLUDED)



HI-TECH TOP TRAY CAT NO. 90-0620
ECONOMY CARRIER CAT NO. 90-0570

STAINLESS STEEL TRAY WITH TROUGH

CAT NO. 90-0650



STAINLESS STEEL TRAY WITH HAND SLOTS

CAT NO. 90-0670HD

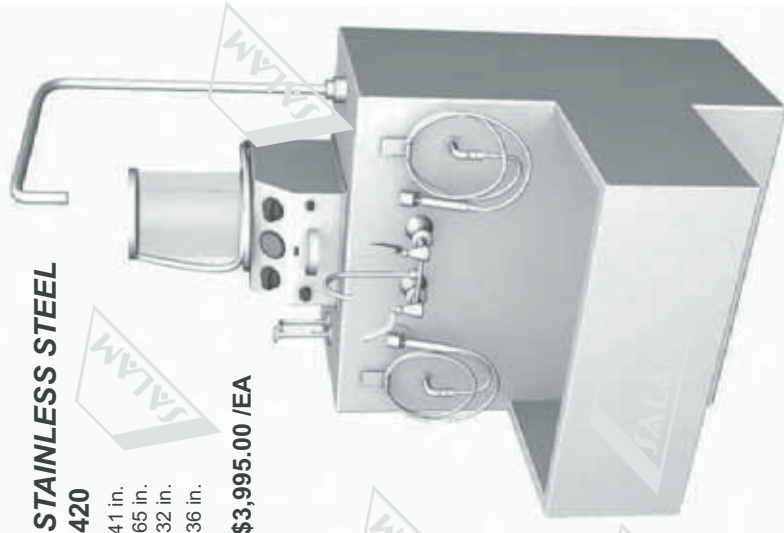


EMBALMING STATION

Material: 304 STAINLESS STEEL
CAT NO. 90-0420

Top Deck Height: 41 in.
Overall Height: 65 in.
Length: 32 in.
Width: 36 in.

Sale Price \$3,995.00 /EA



OFFER EXPIRES JUN. 28, 2009

BODY BOARDS (Set of Three)



- Machined from a solid piece of high density polyethylene
- Boards rise the body above work surface allowing for added fluid drainage
- Non-skid rubber bumpers attached at the bottom

CAT NO. 90-0140

SPECIAL Sale Price \$109.00 /SET

NEWEST & LOW COST

CREMATION POUCH

ABSOLUTELY NO LEAKAGE ON ALL SIDES

CHLORINE FREE

An Answer to Funeral Home Requirements

- Made with 4 mil PE material Pouches are High Frequency welded to prevent leakage Longer Heavy-Duty #5 zipper Opaque White Sold only in Packs of 6

CAT NO. SIZE STYLE PRICE/EACH
11-112 Adult 90" X 36" Center Zip \$ 4.99

VOLUME DISCOUNT AVAILABLE

WWW.SALAMINT.COM

SHIRT JACKETS

Small - Large \$8.75 EA
X-Large \$9.75 EA

PANTS
Small - Large \$2.25 EA
X-Large \$3.25 EA
XX-Large \$3.75 EA
XXX-Large CALL

STOCKING
Small - Large \$3.65 EA
X-Large \$3.95 EA

CAPRI PANTS
Small - X-Large \$4.50 EA

SLEEVES
Uni-Size \$4.50 PR

(AVAILABLE IN TRANSLUCENT CLEAR)

MADE WITH EVA "CHLORINE FREE"

- ❖ Softer and more flexible than regular plastic clothing
- ❖ Low temperature toughness
- ❖ Superb barrier properties
- ❖ Resistant to UV radiation
- ❖ Stress-crack resistant

GOWNS - POLY WITH THUMB & ELASTIC CUFF

Cost-Effective Replacement for Expensive Gowns, Aprons, and Sleeves

- Protective Barrier Gowns are made of heavy duty polyethylene One piece gown with welded seams, elastic cuff and a thumb loop
- Open back provides ventilation
- One size fits all Color: Light Blue
- Individually packed in a poly bag

CAT NO. QTY. PRICE/BOX
11-940 50/Box \$ 87.50



APRON - POLY

Economical Die Cut

- Polyethylene Aprons in smooth finish
- 1.25 mil thick for extra strength and protection Bib style
- Size: 28" x 46" Opaque White

CAT NO. QTY. PRICE/BOX
11-910 100/Box \$ 22.00



All offers can be withdrawn without notice. Not responsible for typographical errors. Prices do not include shipping & handling.

IN BUSINESS FOR OVER 16 YEARS

SINCE 1992

Classic Piano Only - No Vocals

LITURGICAL MUSIC PERFECT FOR FUNERALS OR MEMORIAL SERVICES

By Dr. Tom Seel, Doctor of Church Music
23 years of music, performance, and ministry experience.

2 CD set for only \$20.00

plus \$3.95 shipping and handling
Money Back Guarantee!

Send your order with check payable to:

SeelGroup

1004 Burnell Drive • Berea, KY 40403 • www.seelgroup.com

How Cemeteries can avoid Unionization under the New Law

By Matthew Goodfellow, Ph.D., Executive Director, University Research Center

A January survey by the University Research Center of 812 companies in 52 American industries, including 18 cemeteries, found that only five of them are aware of how seriously the proposed Employee Free Choice Act threatens their ability to remain union free.

Here are the major provisions of the pending "card check" legislation before Congress:

- If a union signs up a majority of a cemetery's workers—just 50% plus one—the union will be immediately certified by the National Labor Relations Board without a secret ballot election. This eliminates management's chance to present its case against unionization to employees in an election campaign.

- If subsequent bargaining for a first contract is not concluded quickly, a government arbitrator will dictate terms of a collective bargaining agreement to be binding to both parties for two years. Rules governing the arbitrator will be set later.

What are the consequences of card checks? Check the statistics. In the U.S., 36.8% of government workers are unionized, according to the Bureau of Labor Statistics. In Canada, where card checks

apply to private employers as well, a union can be certified when it presents cards signed by a majority of a company's workers to the Labour Board. About 33% of Canadian private sector workers are unionized, compared to just 7.6% in the U.S.

Q. Who will the unions target first?

A. In recent years, nearly 70% of all union elections occur in companies with fewer than 50 employees, according to the NLRB. Smaller companies with a large number of minorities, especially Hispanic employees, are at greater risk.

Q. Why minorities?

A. Many minorities, especially Hispanics, are unfamiliar with U.S. labor law. For Hispanics, much of their knowledge of unions comes from their home nations, where labor laws differ greatly. This allows Hispanics to fall prey to organizers playing loose with the facts about unions here.

Q. What does this have to do with unions and signing union cards?

A. Many union organizers are aware of these cultural resentments and exploit them. Seeking easy targets, unions are increasingly aiming at cemeteries with high percentages of minorities, particularly Hispanics. As a result, perceived favoritism among cemetery maintenance and mortuary service workers convinces many minority employees that unionization is the shortest route to better treatment and higher salaries.

Q. Why are smaller companies so vulnerable?

A. Many smaller employers believe their size promotes a "family feeling." Not necessarily. Many smaller cemeteries lack impartial absenteeism policies, work rules that apply across-the-board, or an effective problem solving procedure. Grievances frequently remain unresolved even if there is an open door policy.

COMPARE THE "CARD CHECK" LAW TO THE CURRENT LAW

Q. How does the new law differ from current labor laws?

A. Currently, a union can petition the NLRB when it obtains signed union cards from 30 percent of an employer's workers. In the time leading up to the election, employers and unions both use Free Speech rights to campaign for the votes of the employees. Then, workers vote in secret ballot elections strictly supervised by the NLRB. The current process is fair. More importantly, many workers who sign cards do not vote for the union after they hear the facts about the union seeking to represent them.

Q. Why are legislators pushing the new law?

A. Democratic candidates received over \$450 million from unions and their political action funds in last year's elections. Unions now want a return on their investment. In its first month, the new Administration has already issued four executive orders favoring unions; appointed Wilma Liebman (previous legal counsel for the Teamsters Union) to be chairwoman of the NLRB; and named Hilda Solis, a firm supporter of the EFCA, as Secretary of the Department of Labor.

Q. Will the new legislation pass?

A. Under the current law, unions already win a majority of elections. In the first six months of Fiscal 2008, unions won 65 percent of them. Nonetheless, some form of the EFCA will

CONTINUED ON PAGE A19

Fixed pricing includes everything!

No need to call for changing prices!
Our prices are printed in our brochures to keep it simple for you and the families you serve!

Fixed pricing keeps it simple & includes;

- Engraving (no additional charge for extra letters)
- Shipping and Handling
- Velvet Gift Box for Your Customers
- Personalized Presentation Box for Funeral Directors
- Permanent Archival Storage of Imprint for Additional Orders or Replacements

See why simple is better!

PROUDLY MADE IN THE USA

Contact us for more information or a FREE display kit!

Precious Memories™
QUALITY • CUSTOM • KEEPSAKES IN SILVER & GOLD

1-800-774-0306
email: pmkeepsakes@aol.com

PREMIER Funeral Supply Inc. MORTUARY COTS

BRUTE II® The Very Best All Stainless Steel Embalming Table on the Market!

100% STAINLESS STEEL

750 LB CAPACITY

AS LOW AS \$977

DOUBLE TUBED

1000 LB CAPACITY

950 LB CAPACITY

AS LOW AS \$617

DESIGN COPYRIGHTED

MANUAL \$1527
HYDRAULIC \$1997

PATENT PENDING

- locking chromed wheels
- Double support bars
- only 5" deep when folded

CREDIT CARDS ACCEPTED **QUALITY & VALUE AT A REASONABLE COST** ALL PRICES DO NOT INCLUDE S&H. WHILE QUANTITIES LAST!

PH 561.602.3330 • FX 352.588.4482 • www.premierfuneralsupply.com

For Keep Sakes

By Adrienne Kalmes

A Rose is a Rose is a Rose is a Rose

Information for this month's column was provided by Sandra Antablian owner of Commemorative Rosaries, celebrating their tenth year of serving the funeral industry. www.commrosaries.com, 866-247-4572.

These words of Gertrude Stein say it well. Whether a rose is just budding, hanging heavy on its branch, standing tall in a vase, wilting and browning, or rolled tightly into a bead, it is still a rose. Why? Because of its incredible fragrance. The ancients knew of its power, associating roses with the goddesses of love and beauty. Early Christians did the same, connecting the five-petal rose with the wounds of Christ whose act of selfless love, they believe, is the center of their faith. Shakespeare speaks of this in Romeo and Juliet, Act II, Scene ii, "What's in a name? That which we call a rose/By any other name would smell as sweet." The English bard had it right in his esteem for the power of a

rose's sweet scent. A rose, no matter its shape, color or state has the power to evoke images of beauty and love. Why else would stems, bouquets and petals be so carefully saved or preserved by women around the world?

Like sight, sound, taste and touch, our sense of smell connects us with our emotions. The use of flowers as part of our funerary customs has its foundation in this belief (along with, of course, the need to mask unpleasant odors...). Certainly the preservation of flowers after a funeral or cremation today addresses the need of many people to maintain this connection. When put under glass, though, the fragrance of the flowers is lost and one is left with only the visual link. There is a way, however, for funeral homes to help families maintain the fragrance of roses and other flowers that have been sent to honor the deceased. It involves the creation of keepsakes made from rose beads.

The origins of rose bead making are lost in time, but by the Middle Ages, techniques for producing fragrant and consistently sized beads were available throughout Europe. This evolution followed the growth in the Church's devotions to Mary. The rose had come to symbolize Christ's earthly mother and, according to Mark Whitelaw, "it was only natural that their rosary, a series of strung beads used in counting prayers, was named for the rose and often made from preserved petals." (Rose Beads—Your Link to History, Suite 101.com).

The process for creating keepsakes from beads is a varied and lengthy one, typically three to six weeks. Suffice it to say that it involves the application of water and heat to the petals to create a clay-like substance that can then be rolled, pierced, and dried. Some crafters apply oils and other additives; others use only certain kinds of pots. Simple rosaries and other non-

religious jewelry can be created at home using one of the many "recipes" found on the internet. But more elaborate and durable rosaries and rose-bead jewelry pieces are probably best left in the hands of the professional crafters, whose skills produce beautiful pieces encapsulating the beads often in filigreed silver.

Funeral directors looking to find a source for rose bead keepsakes can do so at trade shows or learn from their state associations about vendors capable of providing the service.

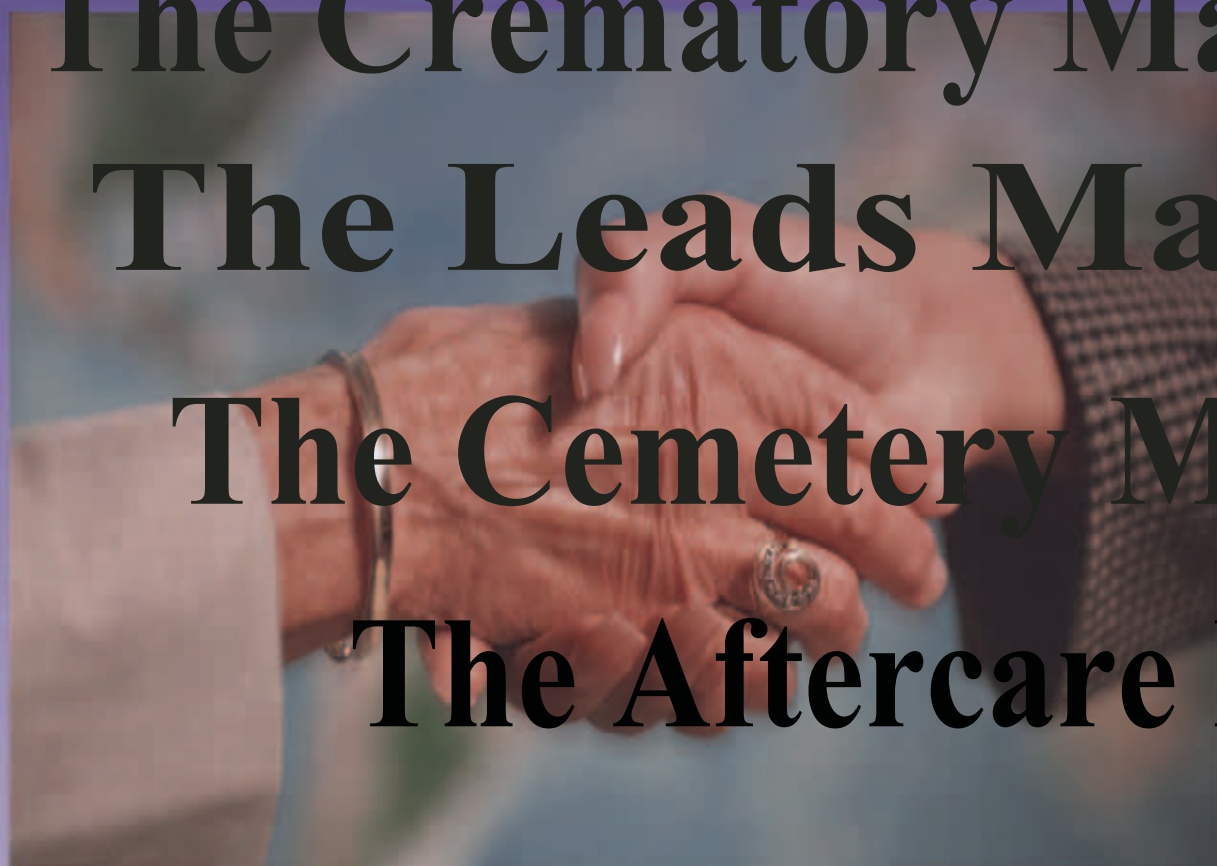
Since 1998 Adrienne Kalmes has directed the sales and marketing efforts of Meadow Hill Company, Inc. The ten-year-old, Chicago-suburban company produces Thumbies® Fingerprint Keepsakes for more than 3,000 funeral homes across the United States and Canada.

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.

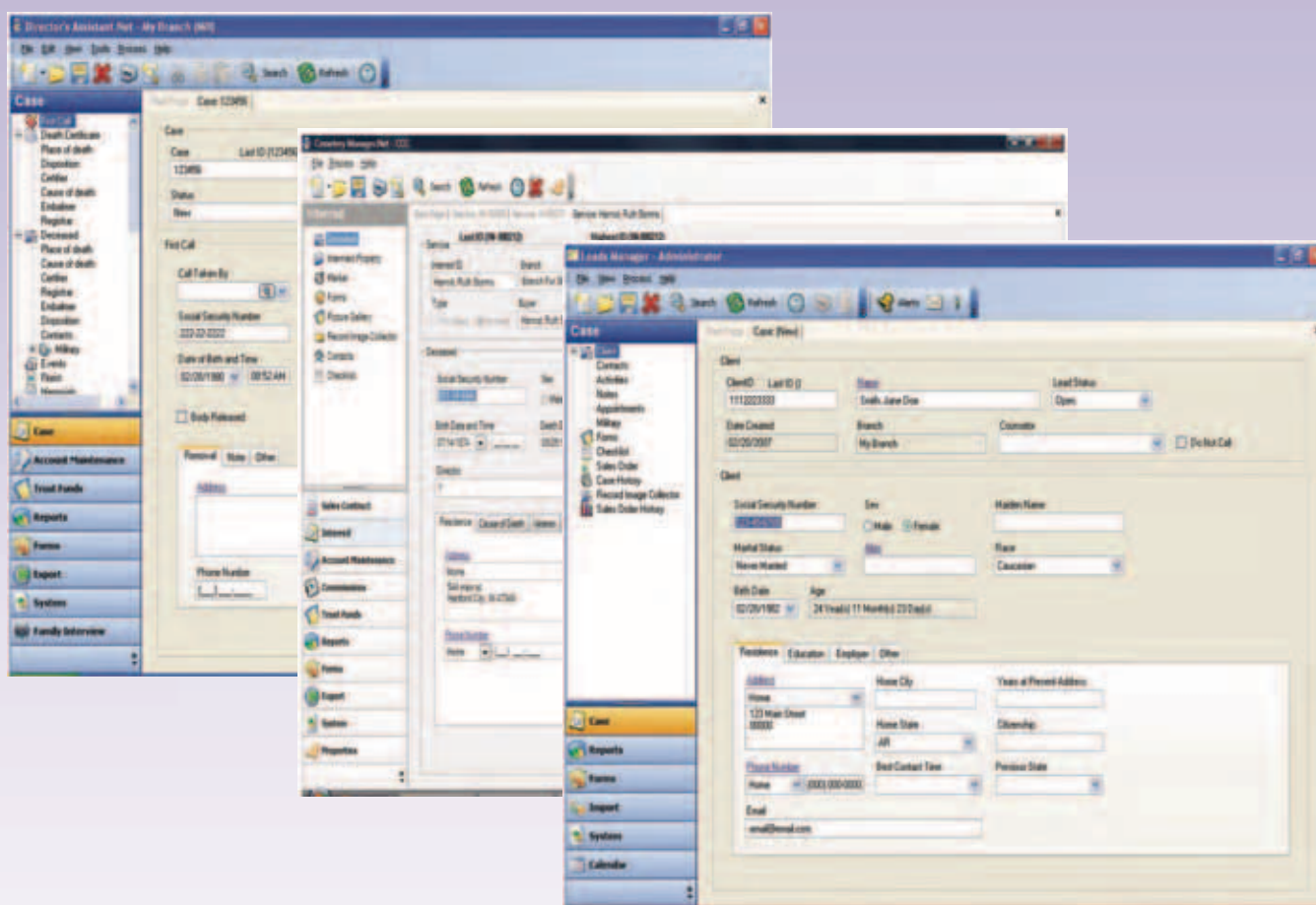
Adrienne can be reached by phone, toll free, at (877)848-6243 or via email at adrienne@thumbies.com. Her mailing address is PO Box 274, Fox River Grove, IL 60021.

The Director's Assistant The Crematory Manager The Leads Manager The Cemetery Manager The Aftercare Manager



By: Continental Computer

Introducing **U Design** and **User Defined** by Continental Computer. These exciting new tools will allow the user to truly customize their own data input screens, and store fields that are not available in other areas. Using our software the only limit you have is your imagination



Products:
The Director's Assistant*
The Cemetery Manager**
The Leads Manager
The Crematory Manager**
The Aftercare Manager
Keepsake Publisher
Memorial Designer*
Accounting Software
Hardware

**Pet Versions Available
*Spanish Versions Available

Contact Us

Tel. (800) 240-1016 (North America)
Tel. (870) 932-0081 (Outside U.S.)
FAX: (870) 931-1273
E-mail: sales@continentalcomputers.com
www.continentalcomputers.com



TIRED OF THE OLD WAYS? READY FOR SOMETHING NEW?

Let Print-A-Plate modernize your method of making plates for urns, caskets, grave markers, and vaults.



PRINT-A-PLATE

The Power of a Personal Touch

1-888-663-6050

www.printaplate.com

Our system is completely **FREE** with your first order of plate materials

- Uses Your Computer And Laser Printer
- Attractive And Durable
- Easy And Economical

LIMITED TIME OFFER
FREE Printer HP1006
Call for Details
Limit one per customer



You can create a beautiful marker for the next family that needs your professional service. Give them that personal touch. They will remember and thank you for it!

USA PATENT PENDING
12/176,609

CALL TODAY! 1-888-663-6050

Reid Millard is Run for the Roses Winner



(L to R) John Muster and Reid Millard at the Kentucky Derby.

LOUISVILLE, KY— John Muster, with Muster Coaches of Calhoun, KY welcomed Reid Millard to the 135th Running of the Kentucky Derby on May 2, 2009 at historic Churchill Downs in Louisville. The Kentucky Derby is held on the first Saturday of May and is "The Most Watched Two Minutes in Sports."

Reid Millard, with Houser-Millard Funeral Directors of Jefferson City, MO was the winner of Muster Coaches Annual Run for the Roses contest at the 2007 National Funeral Directors Association Convention. Reid cheered on long shot winner, Mine That Bird as the 135th Winner of the Kentucky Derby, stayed at the Downtown Louisville Hyatt Regency and enjoyed

a Derby dinner at Captains Quarters on the Ohio River in Louisville.

Muster Coaches' annual drawing gives each funeral home, livery service or mortuary service one free entry into the Run for the Roses contest for each new vehicle purchased from Musters during the year. The yearly winner receives two reserved seat tickets to the Kentucky Derby and lodging in Louisville for the Derby. The annual drawing is held on the convention floor on the final day of the NFDA Convention.

Please feel free to contact Muster Coaches for more information on their annual Run for the Roses Contest at 800-274-3619. They hope to see you at the 2010 Kentucky Derby.



Legal Speak

By Atty. Harvey I. Lapin

What Was He Thinking?

Occasionally we are going to go back to the ongoing series to illustrate decisions made by individuals with funeral homes, cemeteries and crematories that engage in activities that seem to be so outrageous or just stupid that other members of the industry should be aware of and learn from them. Because of the interest expressed by readers to previous columns on this subject, it is the author's intention to continue to provide readers from time to time with information about incidents of this type in the industry.

Recently, the Connecticut Supreme Court approved a decision of that state's Funeral Board that the author believes falls within this area. A licensed embalmer and the funeral home he operated in Connecticut were severely punished by the Connecticut Board of Examiners of Embalmers and Funeral Directors ("Board") and the decision was first upheld by a trial court and then affirmed by the Supreme Court of Connecticut on April 21, 2009. Both the embalmer's license and the inspection certificate (operating permit) for the funeral home were permanently revoked by the Board. In addition the Board imposed a \$50,000 fine on the Embalmer. The Supreme Court case is titled *Moraski v. Connecticut Board of Examiners of Embalmers and Funeral Directors* and the decision can be found at 291 Conn. 242, 2009 WL 982243 (2009).

Obviously this is a tremendously bad result for the embalmer and his funeral home. The question is what did he do to earn such punishment? When the Connecticut Supreme Court reviewed the trial court deter-

mination it discussed the evidence the Board used in making its determination. The opinion is very descriptive and quotes statements made by the Embalmer to customers that used words that cannot be repeated by the author in this column. The opinion also describes other violations of other provisions of the Connecticut laws. The law violations covered in the opinion can be summarized as follows:

- 1) The Embalmer and Funeral Home insisted that in connection with several funerals that they be paid in cash for their services;
- 2) The Embalmer failed to provide statutorily required price lists;
- 3) The Embalmer failed to timely obtain removal, transit, and burial permits;
- 4) The Embalmer failed to timely file a death certificate;
- 5) The Embalmer failed to timely cremate remains;
- 6) The Embalmer and Funeral Home failed to release remains in a timely manner in an effort to force the decedents' families to pay for their services;
- 7) The Embalmer and Funeral Home disobeyed a court order;
- 8) The Embalmer and Funeral Home improperly stored human remains; and;
- 9) The Embalmer used abusive language toward family members and employees of other funeral homes.

The author reviewed the evidence stated by the Court and it seems clear that the Court had a basis for determining the Embalmer and the Funeral Home did not comply with the laws of Connecticut. The author suggests that every member of the industry should consider reviewing the opinion of the Supreme Court of Connecticut as it illustrates conduct that should be avoided.

This column is going to end in a similar way to previous columns on this subject 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 than 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 situation 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.

STAROS - MAY09

Customers often ask if we have Rental Inserts to fit their brand of rental casket...



...yes, we stock Rental Inserts for **every major brand** rental casket.

Nearly 500 funeral homes will become new Starmark Customers this year! You too can save nearly \$100 on every rental casket insert.

PC Crepe Inserts
Delivered price from
\$116 - \$139 ea.*
 Full couch and velvet inserts are slightly higher.

Every Starmark Rental Insert includes:

- Pillow
- Throw
- Overlay
- Mattresses
- Bed Sheet
- Lid
- Elbow Positioning Blocks
- Foot End Pull-out Assist Handle
- Two Layers of Double Wall Reinforcement in Bottom
- Identification Label
- Leak Resistant Liner

Order now (888) 366-7335
 In Florida call (877) 668-7176

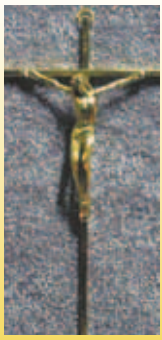
visit us on the web www.starmarkfp.com

Rental Inserts from:
STARMARK[®]
 funeral products

* 4 unit minimum shipment of any combination of Starmark caskets with rental inserts. FL, HI and OR call for pricing. Portions of this product may be covered under any of the following patents: 7,213,311 7,204,003 7,249,402 7,249,403 7,234,211 7,263,751 Additional US Patents Pending

**SOLID BRASS
CRUCIFIX**BRIGHT GOLD FINISH
STANDARD SIZE 10"**\$500**
EACH

80 pieces per case

**Men's Suits**

FOR EVERYDAY STREETWEAR

BLACK NAVY GREY BROWN
SOLIDS AND CONSERVATIVE PINSTRIPES**\$8500** 3 SUIT
EACH MINIMUM

— QUANTITY DISCOUNTS AVAILABLE —

SmartChoice Distribution, Inc.
(917) 862-0548 CELLULAR**McKay's Family Mortuaries participate in Dine & Dash**

FONTANA, CA— Community service is one of the most important factors of building strong relationships. The staff of **McKay's Family Mortuaries** recognizes how vital it is to build strong relationships with the community in which it submerges itself. On Wednesday, April 15, 2009, McKay's participated in a Dine and Dash community event. Representatives of the many businesses in the community got together for dinner and social networking at a local senior assisted living home in nearby Riverside, CA.

Not only was the staff warm and welcoming, but the residents were extremely excited for the company that they received. The facility sits on a cozy hill in Riverside and offers their residents all of the benefits of home, along with some extra help, equipped with staff members that are more than qualified and willing to care for them. Jake the

Dog, the community pet, also offers a homey atmosphere, allowing the residents to have a pleasant experience complete with the love and affection of a pet. McKay's owner **Mark McKay Sr.**, accompanied by Media Representative **Shannan Guillory**, mingled with the staff as well as some of those who resided in the facility, giving them complimentary tote bags filled with valuable information and a few fun gifts.

It was a very successful event resulting in new bonds that were made in the community, creating a stronger alliance than that which existed before.

Irwin Chapel takes delivery of New Superior Coach

GRANITE CITY, IL— **Mary Collett**, General Manager looks on as **Randall A. Irwin**, President of **Irwin Chapel**, receives the keys to their new 2009 Superior Cadillac Sovereign

Coach from **Tony Molina** and **Joe Molina** of **Royal Coachworks, Inc.**, St. Louis, MO. Irwin Chapel has two Funeral Homes in Granite City, and another in Glen Carbon, IL.

The Umbrella People
Low Minimum Quantities: 12 UnitsImprint Your Logo
and MessageQuantity
Discount
Pricing**1-800-988-2685**www.umbrellapeople.com**Observations**

By Steven Palmer

**A National
Disgrace**

"We are committed to exceeding expectations and delivering a standard of service that is 100 percent guaranteed."

—National Funeral Home's page on the Dignity Memorial website

When Army Colonel Anthony Federici died last December, his son Ron, wished to escort his father to the chosen Demaine Funeral Home in Alexandria, Virginia. The driver of the funeral home van, Keith Stringfield told Federici that he was not to be transported to Demaine Funeral Home, but to National Funeral Home in Falls Church. The son did not understand that National served as the central service facility for five Service Corporation International funeral homes.

National Funeral Home sits on the edge of National Memorial Park/King David Memorial Gardens off of Lee Highway.

When the van arrived at National Funeral Home, the garage door opened and son Ron saw a sight that has led to an extensive investigation against the funeral home.

"The stench was horrific," Federici told the *Washington Post*, "Bodies were laying buck naked all over the place. There was no dignity whatsoever. It was disgusting, degrading and humiliating."

Federici contacted Virginia OSHA in late December, which sent a letter to National. National's General Manager Kevin Hough wrote to VOSHA and said the allegations were unsubstantiated.

The van driver Stringfield, a licensed funeral director, however told the *Washington Post* that conditions at the funeral home were often "very unfavorable."

The son is Dr. Ronald Federici, a nationally known

child neuropsychologist who has been a consultant to several television networks on various documentaries on child psychology issues. SCI's problem is that I don't think Dr. Federici will quietly go away. There is a reprint of the *Washington Post* article on his website.

Another Army Colonel, Andrew DeGraff also laid in National's garage awaiting burial at Arlington National Cemetery, his condition rapidly deteriorating. The family thought he would be kept in refrigeration at Demaine Funeral Home.

National Funeral Home employee Steven Napper couldn't stand the conditions at the funeral home anymore and documented the stacked and leaking caskets and decedents that overflowed the refrigeration units to being kept in garages and other areas.

Napper, a retired Maryland state trooper, claims to have brought his concerns to regional SCI management. They did add another refrigeration unit but it was not adequate at all to handle the volume of cases. Napper claimed that he was instructed to put "scoops" of Dodge Company's D-12 over the bodies to quell the odor. Arlington National Cemetery, the final destination of many of these persons, will not accept caskets that are leaking or emit strong odors.

When Richard Morgan, Jr. learned that his father's casket had been stored in National's garage for months, he hand delivered a letter to the office of Fairfax County Commonwealth's Attorney.

"Placing my father's corpse in a garage, unrefrigerated, cannot be characterized as anything but willful and intentional," his letter stated.

National Funeral Home has a history with their state's regulatory board. A consent order issued on May 2, 2008 by the Virginia Board of Funeral Directors fined the funeral home \$13,000 and its license was placed on probation for three years. Issues listed in the consent order were lack of a manager on record, its facility license had expired, and "preparation room was not clean and sanitary." Other findings included missing embalming reports for 2007.

In an order dated November 7, 2003, the Virginia Board of Funeral Directors found National operated without a manager on record for several

months, current licenses for licensees were not displayed, itemized statements were not signed by the contracting party, embalming reports were missing, and some embalming reports were unsigned. A funeral service trainee signed a preneed contract as the Authorized Preneed Representative Agent. National's license was put on probation for one year and a one thousand dollar fine.

In response to the most current complaints at National, SCI Virginia Funeral Services' president J. Scott Young was quoted in the *Washington Post*, "I can assure you that our company takes these allegations very seriously. Thus far we have not found any evidence that supports these allegations." Also, "Our Company is committed to treating all remains with the utmost dignity and respect at all times."

The outrage has focused on the many veterans remains awaiting burial at Arlington National Cemetery. Grace Wozniak, granddaughter of Colonel DeGraff told the *Washington Post*, "Everyone respectfully watched this soldier go off to his grave. If strangers had the wherewithal to show this respect, it hurts me that this funeral home couldn't give him even that minimal level or respect."

SCI can advertise Dignity with this location, but they also should deliver it.

"It was disturbing and disrespectful and unethical. I never could have imagined what I saw there or the things we were asked to do. These are people's loved ones and they never should have been treated this way."

—Steven Napper, former National Funeral Home employee

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

Survival.

To excel in today's market, you don't need all the solutions; **you need all the solutions in *one*.**

Let's face it— it's a jungle out there.

There is no shortage of technology companies trying to sell you more and more individual solutions; all claiming to help your business. Unfortunately, they forget that time is money, and money is your money.

The real impact of having to deal with individual technology companies only adds layers and layers of up front costs, ongoing costs of multiple support, licensing and upgrade fees, steep learning curves, and having to endure the real fear of whether your current technology supplier will still be around in the morning.

Thankfully, in the face of today's economy, decline in death rates, spike in cremation rates, eroding margins, and the continued change in society's values, there emerges a single all-in-one solution designed to help increase efficiencies, reduce costs and increase revenues.

Your world has just changed.

Introducing the Revolutionary IMS, the most comprehensive strategic initiative ever conceived for funeral professionals. It can single-handedly replace all of your existing funeral home technology solutions and help you grow new market share and increase revenues in ways you never thought possible.

It provides you with all the tools and is built on a platform that allows you to rapidly respond to any competitive challenges. Best of all, it has been designed by funeral directors for funeral directors, something you will immediately notice and appreciate.



Contact us today to see how this revolutionary new integrated system can not only help you survive, but excel in today's changing market.



FrontRunner
PROFESSIONAL

For more information or a free demo, contact us at 1-866-748-3625 • FrontRunnerPro.com

AFFORDABLE ELEGANCE

IN A TOUGH ECONOMY

These are tough economic times. And we are committed to doing our share by combining product, style, and service—with affordable pricing.

Now is the time to ask your funeral supplier about America's #1 urn line. Or call us today, and an **ELEGANTE** distributor will contact you.

QUALITY CAN BE AFFORDABLE.



Elegante
BRASS COMPANY

800-252-7277
www.EleganteBrass.com

Graceland Cemetery honors its Sexton and Board Members

CLINTONVILLE, WI— Graceland Cemetery sexton **Duane Kuehl**, long-time member of the Graceland Cemetery Association Board **Marion Mitchell**, and retiring board member **Orlene Hughes** were recently honored with special plaques in recognition of their years of service.

Board President **Don Krueger** recognized Kuehl for 30 years of service. Marion Mitchell, now secretary of the board, was recognized for serving on the board for more than 30 years. Orlene Hughes is retiring after 30 years on the

board. She is being replaced by **Carl Bruggink**.

Improvements made at Graceland Cemetery over the last year included the erection of a new "Graceland" sign, planting ten maple and oak trees, black-top overlay on road around the chapel, new bases installed to six large gravestones, the purchase of a new back hoe, and the finishing of the project of putting all graves on the computer. Vice President **Harriet McCauley** and Mitchell are now working on compiling a history of the Graceland Cemetery.

Hall Funeral Service transfers Ownership from Family to Family



Brian and Stacey Bowser and Family



(L to R) Mark and Lisa Hall, Stacey and Brian Bowser

MENA, AR— Hall Funeral Service of Mena, Arkansas was purchased this week by **Brian and Stacey Bowser**, of Melbourne, Arkansas. The former owners, **Mark and Lisa Hall** had been the owners and operators of the funeral home for more than 12 years and recently decided to sell the business so that they could relocate closer to their extended families.

Brian Bowser, a licensed Arkansas Funeral Director, plans to continue the heritage that the Halls have offered to the community by continuing to provide personalized funeral services and memorial tributes. Stacey Bowser, a Registered Nurse, plans to assist in the operation of the

funeral home and serve in the local community. Mr. Bowser comments that they "have been extremely pleased with the transition assistance offered to them by the Halls."

Mark and Lisa Hall will continue to work in the business for a couple of months, ensuring a smooth transition of ownership for Brian and Stacey. The Halls feel very confident that Brian and Stacey are a great fit for the business and will serve the community well.

The **NewBridge Group** (www.newbridgegroup.com) represented the sellers in the transaction, and also assisted in locating financing, which was ultimately provided by **Business Services & Funding**.

OSHA Compliance

By Gary Finch

The Big Lie that Goes Over the Heads of Most Funeral Homes

On the one hand, we have funeral home A. They provide annual renewal training on Formaldehyde Safety, Bloodborne Pathogen Safety, and Needlestick Safety at least every twelve months. They may even include an annual review of Hazard Communications Training, which Federal OSHA does not even require. They also offer Hepatitis B vaccinations to new employees.

On the other hand, we have funeral home B. They are doing everything funeral home A does. In addition to that, they provide Initial Employee Training on Bloodborne Pathogens and Needlestick Safety, Formaldehyde, and Hazard Communications. They too, offer free Hepatitis B vaccinations to those new employees.

Now I want to make some assumptions. We can assume that this training was offered by a qualified instructor, and that the presentation was on a level the employees could understand. We can also assume that the training was interactive and employees had an opportunity to ask questions. And finally, let us assume that this training was documented in a way OSHA would find acceptable.

The question then becomes, what kind of compliance grade would funeral home A earn? What about funeral home B? For the purposes of this discussion, let us assume that the written programs, the housekeeping, and the documentation are in order.

Most people would award funeral home A with a grade of B. They would turn it around and award funeral home B a grade of A. Many of you would be surprised that most inspectors would give a B- to funeral home B, and a C- to funeral home A. This is because when it comes to implementing OSHA's mandate, they both missed out on the real meaning.

We will assume that these funeral homes are typical. In addition to first call and preparation room

exposures, there are other hazards. Some of those might include: Exit and Egress, Fire Safety and Fire Extinguishers, Office Safety, Housekeeping, Ladder Safety, Painting Safety, Back and Lifting Safety, Pressure Washing Safety, Safe Procedures for Jump Starting Batteries, Working Safely in Extreme Hot or Cold Weather, Mowing, Tree Trimming, Edging, Roof Safety, Application of Herbicides, Insecticides, Pesticides, and Fertilizers.

The OSHA mandate is simple. The employer or a representative should survey the workplace and search for hazards that might cause a death or serious injury. Any of those listed could do that, and I could have listed a lot more. The trouble with funeral home A and B in the above examples is that they have industrial and office workers that have been employed for ten and fifteen years, and they have never had a minute of safety training. In that regard, neither can or should pass an inspection.

If you find you have a lot in common with the two examples, it is not that difficult to achieve an A grade. Most of the lessons your workers need are short ten minute lessons and only a few require renewal training. In other words, you can plug these inequities in a few minutes. All of the lessons are available on Safety Training CDs from Compliance Plus and other vendors.

Both NFDA and Compliance Plus have issued alerts for "increased OSHA inspections". Now is the time it pays to be in full compliance. Make some phone calls. Look at some proposals. Talk to your employees. Do what is required to CYA in this atmosphere of increased inspection activity. For what it is worth, Compliance Plus had more customers inspected in January and February of 2009 than we did in all of 2008. You can't tell me that more isn't on the way.

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

SEND US YOUR NEWS
PO Box 5159, Youngstown, OH 44514
Fax (800) 321-9040
press_releases@nomispublications.com

NOMIS
PUBLICATIONS, INC.

Scarborough and Hargett purchases new Victoria Flower Car/Hearse in preparation for New Facilities



DURHAM, NC—J.C. Skeepie Scarborough and Queen Scarborough, owners of the Scarborough and Hargett Funeral Home, Inc., take delivery of their 2009 S&S Cadillac Victoria Floral Flower Car/Hearse from Robert Durant and Heritage Coach. The four generations old Scarborough and Hargett Funeral Home,

established in 1871, is in the process of building their new home. The new facility will be located on Martin Luther King Jr Parkway, also in Durham. The Scarborough family expects to open their new multi-use facility "Celebration of Life Center" this winter. "We want our new multi-use facility to serve the many needs of our community," said Mr. Scarborough.



Time may be only a moment so keep a memory

Necklace Urn Pendants
for an Everlasting Keepsake.
Urns hold a portion of the cremains.
Sterling Silver and Gold pieces instock.



CREMATION KEEPSAKES

ORDERS OR CATALOG:
www.cremationkeepsakes.com
cremationkeepsakes@comcast.net
877-303-3144

Over 600 Veterans & Family Memorial Care Providers are proudly serving those who have Proudly Served

SANIBEL, FL—The National Hospice Organization recently published an eye opening statistic stating that each month there are 50,000 Veterans deaths, which translates into 28% or nearly one third of all the deaths in the United States. There are over 600 exclusive Veterans & Family Memorial Care Providers in 44 states nationwide that honor and pay respect to Veterans every day.

Exclusive VFMC Providers are expanding their market area, increasing at-need case

volume and stimulating community awareness while adding value to their business. Big or small, one competitor or twenty, funeral homes all across the nation are moving their businesses forward with Veterans & Family Memorial Care. Many VFMC Providers either employ veterans or are veterans themselves.

"I don't know of one professional funeral home organization or civic group that a funeral home owner can join that will actual-

CONTINUED ON PAGE A19

Paw Print Vase Series Pet Cremation Urns

Brushed Nickel colored Brass Urns with adorable paw-print design, available in (4) sizes.

This design, like all of our products, remain the creative property of Forever Pets and its authorized re-sellers only.

Forever Pets, Inc.
1-888-450-7727

Call now to receive our
* FREE Wholesale Catalog *



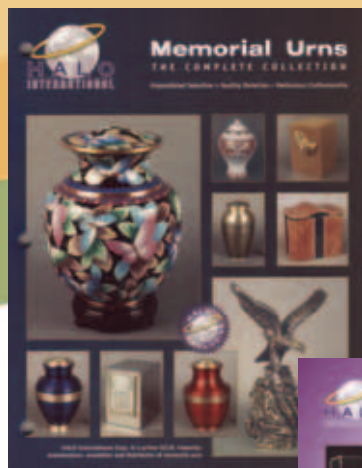
Copyright © 2007 FPL All Rights Reserved



Want to save money? Go to www.halointlcorp.com

The industry's most innovative supplier offers the most exciting products at the most competitive prices.

MEMORIAL URNS
THE industry leader: 120 pages of exclusive designs. The finest craftsmanship in a variety of materials.



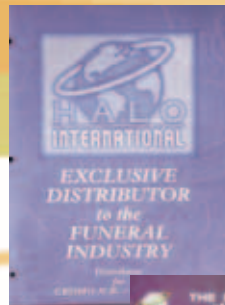
UNIQUE SUPPLIES
The new and unusual – the look and products that set you apart AND SELL.



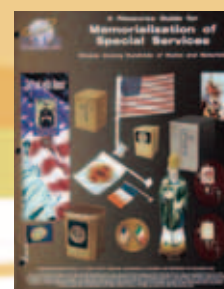
PET URNS
The one you've been waiting for. Always the new, the unusual, the memorable. The only one of its kind.



PRAYER CARDS
Over 160 series! The quality you trust in Italian imported cards. New Lifestyle series added - old masters as well as contemporary.



SPECIALTY FUNERAL PRODUCTS
For Veterans, for ethnic sensitivity, true personalization of each funeral.



MEMORIAL JEWELRY
Great selection, high quality, the best ideas for display and marketing.



APPLIQUES - The largest collection
Designs in myriad combinations to truly personalize your memorial.



MEMORIAL BANNERS
Stunning 2 ft. by 6 ft. banners for customizing every funeral—a very dramatic and personal memorial.

Visit our website then contact one of these fine distributors.

A.B. Funeral Supply
Abigal Press
Ad-Mart
Advertising Sales
Ambassador Associates
Bass Mollett

Bright Corp.
Carney Supply
Church and Chapel Metal Arts
Clark Grave Vault
Deaton Kennedy
Dodge Company

Harnett Funeral Supply
Henry Schwab Company
Hilton Sales
J & R Manufacturing
John Diamond Company
Johnstown Funeral Supply

K.E.E. Distributors & Sales
Keith Merrick Company
Kelco Supply
Lasko Supply
Lester & Company
Messenger Corporation

Monarch Resources
Mooney-Keehley, Inc.
Pierce Chemical Royal Bond
Rodco, Inc.
Turner Sales Associates
Southern Funeral Supply
U.S. Cremation Equipment

ICCFA UNIVERSITY

Mid-South Convention Center • Tunica, Mississippi

July 17-22, 2009

Finally, you have a way to reach out to those families who say "I don't want a funeral" or "I just want a cremation" and help them find meaning and value in planning tributes and memorialization.

College of 21st Century Services

SPACE LIMITED!—Deliver meaningful, memorable services for families who say they don't want a "traditional" funeral or burial. Includes:



Wolfelt



Manning



Stansbury

- **Celebrant Training and Certification**—now an essential component of your service offerings—with Doug Manning and Glenda Stansbury of the In-Sight Institute.
- "Creating exceptional experiences for today's customer" with Dr. Alan Wolfelt, sponsored by Batesville Casket Company.
- Learn to help families go "above & beyond."
- Five days of intensive learning and interaction with the industry's most progressive funeral professionals.

College of Cremation Services

Cremation is the largest growth market in our industry today. Get a competitive edge by **experiencing the most comprehensive cremation education program in the world:**

- **Cremation Arranger Certification**—Create meaningful tributes and communicate these options to families.
- **Cremation Administrator Certification**—Understand the business and liability aspects of cremation and learn industry best practices.
- **Cremation Operator Certification**—Provided in concert with Matthews Cremation Division; includes a 12-chapter Operations Manual.

Additional ICCFA University Colleges and programs:

- Administration & Management
- Funeral Home Management
- Land Management & Grounds Operations
- Sales & Marketing
- Master's program
- CEO program

With on-campus housing and meals, ICCFAU offers more opportunities to share ideas and solutions than any other event in our profession. *Funeral directors can earn up to 25 hours of CE, pending state approvals.*

**Join us at ICCFAU 2009!
Register now at www.iccfa.com**

Tracy Morton Memorial Chapel opens in Pensacola, Florida after years of Planning and Preparation

Continued from Page A4



The Chapel



The Office



The Foyer

at **Joe Morris and Son Funeral Home** where the late **Joe Morris Jr.** allowed me to begin an apprenticeship. During the course of my time at the funeral home, I discovered my calling," Tracy recalls. "As a 28 year old African American business woman, I take pride throughout this journey. I got the questions and the looks as though I was too young to start and to own my own business. At times, that can be very discouraging, but I held on to my faith." That faith has been, along with her supportive family, the foundation upon which she relies.

Morton is very realistic and is aware of the many pitfalls she faces in beginning a new business. However, there is a determination in her that will not be denied. "I love the networking side of this business. I have met a lot of wonderful people along the way who have been willing to help me. The community has been very supportive and is like no other community, and I'm proud to be a part of it."

Dead Ringer
putter company, inc.™

Call or Write for New Brochure
Many New Items Available
P.O. Box 0057, Clifton Heights, PA 19018-0057
610-284-GOLF
Check • Visa • MasterCard • Money Orders Accepted
Made in USA

Standard Finished head, chrome shaft and rubber grip	\$69.95
Standard Plus Highly polished head, chrome shaft and rubber grip	\$79.95
Deluxe Satin finish head, dizanium lite magnesium titanium alloy shaft "Pro Only" grip	\$89.95

Head Cover Included
Quantity Discounts Available Plus Shipping & Handling
Pennsylvania Residents 6% Sales Tax

To place your classified ad

NOMIS
PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS
CLASSIFIEDS ONLINE

Call
1-800-321-7479
or visit our website at

www.nomispublications.com

plan to join us for our annual FALL MANAGEMENT CONFERENCE

october 7-10, 2009
renaissance
washington hotel
washington, dc

- CEO-level education
- idea sharing
- behind-the-scenes tour at arlington national cemetery



MORTECHTM MANUFACTURING INC.

DISTRIBUTOR & MANUFACTURER
of Premium Mortuary Equipment-Family Owned
and Servicing the Industry for over Twenty Years

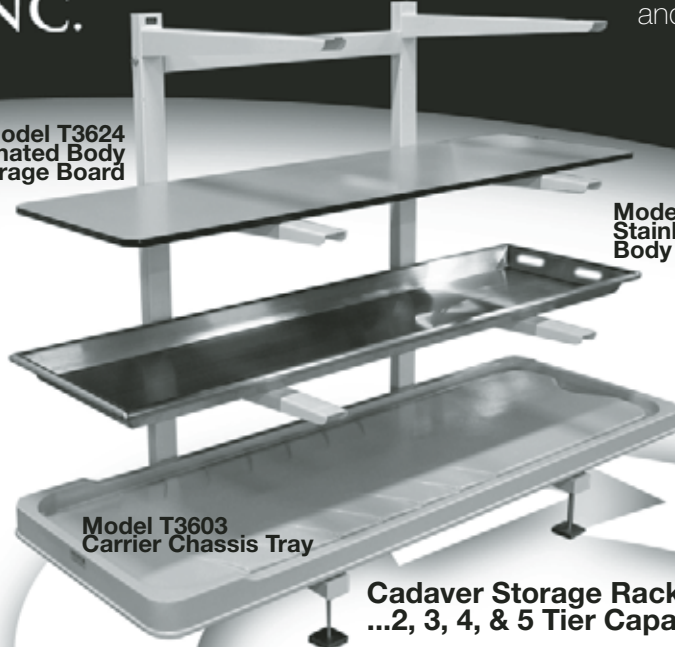


**Stainless Steel
Embalming Station
Model 1036-9M**



**Portaboy
Mark V
Embalming
Machine**

**Model T3624
Laminated Body
Storage Board**



**Model T3603
Carrier Chassis Tray**

**Cadaver Storage Racks
...2, 3, 4, & 5 Tier Capacities**

**Model T3626HS
Stainless Steel
Body Tray**



**Battery Operated
Cadaver Lift
Model M678**



**Three Body Refrigerator
Model 1036-R114**



**Two Body Roll-in
Refrigerator
Model 1036-R115**

Units ship fully assembled, simply plug it into an outlet and they are operational. All quality stucco galvanized steel construction with a flush mounted door. Units include thermometer, door closer, switch and vapor proof light fixture. The three body interior is provided with rolling racks and high density plastic storage boards to match body capacity. The two body unit has one shelf and space for your cot. Other styles and capacities available, please Inquire.



**Hydraulic Embalming
Carrier-Model 600025
Carrier w/Model
T3603 Tray**



**Flush Embalming
Station Model
1036-13**



**Complete
Water Control Unit
Model 1036-1**

(Available in left or right versions)



**SPECIAL OFFER
Temporary Urns**
Capacity - 220 Cubic In.
with Snap Lid
Includes Sturdy Plastic
Bags and Ties
**\$.99 each
WHILE THEY LAST**
Packed 48 per case
(Case Orders Only)



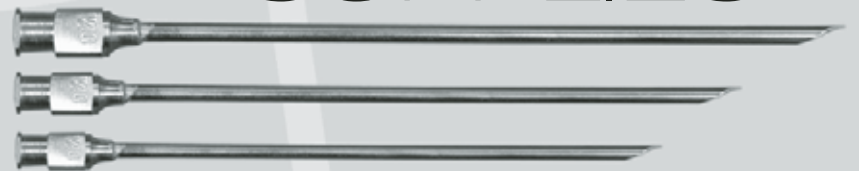
**Post-Mortem
Thread**
Cotton, White / Brown, 1 lb.
Only \$ 23.00 each
Polyester, White, 4 oz.
Only \$ 11.00 each

Headrest
Molded plastic,
sturdy, reusable
Only \$ 33.00 each



**Disposable
Headrest**
Styrofoam, sturdy,
disposable head
and arm rest

**Only \$ 25.00
per case
24 per case**



Stainless Steel Hypodermic Needles
Luer Hubs with long lasting points

20 Gauge	15 Gauge	13 Gauge	12 Gauge
1.5" long \$1.65 ea	3.5" long \$4.25 ea	4.5" long \$5.50 ea	3.0" long \$3.75 ea
2.5" long \$1.95 ea	4.0" long \$4.95 ea	8.0" long \$7.95 ea	4.0" long \$4.95 ea
	5.0" long \$5.75 ea	10.0" long \$8.95 ea	5.0" long \$5.75 ea
	6.0" long \$6.75 ea		6.0" long \$6.75 ea
19 Gauge			
3.0" long \$2.25 ea			

Plastic Body Boards

Set of 3
**Only \$ 129.00
per set**



Pall Bearer Gloves
Quality, Cuffed, White
**Only \$ 11.99
per dozen**

**Three Piece
Sterilization Sets**
Solid Pan, Perforated
Pan & Cover

20.0" x 12.0" x 4"H
Only \$79 each
12.75" x 10.375" x 4"H
Only \$45 each



Premium Gloves

S - XL 10 bx/case 100/bx
(One size fits all)
Latex PF Textured \$ 65.00 case
..... 7.49 box
Nitrile Powder-Free..... \$ 69.00 case
(Shown left)..... 7.99 box



Stainless Steel Instruments

Dressing Forceps
6.0" long \$3.95 ea
8.0" long \$7.95 ea
10.0" long \$10.95 ea

Scissors
Ends: Sharp-Sharp, Sharp-Blunt, Blunt-Blunt
5.5" long \$3.95 ea
6.5" long \$4.95 ea

Artery Forceps
Straight or Curved
6.25" long \$8.95 ea
7.25" long \$9.95 ea
8.0" long \$11.95 ea

**Order \$100 worth of instruments
and receive free ground freight.
Continental US ONLY**

MORTECH MANUFACTURING COMPANY
411 NORTH AEROJET AVENUE, AZUSA, CA 91702
TEL (626) 334-1471 • FAX (626) 334-1704

Call us at (800) 410-0100 or Email us at info@mortechmfg.com

THE FAN MAN
THE FAN MAN

THE FAN MAN, INC.
 John Mannion
 www.iccfasupplylink.com

1-800-671-8280 Cell: 803-417-2940
 Thefanman@comporium.net

Fans Calendars Urns
 Register Books Dress's
 Advertising Specialties
 "WHATEVER YOU NEED"

DERMA-PRO
 MORTUARY
 COSMETICS

"Quite Possibly
 America's Finest
 Line of Professional
 Cosmetics"

- COVER CREMES
- LIQUID TINTS
- BRUSHES
- LIP COLOR
- POWDER
- WAX

CALL FOR OUR CATALOG 1-800-531-9744
 Fax 903-641-0383 E-Mail: dermapro@wrt.net
 www.derma-pro.com

Jim Waring celebrates 50 Years of Funeral Service

Continued from Page A6

the Massachusetts Board of Higher Education, the Massachusetts Judicial Nominating Council, the University of Massachusetts-Dartmouth, Bristol Community College, Charlton Memorial Hospital and the Charlton Southcoast Healthcare System, Southcoast Community Foundation, Rotary Club of Fall River, City of Fall River Dropout Prevention Committee, Citizens Scholarship Foundation Dollars for Scholars, City of Fall River Partnership for economic growth, the Greater Fall River Foundation, United Way, Catholic Charities Appeal, Westport Watershed Alliance, Marine Museum in Fall River, U.S.S. Massachusetts Memorial Committee, Fall River Historical Society, 37 years as President of the Home for Aged People in Fall River, several financial institutions and numerous additional civic and charitable involvements throughout the New England Area. Of his robust civic career Waring said, "The very nature of this profession permits one to enjoy involvement in community activities. I believe that it is essential to give back to the communities we serve, as well as to my profession. I am blessed to have enjoyed a broad base of such interests."

"Mr. Waring is truly an inspiration to all of us in the funeral service industry," said **Kim Pineau**, director of Massachusetts and Rhode Island Dignity Memorial providers. "His compassion for and dedication to the generations of families he's served are remarkable, and his legacy is one we are honored to continue," Pineau said.

As for retirement, Waring says he does not yet hear its call. "I intend to remain active as long as I live and feel that I have value to contribute," he said. And so he will continue doing what he loves—serving families and helping them through life's most challenging moments.

The Waring-Sullivan Homes of Memorial Tribute are proud Dignity Memorial® providers with locations in the Massachusetts Southcoast communities of Fall River, New Bedford, Swansea, Dartmouth, Fairhaven and Somerset. The Dignity Memorial network of more than 1,600 funeral, cremation and cemetery service providers is North America's most trusted resource for funeral and memorialization services. Dignity Memorial providers offer an unmatched combination of products and locations serving families with care, integrity, respect and service excellence.

In honor of his 50 years of funeral service, leadership and practitioner, the management of the **Dignity Memorial Funeral and Cremation Service** providers of Massachusetts and Rhode Island presented him with a plaque at a special tribute service.

Married to Elizabeth A. "Liz" Waring, the Warings are the parents of Sumner James Waring, III and Christine E. Waring, and grandparents of three. Fall River natives, the Warings are summer residents of Westport Harbor.

The Perfect Gift

"His fingerprint nestled with mine expresses our union and his eternal love. And when I feel his touch close to my heart, he is with me and I'm with him. Yin and yang, heart and soul all in his touch.

It's perfect!"

THUMBIES®
 FINGERPRINT KEEPSAKES

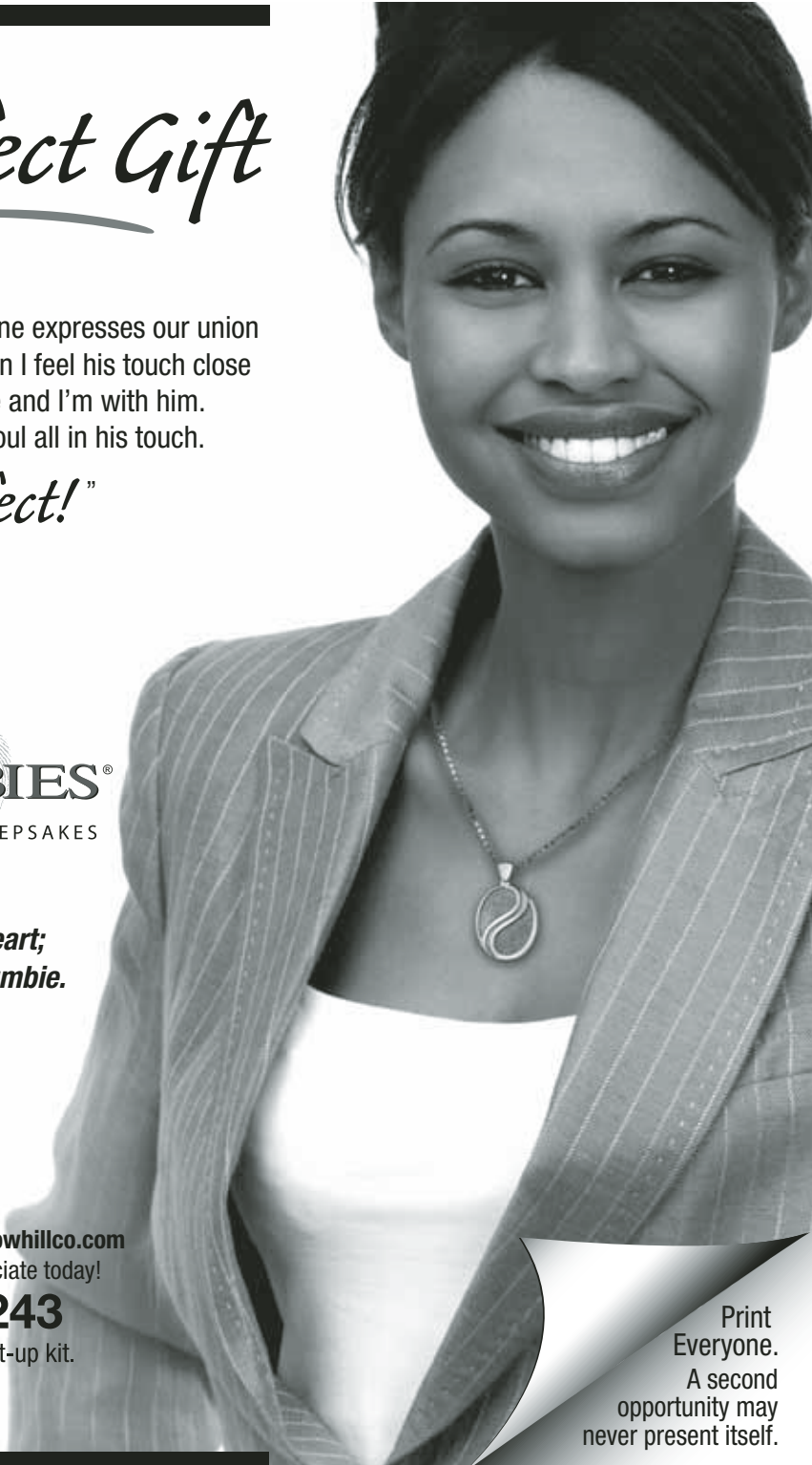
*Touch her heart;
 give her a Thumbie.*

See us on-line at www.meadowhillco.com
 or call and become an associate today!

877.848.6243

to receive your free start-up kit.

Print Everyone.
 A second opportunity may never present itself.



YOU WOULDN'T USE OUR LEAK-RESISTANT CREMATION TRAY AS A CANOE, BUT YOU COULD.

We test ours in the lab so you don't have to test it in the real world.

CUSTOM AIR TRAYS

1-800-992-1925 | CustomAirTrays.com



How Cemeteries can avoid Unionization under the New Law

Continued from Page A8

inevitably become law. The Wall Street bail-out has helped bankers but has stopped short of aiding everyday workers. This is why EFCA will eventually pass. In politically charged conflicts, emotion always trumps facts. The current administration must make some concession to its union supporters and the American worker. EFCA is what they will get.

WHAT DO I DO SPECIFICALLY TO PROTECT MYSELF?

Q. How do I insure myself against unionization?

A. Just as you insure yourself against the fire and flood—invest in non-union insurance! An essential part of insuring your cemetery against the Employee Free Choice Act is an objective assessment of employee sentiments.

Q. Sounds reasonable, but how do I find out what my employees really think?

A. Employees—minority or otherwise—will talk about what's bothering them in safe surroundings, and will speak more openly to an outsider than management. Open door policies allowing workers to air grievances just don't work. Most employees fear complaining about supervisors or ignored personnel policies. It takes an outsider with experience in cemetery maintenance and mortuary service to understand employees. Workers say one thing, but often mean something else by what they say.

Q. What about the attitude survey my lawyer recommends?

A. Few employees think in legal syllogisms like lawyers. Employees' beliefs are often expressed in odd ways only a knowledgeable interviewer can discern. Attitude surveys can't uncover these sentiments, especially if buried by cultural traditions.

Q. So who are these third parties and where do I find them?

A. There are a handful of skilled consultants who are effective. Some have specialized experience dealing with cemetery and mortuary services. Others specialize in particular geographic areas. Any cemetery or funeral home owner concerned about the Employee Free Choice Act, its impact on his bottom line, or wanting a recommendation for a skilled consultant knowledgeable in his industry, should contact University Research Center at UNIVRESCTR@AOL.COM. for recommendations.

Q. Again, who is the University Research Center?

A. The University Research Center is a 48-year old private, non-profit research organization engaged in industrial economic

research. Its mission is to research issues bearing on productivity, the causes of industrial dysfunctions, and the reasons for unionization in non-union companies and strikes in union ones. The URC is supported by over 5,000 industry members, and publishes all its results in the interest of American economic well-being.

Employers wishing further information on recommendations for effective consultants or the Employee Free Choice Act should contact Dr. Matthew Goodfellow, Executive Director, University Research Center at univresctr@aol.com or PO Box 5147, Evanston, IL 60204-5147.

VFMC Providers serving those who Served

Continued from Page A15

ly add value and help grow their business," said **Mark Davis**, President & CEO of **ValMark Memorial Group**, parent company of Veterans & Family Memorial Care. "Yet each year they pay dues and membership fees for the honor and distinction of hanging a plaque on the wall or a sticker in the window."

VFMC provides community outreach and public relations programs that have veterans talking, and the community walking through the front doors of funeral homes from coast to coast. All VFMC Providers are official drop off sites for Cell Phones for Soldiers and VFMC has been honored with special recognition as being one their biggest national supporters. VFMC Providers nationwide participate as Old Glory Collection Centers and

work closely with local Veterans Service Organizations in sponsoring flag retirement ceremonies. The VFMC Annual Christmas Stocking Stuffer Initiative sends thousands of decorated, stuffed stockings to military personnel overseas. "The idea is to get the community coming to the funeral home for reasons other than attending a funeral" said Mark Davis. "Exposure and activity is the key to growing a funeral business in today's competitive environment. Veterans reach out to companies that reach out to them."

VFMC provides the marketing tools, materials and national brand recognition that ensures a successful program. In the month of April VFMC appeared on the home page of the Vietnam Veterans of **CONTINUED ON PAGE A30**

New England Cremation Supply Co.
Supplier to the Cremation & Funeral Industry

Wood Base Shipping Containers
ATA Certified/Tested
Minimum Qty: 3

Three Sizes Available: **Combo Tray** **Air Tray** **IPPC Stamp Available**

Visit our Web Site for other Products
www.necremation.com
Call Now to Order: 800-664-8365

ATTENTION FUNERAL DIRECTORS

Introducing
THE MOST EFFECTIVE P/R PROGRAM EVER

Transform your Funeral Home into a
GRIEF RECOVERY CENTER

COMPLETE SATISFACTION OR IT COSTS YOU NOTHING

pointthewayenterprises@juno.com

POINT THE WAY ENTERPRISES

TOM LORD

12 HIGGINS ST., LISBON FALLS, ME 04252

207-353-7649

Church & Chapel

Introduces
the
Model 1365 Chair



Chairs are Available in:

Silvervein Frame with
Blue Diamond Fabric

OR

Silvervein Frame with
Burgundy Fabric

• Heavy Density
3" Padded Seat

• No Assembly
Required

• Rolled Edge Seat for
Extra Knee Support

• Extra Thick 2"
Back Tapered
Ergonomic Design

Book Pocket

• 3 Stabilizing Bars. Front,
Rear, and Under seat

• Ganging
Included

Call us for your best pricing!

Church & Chapel Metal Arts, Inc.

2616 W. GRAND AVE • CHICAGO, ILLINOIS 60612-1117

Ph: 773-489-3700

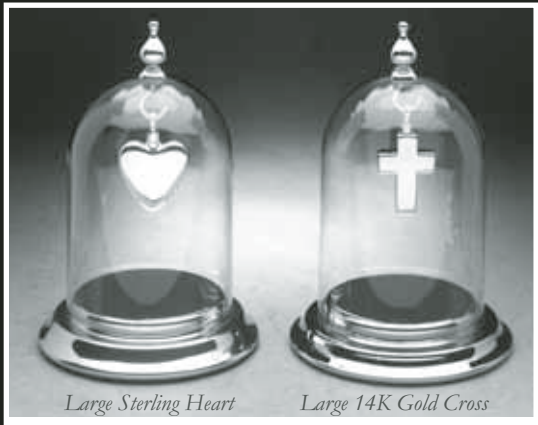
Fax: 773-489-3434

Check our Website:

Toll Free: 1-800-992-1234 Toll Free Fax: 1-800-626-3299 www.church-chapel.com



Madelyn Keepsake Pendants
can be worn as a necklace,
bracelet, or displayed in a dome.



Large Sterling Heart Large 14K Gold Cross
by Special Order



Sterling Dove



14K Gold Infinity

The opportunity to choose a Keepsake Pendant
presents itself only once –
the comfort a Keepsake Pendant offers,
lasts a lifetime.

800-788-0807 Fax 608-752-3683 www.madelynpendants.com e-mail madelynco@charter.net

Seminars coincide with opening of Kessler Woods "Green Burial" Site

INDIANAPOLIS, IN— Seminars on "green burial" were available in May at **Kessler Woods** at **Washington Park North Cemetery and Funeral Center**. The seminars, conducted by **Barb Milton**, a Certified Celebrant and Vice President of Community Relations, Buchanan Group, were free and open to the public.

Milton provided details about Kessler Woods, the pastoral green burial site on the grounds of Washington Park North, and shared pre-planning information with her audiences.

With 14 funeral centers

and seven cemeteries, **Flanner and Buchanan Funeral Centers** and **Washington Park Cemetery Association** are the largest privately held cemetery and funeral complex with a natural burial site in Indiana, according to **Joe Sehee**, Executive Director of the **Green Burial Council**.

"Flanner and Buchanan is one of the most well regarded firms in this industry," Sehee said. "They have connected this idea to the fact that they are known for always standing for serving families in the manner they choose. This embracing of eco-friendly death care is yet another example of the options they offer families."

Milton discussed and answered questions on this "retro" burial method, becoming more popular throughout the country, which is a return to the burials that were standard practice up until the mid-1800s. She provided details on such burials, the ecological factors involved, and the requirements that need to be met both by the cemetery and funeral center and by the families in order to qualify for burial at the site.

Kessler Woods represents one of many "green" programs offered by Flanner and Buchanan Funeral Centers and Washington Park Cemetery Association (WPCA). Kessler Woods will not have a formal, manicured appearance, but will

be maintained in its natural rustic state. In a rustic setting, located where farmland was many generations ago, the green burial site is accessed by a gravel road that leads from the main part of the cemetery.

"This new green burial site goes along with the conservation and natural preservation efforts we have been involved in for years with such groups as Keep Indianapolis Beautiful and Indianapolis Downtown Inc., in the tree-planting efforts of the city and state, as well as our own Gift of Life program, where Flanner and Buchanan plants a seedling in the Hoosier National Forest in memory of every person whose funeral is handled by the firm," Milton said.

"We have already planted hundreds of trees in our cemeteries," she added. "Our motto for a long time has been 'Community, Commitment, and Compassion.' The natural burials embrace our belief in conservation and preservation. Much like we facilitated cremation for our Indiana consumers in 1904, Flanner and Buchanan is poised to facilitate natural burial for our environmentally committed Indiana families from today forward."

For more information visit <http://www.flanner-buchanan.com/green/index.htm> or email bmilton@buchanangroup.org.

About the speaker . . .



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

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

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

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

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

For more information contact us at 1-800-508-2088.

Nationwide Cremation Consulting & Training

Invites you to attend:

"How to Start and Run a Successful Cremation Society"

You will Learn:

- How to start a cremation society or service
- How to market directly to people interested in cremation
- The profile of the cremation customer
- The profile of the best employees for a cremation service
- How to merchandise and sell urns, different types of memorialization, travel protection, memberships, etc.
- "The Future is cremation . . ."

Will you be a part of the future or a part of history?

"If you own a Crematory, or plan to, this seminar is a must"

July 13th & 14th, 2009

Sirata Beach Resort & Conference Center
St. Pete Beach, Florida • www.sirata.com



- REGISTRATION -

2 Day Seminar (includes training manual)\$1250.00
 Name _____
 Company _____
 Address _____
 City, State, Zip _____
 Phone () _____ Fax () _____
 Email _____

Nationwide Cremation Consulting & Training

15381 Roosevelt Blvd.
Clearwater, Florida 33760

800-508-2088

www.cremationconsulting.com

Do you have a new
Email Address or
Website?

LET US KNOW!

1-800-321-7479

info@nomispublications.com



Let's Chat

By Kristan Dean

that we make some of our most amazing childhood memories.

What about you? Can you remember when the last school bell of the year made you think "Yay!"? Do you remember sitting in the back of the car asking "Are we there yet?" Can you remember sitting on the end of a pier, standing on the shore, or going out on the bay to fish with your Grandpa? What are your favorite Summer time memories? If you are like Jenn, some of your greatest memories are of the times you spent with someone you love who has passed away.

Which got us thinking, with Father's Day coming on the first day of summer this year, of all the people who will be celebrating the day with a Dad and/or Grand Dad who lives in Heaven? Then I began to wonder how many new memories people will make this summer, because of the happy times they spent with their fathers and grandfathers who have passed: the hikes parents will take their families on because they know how much they loved it when they went with their Dad; the fishing spots that will be shared because that is the spot they always caught 'the big one' with their Grand Dad; the campfire stories that will be told remembering the man who taught them more than how to live—he taught them how to love.

Leading me to ask: what can funeral directors and cemetery managers do to help families reconnect with their fathers and grandfathers who are in

heaven? Thankfully, the answers are unlimited. You could invite people to help create or tend to the community garden in honor of the Dads who had a green thumb. Invite people to join you with their fishing poles in hopes of reeling in "the big one" in honor of their Grand Dad. Get a group together by the campfire to share the memories they have of the times they spent with their Dads and Grand Dads. The possibilities are endless.

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

When you think of your greatest memories what time of year is it? Chatting with my sister, Jennifer, on the drive to our parents' home we began remembering times with our camp friends, sing alongs with our parents, Mom getting us ready for bike parades, Dad getting us up on water skis for the first time, and—one of Jenn's favorites—fishing with our Grand Dad, Pups.

More than memories, more than reliving good times, our chat let our hearts reconnect with everyone we thought of. Now it may be that the day my sister and I went down memory lane happened to be one of the first real warm days, you know the ones that just feel like summer, but I think it is more than that. I think summer is the time

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

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

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

Respecting the Embalmer: Truth Be Told

By Shun Newbern, CFSP



Shun Newbern

Licensed embalmers are unique people. I am honored to be one and proud to associate with them in various social settings. Please note that an embalmer, who perceives the decision to care for the dead as a calling, a forte, and a gift to humanity, possesses an extraordinary quality. Despite the high potential risk with various chemicals in the embalming room, the exposure to bloodborne and

airborne pathogens, and other safety hazards, sadly the compensation continues to be an arguable issue.

With many changes the profession is experiencing from high cremation rates, families declining embalming, or the lack of appreciation for the art of embalming, the purpose is the same; to provide quality service. As an embalmer, the attention to detail or the lack thereof, fosters trust and integrity – or those actions diminish that trust. It is the attention to detail that becomes the mortar of the embalming practice. Through trust, we build a positive reputation in the community in which we serve.

The responsibility of many of the problems we are facing originated many years ago. Who do we blame? Do we blame the National or the State for responding slowly to curriculum and licensing changes? Do we blame ourselves for not raising personal and professional standards? In most professions, the company offers the employees income increases based on merit, accreditations, continued education fulfillment, completion of undergraduate or graduate degrees. Students complete mortuary science programs expecting fare wages as an apprentice and once they become licensed they expect a reasonable increase. I have spoken to several neophytes around the country who are full of disappointment and frustration. Where have we gone wrong?

I believe there are a few colleagues, like me, who may have experienced moments of hopelessness, stress and fatigue from giving your all and receiving little appreciation.

Proverbs 13:12 states that hope deferred makes the heart sick, or causes your spirit to malfunction. Some embalmers may have hoped for an improved work relationship with management, new prep room equipment, promised pay increase, a promotion or a much needed assistant. When hope has been destroyed, not only is the heart made sick or spirit crushed, but our outlook is affected; our future is made to appear dismal.

Several funeral service professionals are hopeless because of what they have been told, what they have allowed to lodge and take root in their hearts. Truth be told, it is most disappointing to see management hire or promote someone with less experience, or lacking licensure for the assigned task. This disapprove has merit on many levels. I have held long quarrels with licensed persons that feel that we serve in a 'business industry' and not in a 'service profession'. They base the argument on the limited amount of required education, licensing requirements to operate a funeral home or the lack thereof in some states, in addition to the modest salary.

California regulations, at the least will allow a non-licensed person to own a licensed funeral establishment, without a chapel, embalming room or merchandise selection room; however, they must have a full time licensed funeral director as the manager and operate an approved shared storage and preparation area for decedents at another location. Due to these regulations, charlatans and jacklegs of all cultures have entered the profession as a business owner lacking the mortuary science education, license –

CONTINUED ON PAGE A24

Always On Call ANSWERING SERVICE, LLC

CARING. COMPASSIONATE. COMMUNICATIONS.

- First class service by caring, trained funeral professionals sensitive to your needs and the needs of the families you serve.
- Owned and operated by a Licensed Funeral Director and NHFDA Executive Board Member.
- Providing personalized service to hundreds of funeral directors and funeral industry professionals throughout North America.
- ALL CALLS ANSWERED LIVE IN THE UNITED STATES!
- Complete customization with exceptional attention to detail.
- Same day setup available with NO CONTRACTS!

Awarded the 2008 Award of Excellence for Outstanding Service by The Association of TeleServices International and The Canadian Call Management Association

www.alwaysoncall.com (800) 974-5197

Trying to find the right solution for your funeral home?

Education and Training through The Academy

Pre-Need Program Enhancement Services

Human Resource Services

Pre-Need Mentoring Programs

Marketing Programs

Let Us Help You Find The Right Solution!

THE OUTLOOK GROUP, INC.
Funeral Service Solutions
(800) 331-6270
www.theoutlookgroup.com

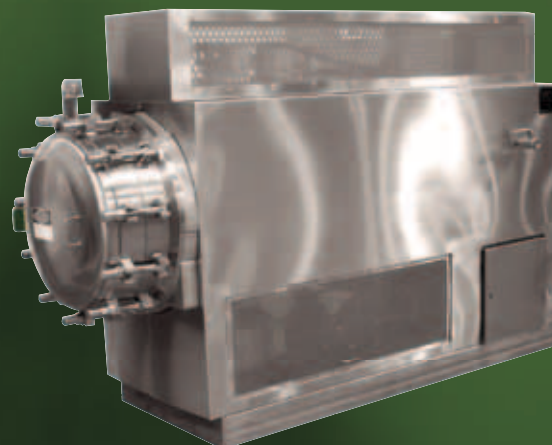
Now There's a *Green Alternative* to Cremation:



Water Resolution

from BioSAFE Engineering.

The Water Resolution™ method accelerates the **natural decomposition process**, using hydrolysis to sympathetically return the body to ashes. Unlike cremation, Water Resolution™ is an environmentally sustainable process, the bio-responsible option.



- Creates no air pollution and emits no greenhouse gases;
- Uses only 10 percent as much energy per body as cremation;
- Neutralizes embalming fluid and cytotoxins, protecting soil and water;
- Releases only organic elements into the ecosystem.

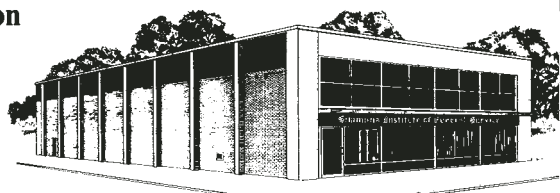
waterresolution.com
1-888-858-8099

BioSAFE Engineering
Biological Security for Agricultural & Forensic Effluents

Success Starts at Simmons. . .

Excellent Careers Begin With An Excellent Education From Simmons:

- Earn Your Associate In Occupational Studies Degree In Funeral Service Arts And Sciences
- Weekend Study Program Now Available
- Exceptional Practical Training Program



THERE'S MORE TO SIMMONS. . .

Call 315-475-5142 or 1-800-727-3536 Fax: 315-475-3817



Simmons Institute
OF FUNERAL SERVICE, INC.
1828 South Avenue, Syracuse, NY 13207

FUNERAL
SERVICE
EDUCATION

40-Year Cemetery Employee Joe Fugedi thrives on Serving Families

Continued from Front Page

yer. Kelly's husband Dan Dwyer owns and operates Michigan Memorial Funeral Home, which is located next door. They are both licensed funeral directors.

Fugedi credits that family history, record of excellent service and longevity for his own decision to stay with MMP for four decades. "This is a well-run family owned company that for four generations has treated everyone – its employees, customers and the community – like members of the family,"

Fugedi said. "Customers get great service at Michigan Memorial. Michigan Memorial takes good care of all its employees, helping us succeed at every step. If you work hard, you will be rewarded. I have tremendous freedom in my job. And Michigan Memorial has a great reputation throughout the entire community, from the service we provide and what we give back to the community to the jobs we create and businesses we support locally."

Fugedi, a Northville resident, is a cemetery and funeral pre-arrangement director. Though he's a salesman, he said his No. 1 job isn't necessarily just closing the sale. It's also helping families make the right choice. While he knows the business inside out, his empathy, honesty and sincerity are what immediately put customers at ease.

Fugedi (pronounced fuh-JED-dee) said he wasn't always so self-assured. When he started out on December 15, 1969, the native of Ashford, CT, knew nothing about sales.

He was a new transplant in Detroit teaching wood shop classes at Dody Elementary after graduating from the University of Iowa. He was barely making ends meet, living in a third floor flat with his wife and a new born son. Even with rent at \$50 per month he still needed a part-time job.

One day, Fugedi was introduced to a neighbor who worked at MMP and suggested he could make extra money selling for the Park. He was given a list of people on Zeigler Avenue, told to contact them and show them a video entitled "The Urge to be Remembered." "I remember thinking at the time, 'I can show a video and can talk to people. What a great way to get paid' – and it turned out to be the best move I ever made," Fugedi said. "That first day, I made a sale and I haven't looked back." Fugedi would call potential customers in the morning. By day's end, he would make around three appointments on average. In his first year with MMP, Fugedi was the company's top salesman.

"I help people make some of the most sensitive decisions in their lives and I feel like Michigan Memorial and I are helping people," Fugedi said. "Michigan Memorial Park and I always try to follow a few simple rules: Build trust and treat people right. Our prices are lower than most places but

what really sets us apart from other cemeteries is that we are up front with everyone, we believe in our product and we help people make the right decisions for them at every stage."

Fugedi said people are naturally apprehensive of death and cemeteries, an admittedly morbid subject, so he approaches them with complete sensitivity and openness. He always reminds families that the best time to deal with a funeral is before a death. Prearrangement allows families to focus on their grief and their loss, and begin the healing process," Fugedi said. "People appreciate it when you approach them with thoughtfulness as to what's involved," With today's economy hitting families across Michigan hard, Fugedi said MMP is adjusting quickly to help families meet their cemetery needs, by exploring all options. Recognizing the tough economy, MMP also offers flexible, consumer-friendly payment plans.

In his spare time, Fugedi enjoys visiting his summer property on Vineyard Lake near Brooklyn with his family. In the winter he and his family travel to Northern Michigan to visit relatives and hit the ski slopes.

"Joe is a real ambassador for our company and truly reflects all our values: honesty, putting the customer first, community and deep community roots," MMP President Kelly Dwyer said. "As a company, many of our 50-plus employees have been with us for a long time. Joe takes the crown because he's worked for three generations of my family. We are really proud of Joe's work ethic and commitment to Michigan Memorial. To us, he's one of the family and he's been here longer than I have."

Fugedi said he still hears from people he first contacted years ago, and gets thank you cards from grateful surviving family members. "People often ask me why I haven't done something else, and I always tell them, 'I love what I do and what I do helps people,'" Fugedi said. "Not one day have I thought about switching jobs. I feel blessed to have a great job that provides me and my family with a good quality of life. I pray a lot and I let God guide me in all that I do. I'm thankful for my job, and I'm proud to have spent all these years with a family company that really treats people right."

Mark Thomas

Elegant cultured marble urns and keepsakes from Chapel Craft by Mark Thomas

Sentry Chapel Craft urns feature a clean contemporary look. Crafted in the U.S.A., these beautiful urns are available in adult and keepsake sizes in Gold on Green, Gray on White and White on Black.

To order call: 800-437-2635
www.markthomasco.com



New Keepsake

The Mark Thomas Spring 2009 Catalog is now available as well as a catalog of our new Chapel Craft® products. Call today and we'll send a free copy of each.



Cremation Issues and Answers

By Ronald Salvatore

Matthews
INTERNATIONAL
CREMATION DIVISION

Cremator Installation

The installation of a cremator can be a stress and problem free project if properly planned and coordinated. Prior to construction of the equipment, an evaluation of the proposed location is needed. Often this can be performed without an actual visit to the location by simply completing a document used by most manufacturers, to ensure that when the equipment arrives at the site, it will fit where desired. This document is called a Pre-Construction Checklist or Pre-Con for short.

The Pre-Con is a series of questions regarding the site that verifies the unit can be brought into the building through whatever opening is available, there is sufficient room in the building to allow for proper operation, determines the required electric and gas services, the height of the stack penetration point and roof peak and other important information. It is recommended that your builder, contractor or architect complete the Pre-Con to ensure the information provided is correct because the cremator is designed and built in accordance to this information.

The physical installation of the equipment is performed by local contractors engaged by the owner. Some choose to use the builder, if constructing a new building or addition to handle the hiring of the subcontractors. This is ideal because the builder coordinates the delivery schedule and oversees the installation, minimizing the owner's time and involvement in the details of the

project. Others may choose to hire a general contractor for the same reasons.

If it is a simple installation such as locating the equipment in an existing garage or building, the owner can save a bit of money by hiring the subcontractors directly. Generally there are four or five contractors needed: a rigging company or heavy equipment mover, crane company, roofer, electrician and gas plumber. The rigging company handles the offloading of the equipment, placement into the building and may connect the stack to the cremator. If not, the crane company would handle the stack installation. The roofer prepares the stack opening, and provides the required flashing and non-combustible liner in accordance to the manufacturer's instructions. The electrician is responsible for connection of the electrical service to the equipment. The gas plumber determines the sizing of the gas line from the gas meter to the cremator, installs the line and any required regulators.

While this may seem difficult, it is actually quite simple. The manufacturer of the cremation equipment provides detailed installation instructions and provides guidance to the contractors well in advance of installation. As long as the contractors read and follow these instructions, the installation will be a success and you'll be up and operating in no time.

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

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

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

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

Connie Ernst promoted to Director of Marketing and Communications



Connie Ernst

JEFFERSON, LA— Larry L. Merington, Senior Vice President of Marketing of Stewart Enterprises, Inc. (Nasdaq NMS: STEI), announces the promotion of Connie Ernst to Director of Marketing and Communications.

Ernst has worked for Stewart Enterprises for 25 years. For the last 15 years, she has served as the Director of Corporate Communications, responsible for all internal and external company communications to audiences of employees, customers and shareholders. She is also responsible for the company's Community Outreach efforts. Ernst's new role adds the company's Marketing activities to her responsibilities.

Ernst is active in many professional organizations, having served in various board

positions for the local chapters of the International Association of Business Communicators (IABC) and Public Relations Society of America (PRSA). She maintains the Accredited Public Relations (APR) professional designation and recently served as one of the judges of the IABC's International Gold Quill Awards program. A New Orleans native, she is a graduate of Loyola University in New Orleans.

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

Musgrove-Merriott-Smith expands Once Again

Continued from Page A2

room, dressing room, hair dressing area, two offices and a break room.

In searching for the most qualified company to plan the embalming room, Mr. Smith commented that the only name he ever heard was **Duncan Stuart Todd, Ltd.** Added to that, an inspector with the Oklahoma state board told him that if DST did it, it would be done right.

And right it was. "We are very pleased," he says "and it is serving us well."

The OSHA compliant PrepAir ventilating system, exclusive with DST, gives him

great peace of mind. "It would break my heart if one of my staff were to develop cancer from formaldehyde fumes. With PrepAir, there is no question about it, we don't have to worry," he goes on to say.

The room is well outfitted following the guidelines of DST's Premier Source design package which includes interior architectural planning combined with OSHA compliant products. The twenty-first century room is equipped with custom cabinetry, Todd morgue table receptors, water control units and a range of

FINDING YOU CAN'T SERVE FAMILIES AND CONDUCT A JOB SEARCH AT THE SAME TIME?

Our search consultants at GRN Batesville understand. We know the time and energy you've committed to caring for families. That's why we're here. We're the nation's **preferred** choice in management search for funeral and cemetery service. We're in touch daily with owners nationwide who are seeking talented funeral professionals to serve their families and manage operations and sales.

Might we help you achieve your career goals?... move up? ... move home? We welcome your call and your resume for a confidential consultation. We can help you begin realizing your career ambitions today.

GLOBAL RECRUITERS OF BATESVILLE

374 Northside Drive, Batesville, IN 47006

812-932-1290

www.grnbatesville.com



safety guards. On DST's recommendation, Mr. Smith installed seamless flooring that extends six inches up the wall. Floor drains are also built in as required by code. Mr. Smith was conscientious about back siphonage and all water lines are protected with backflow preventers.

The adjustable height Ferno table is a big hit with the embalmers, making the work-

place more comfortable. A flat screen TV in the room is an added benefit in case of weather alerts or other local emergencies.

The facility also includes showers, a three-body refrigerator and washer/dryer. The preparation room, equipped with a combination lock, is secured to all but authorized personnel.

Musgrove-Merriott-Smith

serves their county of 100,000 residents. In addition to the Claremore facility, the company owns **Chelsea Funeral Home** in Chelsea and **Inola Funeral Home** in Inola where they have a private crematory. All buildings have a unified appearance with red brick, white trim and dormer windows. Their staff includes five licensed funeral directors and embalmers.

Bass-Mollett introduces

The Green Collection

AVAILABLE IN FOUR SIZES!

This ultimate eco-conscious collection includes register books, acknowledgment cards and service records. Available as a box set, packaged inside of a biodegradable memorial urn.



No. Bio-Urn 230	230 cubic in.
No. Bio-Urn 95	95 cubic in.
No. Bio-Urn 65	65 cubic in.
No. Bio-Urn 32	32 cubic in.

Blooming Bio Urns are suitable for water burial or "green" burial in the ground.

Blooming Bio-Urns are created from recycled materials making them an earth/eco-friendly "green" product. Each urn comes with a water soluble bag and tie, a Blooming Expression adornment and easy-to-use instructions.

The collection features

- Papers crafted of 100% recycled cotton & abaca fibers, both acid & chlorine free
- Envelopes from 100% certified post consumer waste
- Inks which are water soluble and natural based

The box itself serves as a 100% biodegradable memorial urn.

Suitable for water or "green" burial in the ground.

All products in our green line are FSC certified by the Forest Stewardship Council, supporting the conservation of forests and helping people lead better lives.

BOX-317HM includes

- 1 register book
- 40 - AC-317 acknowledgments 5½" x 8½" / ivory envelopes
- 100 - No. SR279L-B/2service folders (50 sheets of 2, micro-perfed)
- A Blooming Expressions Heart Floral card envelope
- Grief pamphlet
- Pen
- Box Memorial Urn with water soluble bag & tie - 300 cubic in.



BASS-MOLLETT

PH: 800.851.4046

FAX: 800.664.9726

www.bass-mollett.com

hey, Funeral Home & Cemetery
News readers, get a
Free T!

Use special code **FreeT** when placing your order for \$250 or more at adfinity.net and receive this cool "Fast Funerals" T-shirt!
Available through June 30, 2009.



adfinity
endless ideas

1-877-251-1222 ext. 1 • adfinity.net

© adfinity

Respecting the Embalmer: Truth Be Told

Continued from Page A21

and dare I forget the passion to minister hope to hurting people. Beyond the obvious problems, this practice erodes the strong and valuable funeral market. The traditional funeral and the direct cremation markets are greatly affected. There is a value to good embalming, excellent restorative art and an excellent funeral service with skilled tailored staff and trustworthy custom-made funeral vehicles.

As if that weren't enough, the frequent media reports concerning moronic, imbecile embalmers and directors who make poor decisions by changing "the rules of the game" in middle of the 4th quarter. If we subsist on a steady diet of that type of negative input, we soon become burdened and heavy of heart. It is no wonder that so many professionals are malfunctioning today, because their hope has been deferred and their hearts have become warped.

The media often report events and situations that frown on our profession; they are reluctant to report about the good that we do to excel family's expectations. The truth is that the community is not aware of the embalming or restorative art that was completed on the victims of high velocity gun shots wounds, trauma from motor vehicle accidents. Where are the exposé on the embalmers who made the viewing possible for the community to say farewell? In addition, are the number cases with edema and jaundice from organ disease, but more often, they exist due to the

CONTINUED ON PAGE A25

Women of Distinction



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

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



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

Janet Powell Dailey: Advocate, Activist, Humanitarian

Janet Powell Dailey is a third generation mortician. Her history is rich and eloquent and her legacy is great. She knows it well and she's not afraid to speak her piece and reflect on where we are and which direction we need to go. She knows it's important to reflect on the past and use that as a basis to make bigger and better strides into the future. Janet is a lady for all seasons and a person to know for all the right reasons.

I met Isabelle Powell Davis, her beautiful and sophisticated mother, on numerous occasions and the 100 Black Women of Funeral Service had the opportunity to honor her for all her accomplishments in 2000 when we met in Atlantic City, NJ for the National Funeral Directors and Morticians Association. It



Janet Powell Dailey

was a great opportunity to honor some of the most influential senior women professionals who had an impact on funeral service on the Upper East Coast. Janet was instrumental in identifying all of them, as they were part of that great network created by her mother's leadership in the region.

The Powell Funeral Home was founded in

1929 by Janet's grandfather, Thomas L. Powell in Philadelphia, PA. He was a tremendous businessman and his firm was established on the belief in caring for all, regardless of skin color, race, religion, creed or financial condition. Mr. Thomas Powell made an early commitment of service and responsibility to all mankind. This commitment was passed down to his daughter Isabelle and Isabelle passed it on to Janet when she took over the business during her mother's illness and subsequent untimely death.

When I talked to Janet about all the great history and values she received from the early family members, we talked about the rich information legacy she received from her grandfather and mother. One I'd like to mention is the name "Dox Thrash". Does it ring a bell? I'm a Renaissance lover because of my father, who lived in New York as a young man, where the Harlem Renaissance was born. That wonderful artistic creativity spread all over the upper east coast. Dox Thrash was a print maker and back in the day, we sparingly used anything of that sort in our business but Janet's grandfather was a trend setter and he commissioned him to do Powell Funeral Home's first commercial print ad in 1944. Dox was a gifted and created man and took those talents to the Art Institute of Chicago. He later moved to Philadelphia and did award winning ads for the 2nd Annual Negro Music Festival in the early 1930s and the Federal Art Project (1936-1939) illustrating a phenomenal carborium mezzotint technique. He died in 1965. Janet was able to witness and participate in a special event 40 years later, honoring his legacy and the beautiful work that hangs in the Powell Mortuary. The event, Dox Thrash: An African American Master Printmaker Rediscovered, displayed the Powell Mortuary print with many other great works.

Janet is a new age funeral director but uses her historic background to make a difference in her com-

CONTINUED ON PAGE A25

For families that don't want an urn...
SCATTER TUBES™
Nine Designs • Two Sizes

PASSAGES®
Embracing Change

PASSAGES® COLLECTION OF ECO-FRIENDLY SCATTERING TUBES
The Natural Choice®
www.earthurn.com 888-480-6400
Leaders in Environmentally-Friendly and Green Funeral Products



Prelude to the Science of Final Disposition (Part 46)

By John A. Chew

As human values change, society seeks new methods of final disposition of the human body. The family centered cultures devised funerary customs to remember the dead. Many customs and rituals varied within and between cultures and religious affiliations.

In the United States, the rituals are divided into three parts: visitation, funeral and burial service. The body may or may not be embalmed to create a memory picture. Embalming sanitizes (cleans), preserves and provides a base for restorative treatment which may be classified as minor or major in its nature.

Even though many methods of final disposition are not commonly practiced, it is important that the funeral director/embalmer has a basic understanding of their methodology. There will be individual families asking about the options available to them for final disposition. The transient population influences these decisions.

The process of embalming is temporary, which may begin with refrigeration followed by for-

malin or a non-formalin based solution. The formalin interacts with the protein converting it to an inert substance. The non-formalin solution interacts and neutralizes the enzymes that cause decomposition.

Today, environmentally friendly alternatives to conventional burials and cremations are being offered. These are recommended to induce rapid return to the elements in a sanitary manner.

Promession: eco-friendly "freeze-dried" method of final disposition. The body, after viewing, is submerged in liquid nitrogen at 196 C then vibrated until it shatters into small particles.

Resomation: an environmental method of alkaline hydrolysis sometimes referred to as "biocremation". This is a process of accelerating natural decomposition.

Prelude forty-seven will deal with general funeralization from a historical and cultural view point.

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

**Respecting the Embalmer:
Truth Be Told**

Continued from Page A24

extended use of therapeutic drugs, chemotherapy and life support measures. How many times have we seen a family decide on an open casket rather than direct cremation after identification of a well embalmed case? Pardon me, I have now lost count of those families – it's endless.

The media also falls short to report the professional services that are donated to many families who are in fact in serious financial need, as well as community catastrophes with mass deaths. The embalmer or team of embalmers are there to preserve, sanitize and restore those persons. With such circumstances, those embalmers work tediously through the night, to allow the immediate family and the Curious George's to take one last glimpse until glory. There is a lot of good in what we do in this business.

We must not allow negative reports concerning a professional or concerning a position at our place of employment, to affect our outlook for the future. Whether you chose to use the power of positive thinking, mind over matter or intestinal fortitude, we are compelled to remain positive. It will transform us from hopeless, warped, heavy-hearted professionals into hope-filled, positive, creative professionals. This attitude will help you to become productive, reach goals, fulfill the commission to offer care and the final valuable rites to the dead.

Shun Newbern, CFSP is an embalmer, a national speaker and consultant on relatable issues. He can be reached at shunnewbern@aol.com or visit www.shunnewbern.com.

**Janet Powell
Dailey:
Advocate,
Activist,
Humanitarian**

Continued from Page A24

munity. She has always enjoyed black history and she saw that much work still had to be done in the 21st century, both in the community that she serves and in black communities around the nation. The work is on the streets and with our children. It did not seem right to her that she was always picking up children the same age as her son Chris, to be buried due to gang violence, murder and homicide. This saddened her deeply. She knew that Philadelphia had become a high crime city and children had to battle to go to school, were afraid to walk the streets, and had to join gangs to survive. Life was becoming unbearable for teenagers.

She enlisted the help of some of her funeral director friends who were witnessing the same things, and they collaborated with each other. The award winning "Wake-Up Campaign" was born in Philadelphia, PA. Janet took it to the television, to the radio, to the school system, to churches and to other youth organizations. Janet and her collaborators took it around the nation and she even traveled to Los Angeles to present the message to school age children. She took it to areas where there was high gang involvements and high murder and homicide rates.

CONTINUED ON PAGE A27



C&L

CONTAINERS, INC.





FULL WOOD
COMBINATION TRAY



AIR TRAY



TRANSFER CASE

Containers For Precious Cargo

IPPC Stamped For International Shipments
Third Party Performance Tested
Family Owned and Operated



LIGHT WEIGHT
COMBINATION TRAY



OVERSEAS SHIPPER

When Quality Counts

800-398-0447
www.clcontainers.com



DELUXE CREMATION



CREMATION
SUPPLIES



LEAK RESISTANT CREMATION TRAY



Over the past 70 years Kelco has developed a series of quality brands to aid in all aspects of the deathcare industry:



To learn more about our quality brands visit:

- www.kelcosupply.com
- www.infinitycremationurns.com
- www.quiescopeturns.com

To place an order or for information call or email:

800-328-7720

order@kelcosupply.com • info@kelcosupply.com



*Serving the Deathcare
Profession Since 1939*

Kelco Supply Company is your comprehensive source, committed to providing quality products and superior customer service.

In our role as a supplier our main goal is to form a partnership with our clients to help them, help those who have called upon them in their time of need.

All stocked merchandise is shipped within twenty four hours of placement. We strive to keep our pricing competitive and continuously research the ever changing deathcare industry to provide clients with the best possible products to aid them in building a prosperous and successful business.

Kelco Supply Company has been serving the deathcare profession since 1939.

Our mission is not to just maintain, but to improve and evolve with the changes that lie ahead; to continue to serve every client with the highest quality, most up to date products and the accomplished, prompt service they deserve.

Visit our all new Website! New Look! Expanded Features! Improved Online Directories!

WWW.NOMISPUBLICATIONS.COM



Nature's Passage Sea Burial Service

Spreading Ashes – Sea or Air
Full-Body Sea Burials – Casketed or Shrouded
Sailor's Choice Sea Burial Shrouds

Mass Deposition of
Unclaimed Cremains

Licensed Captains & Vessels
in *all* USA sea ports

800-407-8917

naturespassage.com



Captain Lars Hedstrom

Division of Hedstrom Yachting Operations, Inc. Amityville, New York

Meadowbrook Memory Gardens and Jones-Wynn Funeral Home open the Chapel Mausoleum

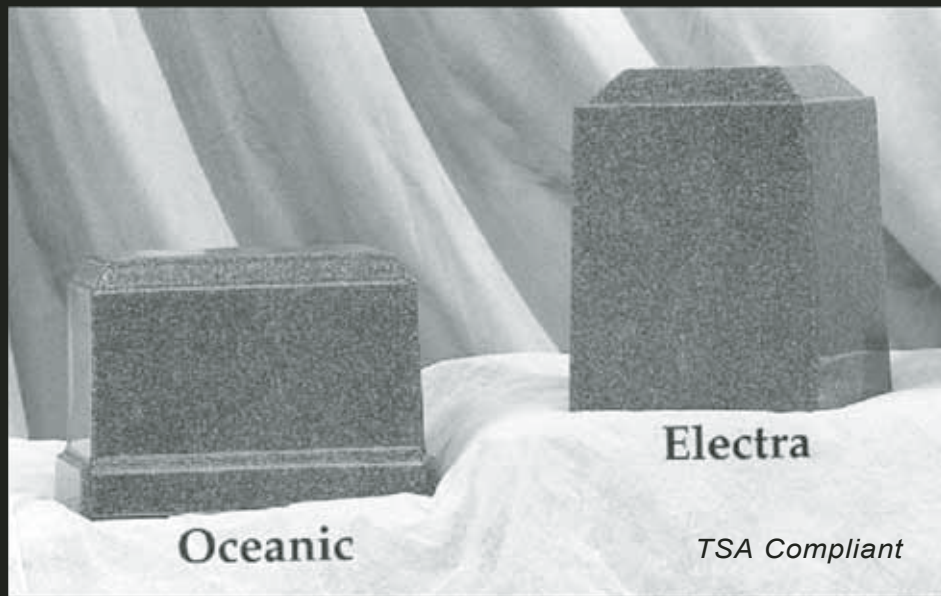
VILLA RICA, GA— Meadowbrook Memory Gardens along with Jones-Wynn Funeral Home held its ribbon cutting on March 31, 2009 for the opening of the area's newest Chapel Mausoleum. The Chapel Mausoleum offers above ground burial with choices of indoor burial, covered outdoor burial, outdoor cremation stone front niches



Customize Your Direct Mail Program
Call 1-800-321-7479



TAYLOR URNS Commitment To Service!



Oceanic

Electra

TSA Compliant

**OVER 150 DIFFERENT COLOR
& STYLE COMBINATIONS**

PERSONALIZED ENGRAVING AVAILABLE

CULTURED ONYX, MARBLE & GRANITE URNS

CALL FOR FREE BROCHURE (800) 987-6390

Made In The USA

1980 CENTERS AVE. LAKE HAVASU CITY, AZ 86403



The Jones and Wynn families cut the ceremonial ribbon.



or indoor glass front cremation niches.

The Chapel Mausoleum offers security, in the form of remote keyless entry. It is also climate controlled, handicap accessible, and has a covered drive entrance. The Chapel Mausoleum eliminates the need for a vault, and includes a uniform bronze memorial marker (except glass front niches) with matching vase. Financing is available, along with a veteran's tribute memorial garden. The Chapel Mausoleum offers perpetual, lifetime continuous care, and, during the pre-construction pricing, includes opening and closing charges. In addition, a founder's plaque will be erected with the names of the first select number of deeded mausoleum property owners.

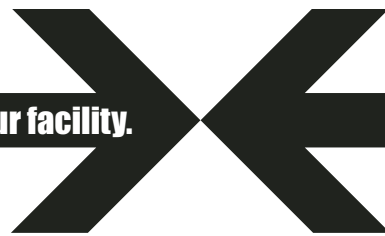
Meadowbrook Memory Gardens is a beautifully landscaped, family owned and operated, 30 acre per-

CONTINUED ON PAGE A27

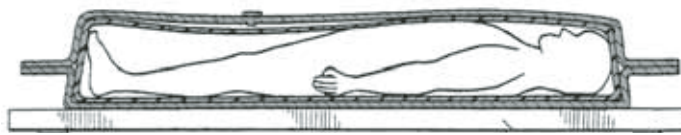
BioSeal® Systems Heat Sealed Foil Casket.

Complete isolation and infection control solutions—protects you and your facility.

- No odor, vapor, gas or fluid can escape the pouch
- Easily opened and resealed for inspections
- Generates less than 1% residue upon incineration
- Will perform as a temporary or permanent burial casket
- Seal • Contain • Store • Ship with Confidence



Absolute containment.



**Visit www.bioseal.com
for more information today.**

IS YOUR MAILING LABEL CORRECT?

If not, please contact us. Our Mailing List helps to update the *Funeral Home and Cemetery Directory*. If your Mailing Label IS NOT CORRECT your firm's listing in the *Funeral Home and Cemetery Directory* may be incorrect. Send your mailing label along with changes and phone number to:



PO Box 5159
Youngstown, OH 44514
www.nomispublications.com

#858-569-9868 • info@bioseal.com • www.bioseal.com

INFECTION CONTROL • ODOR CONTROL • VAPOR/FLUID CONTROL • PATHOGEN CONTROL

**Janet Powell Dailey:
Advocate, Activist,
Humanitarian**

Continued from Page A25

School children had the opportunity to see the effect it was taking on family, friends and loved ones. Janet used actual caskets and students on stage to make the presentation as real as possible. It was a great campaign and hopefully it has made the difference in the lives of the many children involved in gang related activities.

Today, Janet's plate is full. She is involved in all aspects of funeral service, and because of the numerous services she offers in her community, has renamed the funeral home **Powell Mortuary Services**. She continually provides the same wonderful and caring services but has also diversified her business involvements. Janet is a renowned facilitator for educational workshops both regionally and nationally. She consults with the local funeral association as needed, as well as the NFDMA, Inc. at their national meetings and events. She knows it is important to make an impact on the cities that the national organization selects for its annual convention, especially in the areas of gang activity or youth related issues. Janet knows that her life is about service and servicing others and sometimes you have to be able to reach others through an unconventional way. She learned this when she served as the President of the *Quaker State Funeral Directors Association*.

Janet reaches the masses through her talk show "Janet's House," where once a month she focuses on end of life issues. Her listening base is in the thousands. Everyone has questions and issues and that is a wonderful format to bring them to the public eye. Janet is an artist, writer and publisher. She also is involved with recording and has established *Warm Wind Publications and Records*. She knows the importance of making an impact on others and is a wonderful role model for those she comes in contact with. Her creative side is limitless. Her entrepreneurial spirit is quite alive and a gift from her grandfather and mother.

Some of Janet's recent publications include the book *Gone! A Children's Book*, *Evergreen Dust: A book of blackenized poetry*, and *Black and Red* (available on CD).

Janet was honored in 2008 at the 15th Anniversary of the 100 BWFS for all her accomplishments past present and future. She has high ideals and cares about all of the people, all ages, all of the time. We salute Janet as a very special Woman of Distinction. She touches the lives of others through the spirit of love, faith, hope, giving and charity. She is truly an activist, advocate and humanitarian for all of God's children.

**Meadowbrook
and Jones-Wynn
Mausoleum**

Continued from Page A26



petual care cemetery. Meadowbrook offers traditional ground burial, mausoleum entombment, cremation ground burial, and niche inurnment for cremations.

Church Chair® introduces new Viewing Chair



Grand Design™ Tall Photo courtesy of Henderson and Son's Funeral Home, Rome, GA



Design Stacker II™



Embrace™



Saxon™



Pew II™

Chairs For All Purposes Shipped Worldwide
www.churchchair.com or call 800-331-5411

Ask About Our FREE SAMPLE CHAIR Program



AMERICAN OWNED - AMERICAN MADE Financing Available



UNCLE HARRY :

**“I’LL VISIT PARIS
IF IT’S THE LAST
THING I DO!”**

IT WAS.



*Inman's exclusive
Trans-Containaire™
shipping unit.*

Unfortunately for Uncle Harry, seeing the Eiffel Tower was a heart-stopping experience. Fortunately for his family, for one low price, Inman Shipping Worldwide was there to handle all the details of getting Uncle Harry back home.

**Thoughtfulness. Consideration. Sensitivity. And efficiency.
Keep Inman in mind.**



Inman®
SHIPPING WORLDWIDE®

1605 Merwin Ave., Cleveland, OH 44113 • 1-800-321-0566
www.inmanshippingworldwide.com



Rutledge and Bigham Mortuary recognizes Volunteer Support Staff



The Volunteer Support Staff of Rutledge and Bigham Mortuary. (L to R) Front Row: Mozetta Dobbins, Cecelia Ann Moore, Ellen Bellamy, Kassana White, Mary Jane Miller, Sandra Smith, Margaret Ann White and Jaki Sharpe. Second Row: Vermel Moore, Francine Bellamy, Andrea Nichols, Annie S. Eckles, Roger Smith, Rachael Gamble, Beatrice Caldwell, and Peggy Ramsey. Third Row: Mary Houston, Brenda Nixon, Julia Allison, Rev. Ruby Clark, Nita Feimster, Doretha Nichols, and Gloria Foster. Fourth Row: Thelma Gaither, Wyomia Stevenson, Charles Tenor, Keisha Jackson, Rev. Joe Clark, David Smith and Bernardeane Moton. Not Pictured: Kathy Murray, Sylvia Allison, Wanda Hardy, Bernardette H. Davis, Joann Phifer, Donna Lackey, Hobart Mays, Michael McClelland, Geraldine Grimes, Roberta Foust, Polly Thompson, Sherwood Turner, Kathy Lackey, Lisa Summers, Joyce Phifer, Joyce McCall, Maxine Culbreath, Betty James, Raynelle Poole, Sherri Flowers, Jasmine Morris, Sophia Loren Pilson, Nancy Rucker, Tiffanie Gillespie, and Angela Gillion,

STATESVILLE, NC— During National Volunteer week, **Rutledge and Bigham Mortuary, Inc.** paused to recognize the Rutledge and Bigham Volunteer Support Staff. Owners, **Margaret B. Booker, Louise Bigham Moton** and **Jennie S. Brown**, Volunteer Coordinator/Funeral Director **Bernardeane Moton**, as well as the rest of the funeral directors and staff appreciate the volunteers, who assist with various memorial services, projects, seminars, trainings, visits with families and other support services.

Rutledge and Bigham Mortuary's Volunteer Support Staff are people who have experienced the death of a loved one and have opened their hearts to help.

The Rutledge and Bigham Volunteer Support Staff is composed of people who give unselfishly of their gifts and talents, helping to bring others to a place of peace during one of the most difficult times in their lives, the death of someone they love. Sometimes it is only a smile, a kind word or maybe just to sit and listen; however no matter



Rutledge and Bigham Mortuary, Inc.

what it is our support staff is there to assist. Volunteers are special because they give of themselves freely and they give of their hearts.

Rutledge and Bigham Mortuary opened its doors for business on June 22, 1922. **St. Charles Rutledge** and **Gadson G. Bigham, Sr.**, had a love for funeral service and wanted to offer that service in the Statesville community. Just when the partnership was experiencing a degree of progress, it suffered a loss with the death of Mr. Bigham on September 2, 1934. **Mrs. Mary B. Ramsey Bigham**, his wife, became a partner in the business. In the mid fifties, Mr. Rutledge suffered a stroke, and for some time thereafter, Mrs. Bigham, **Gadson G. Bigham, Jr.**, and **Mrs. Marie Rutledge** continued to operate the business. Gadson Bigham, Jr. died December 27, 1961, and Mr. Rutledge died January 8, 1963. Mrs. Bigham became the sole owner and continued to operate the business upon the same tradition of integrity, honesty and respect of her fellowman.

The business was incorporated in 1963. Upon the death of Mrs. Bigham in 1980, her children, Margaret B. Booker, **Charles W. Brown** and Louise B. Moton, became the joint owners. Charles Brown passed away on January 31, 2008 and his wife, Jennie S. Brown, became a partner in the business. The faith and vision the two young men, Rutledge and Bigham, shared in 1922 has remained and now

eighty-seven years later this family owned business still operates in the community.

The firm holds several annual services, including the Mother's Day Memorial Service, an Annual Memorial Service in June, and a Holiday Remembrance Program, with the annual lighting of The Memory Tree.

There are two scholarships available through Rutledge and Bigham Mortuary. The Rutledge and Bigham Memorial Scholarship is awarded to a graduating high school student who is a child or grandchild of a person whose funeral was arranged by Rutledge and Bigham Funeral Home. The Charles Warner Brown Higher Education Scholarship is awarded to a graduating college student who is a child or grandchild of a person whose funeral was arranged by Rutledge and Bigham Funeral Home and would like to continue their education.

The funeral directors, staff, consultants and scholarship committee, include **Louise Bigham Moton, James A. Moton, James David Moton, Flake Huggins, Jr., Bernardeane H. Moton, Wanda Hardy, Joseph T. Clyburn, Joann Phifer, Priscilla Dudley, Donna Lackey, Shelby Misher, Michael McClelland, Hobart Mays, Ray Glaspy, Joey Clyburn, Wilford Walls, David Moton, Jr., Charles Tenor, Dara Moss, Dorothy Ijames, Clorine Lindsay, Skip McCall, Vermel Moore, and William Jones.**

Ellsworth Funeral Home pivotal to Local History

Continued from Front Page

as a child, and Carl died as a baby. John, Mark, Robert and Donald went on to become licensed funeral directors and work at the family firm, as did John and Lucille's son, and Mark and Agnes' son.

Robert Ellsworth's parents, **Ray and Blanche Ellsworth**, owned the original **Ellsworth Funeral Home** in Estelline, SD. Fascinated with so many aspects of the funeral business all his life, Robert decided to carry on the family tradition. He became licensed, and when John Hallenbeck passed away in 1979, Robert and his wife Cynthia purchased the historic Hallenbeck Funeral Home.

Although many changes have been made to the funeral home since it was built in 1906, the Ellsworths have gone to great lengths to preserve the homelike feeling of the period. It has beautiful woodwork, patterned wall-to-wall carpeting, and lovely Victorian furnishings. Living in a century home, certainly has fueled Robert's interest in funerals of days gone by. In fact, with so many artifacts passed on to him from the Hallenbeck family, he has become an authority on early South Dakota funerals.

In March 2009, Ellsworth gave an in-depth presentation, "The Pioneer Undertaker", at the Smith-Zimmermann Museum in Madison. He offered a glimpse into past practices of funeral directors when many duties took place in the homes of the deceased, including preparing the body, offering wake services, and conducting funeral services.

Ellsworth displayed John Hallenbeck's records of causes of death. Many of them seemed surprising, but were the norm back then, such as the flu, or being thrown or kicked by a horse. Ellsworth also shared Hallenbeck's rare historic maps of Lake County cemetery plots and numerous funeral industry antiques.

Some items remain on loan to the museum. Visit www.ellsworthfh.com for additional history and photos.

"the shorter the supply line the better off you are"

Funeral Directors Research, Inc.

AMRA INSTRUMENT, LLC
623 N. Tower (P.O. Box 359)
Centralia, WA 98531

www.amrainstruments.com
www.preproumdirect.com

amra

WEB DIRECT GIFT & PRICING

COACH NAMEPLATES

	1.5" Letters	SATIN ALUMINUM	POLISHED ALUMINUM
	16" Bar, 12 spaces	\$39.50	\$43.00
	26" Bar, 20 spaces	\$48.00	\$53.00
	36" Bar, 29 spaces	\$63.00	\$69.00
	2" Letters		
	16" Bar, 9 spaces	\$44.00	\$48.50
	26" Bar, 14 spaces	\$54.50	\$60.50
	36" Bar, 20 spaces	\$71.50	\$78.00
	3" Letters		
	16" Bar, 8 spaces	\$54.50	\$60.50
	26" Bar, 13 spaces	\$65.50	\$72.50
	36" Bar, 18 spaces	\$80.00	\$89.00
	4" Letters		
	16" Bar, 6 spaces	\$59.50	\$66.50
	26" Bar, 8 spaces	\$71.50	\$79.50
	36" Bar, 12 spaces	\$89.00	\$98.00

Choose a standard style or we duplicate your letter style/logo. Single or Double Line Nameplates.

Car License Plates also available



NAMES UNLIMITED CORP.

P.O. Box 464 Caledonia, OH 43314
Phone: 877.776.6263

Email: info@NamesUnlimitedCorp.com
Web: www.NamesUnlimitedCorp.com

Take Advantage of Your Casket & Supplier Discounts!

Insurance Assignment Claims Paid WITHIN 24 HOURS OF VERIFICATION!

Reduce Your Receivables!

NO Chargebacks!

We Deal With Insurance Companies

- No Hassles!



BETA CAPITAL CORP.

CALL TOLL-FREE: (800) 430-7935

Fax: (757) 488-7315

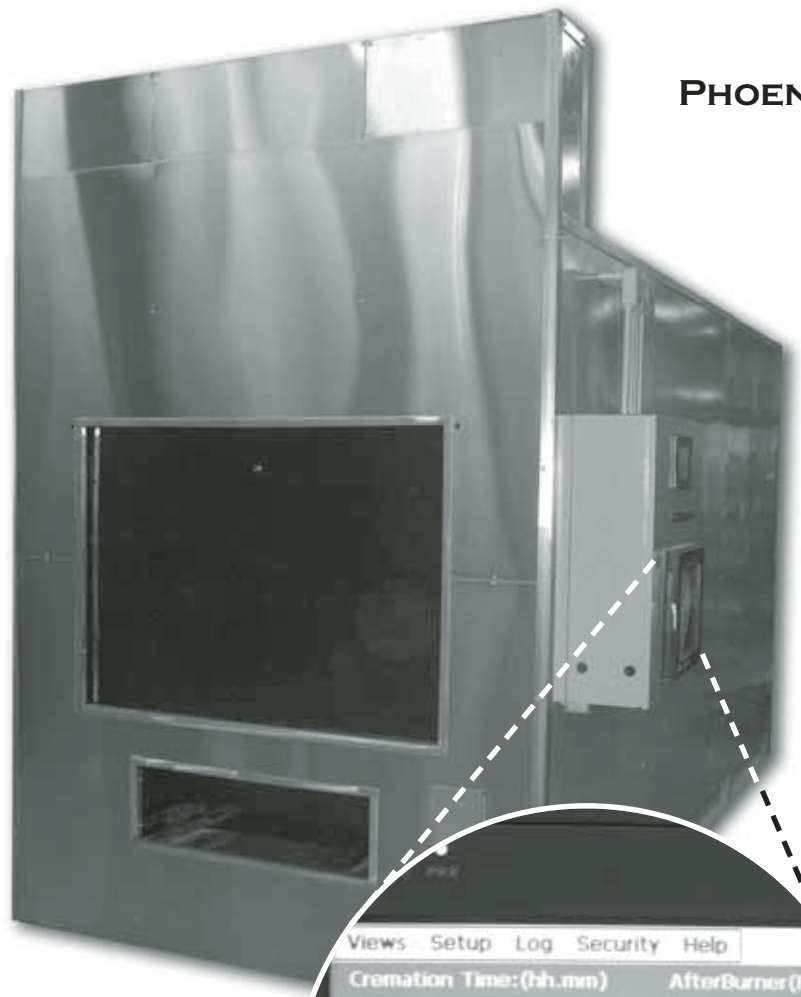
Visit: www.betacapitalcorp.com

John Hudson - Marketing Director

A TOUCH OF TECHNOLOGY

Introducing B&L's newest PLC with *color touch* screen control. Our system provides the operator with **instant** verification of the cremation process. Changes can be initiated with just a touch of the screen, a feature which comes standard on all Phoenix Systems

(Available as an upgrade on the N-20 series).



PHOENIX II-1

FEATURES

- **Capacity:** Oversized cremations up to 850 lbs
- **Record Keeping:** Records time, date, temperature, weight, deceased person's name and ID # as well as operator name
- **Touch Screen Control:** Color verification and troubleshooting
- **Downloadable Information:** All records can be transferred to your PC through the memory stick/USB port connection.

**WHEN THE QUESTION IS CREMATION...
THE SOLUTION IS B&L CREMATION SYSTEMS, INC.**



Cremation Systems, Inc.

7205 — 114th Avenue North • Largo, FL 33773 • USA
Toll Free | (800) 622-5411 or (727) 541-4666 • Fax: (727) 547-0669
E-Mail: sales@blcremationsystems.com

FIRST IN VALUE • FIRST IN DESIGN
FROM THE WORLD'S LARGEST INDEPENDENT MANUFACTURER

Point The Way Enterprises develops Comprehensive Support Group Program

LISBON FALLS, ME— Is the traditional funeral home going the way of the buggy whip? Will the funeral home of the future be known as a Grief Recovery Center? Could be, says **Tom Lord**, retired Maine Funeral Director who has developed a comprehensive grief recovery support group program for funeral homes through **Point The Way Enterprises**.

"This is the first really new change in funeral service in 75 years," he explains. "The last one nearly put my family out of business. My grandfather and father were old time 'Undertakers' that had a store front office and embalmed bodies in people's homes. Then a new guy in town opened a 'funeral home' and people loved it!"

"Why should funeral directors turn their families loose out there all by themselves after the funeral or memorial service is over?" asks Lord. "They've helped them face the initial grief, shock and pain of their loss. They've steered them around the worst pothole in their lives, earned their utmost trust and respect and provided them an acceptable way to express their love... then abandoned them!"

With the new grief recovery support group program, funeral directors can take their service to the highest level and walk with their families all the way until they've completely recovered.

"Because grief recovery support groups require extra time and a serious emotional commitment, funeral directors have been reluctant to step outside of their comfort zone. Instead, they've deferred the post funeral stages of the recovery process to others, like Hospice, AARP and churches," Lord contends.

"Today's funeral directors have a wonderful opportunity to be on the cutting edge of change. For years I'd felt that those of us in funeral service should be doing more than we had been traditionally, to help families after the services were over. I was astounded when I found out that clergy were often not following up with grief stricken families as I thought they should be. After years of trying to improve that situation I was able to meld the best parts of several grief recovery strategies into one comprehensive program," said Lord

This is definitely not professional therapy or counseling—just common sense, every day, down to earth stuff that works. It also includes guidelines for groups of grieving parents and widowers.

Most families have no idea what is ahead of them on the arduous journey to recovery. They are at a complete loss as to what to do after the funeral. They are wide open for any suggestions funeral directors might offer. Families would much rather have funeral service professionals they know help them as they enter the post funeral stage of grief than someone else. Without some guidance from funeral service professionals many grieving people will never receive any support.

"There's a tremendous amount of satisfaction knowing you've helped someone emerge from the miry pit of grief, with a smile on their face, a spring in their step, and a renewed zest for life," said Lord. "You may be the only one keeping them from psychotherapy, a mental hospital, jail or even from 'going off the deep end.' If nothing else, you've helped them overcome the awful agony of unresolved grief."

Funeral directors may be thinking, "Why compete with something like Hospice or AARP that's already successful?" Don't think of it as competing! You are helping many more people from suffering through the things I just mentioned. Besides that, funeral businesses are built on relationships. There is no better way of developing them than to become a close friend and mentor through the grief recovery support group process.

The fact that there may be another widowed person's support group in town should not discourage anyone. Funeral directors will be pleasantly surprised at how the program can benefit them individually. "It's the most effective public relations strategy I've ever experienced in my whole lifetime in funeral service," insists Lord, "and I'm familiar with them all!"

Grief recovery support groups are structured so that beginning with the very first one, funeral directors will be grooming facilitators to run future groups. However, funeral directors will always be able to retain close relationships with each person in each group. They won't need to re-invent the wheel either. Lord promises to show them how to guard against problems like their group's implosion (it happened to him). Detailed directions explain how to prevent anti-funeral activists or competitors from infiltrating their group. At the same time they'll learn how to guide their group's activities without appearing to be "bossy". They can even take off on a Caribbean cruise.

The program goes into detail on how to structure the leadership of a support group and outlines step by step the most effective way to handle publicity and recruitment.

How much of a commitment does it require? The time commitment first. After a group is up and running a funeral director can expect to spend a couple of hours a week plus a board of directors meeting once a month or so. At first it will require some extra time and effort to get organized. "But isn't it worth it to be on the cutting edge of something this unique, this beneficial to your business?" asks Lord. "Anything worthwhile requires some extra time and effort." Eventually the volunteer facilitators will be shouldering 99% of the responsibility.

Next, the financial commitment. How do you measure satisfaction? Pride? Knowing you are offering the most comprehensive grief recovery program out there? That you will likely increase your volume by 25% or more within a few years? Today, especially in this economy, every call is precious.

The program has a "snowball rolling downhill" effect Lord promises. It just grows and grows, and it will take several months for a funeral director to appreciate just how beneficial it really is. For more information about a free trial of the program contact Tom Lord, Point The Way Enterprises, 12 Higgins St., Lisbon Falls, ME 04252. Phone (207) 353-7649 or email pointthewayenterprisesa@juno.com.

VFMC Providers serving those who Served

Continued from Page A19

America website. In May VFMC appeared in the VFW Magazine which boasts over 3 million readers and yielded hundreds of inquiries. The VFMC website is ranked #1 or in the top and natural searches (not paid placement) on Google, Yahoo and MSN when searching veterans funeral homes, veterans cremation, veterans funerals and veterans burial as well as other keywords and phrases. The VFMC website, www.VeteransFuneralHomes.com, contains the "Veterans Funeral Home Directory" a widely used resource by families searching for the Veterans Funeral Home in their community. All VFMC Providers are listed by state and county with a direct link to their respective websites. VFMC provides each location with "Proudly Serving Those Who Have Proudly Served" brochures. Getting these out to the members of Veterans Service Organizations and civic groups identifies each firm as being the Exclusive VFMC Provider. VFMC Providers receive Membership and Client Bill of Rights Certificates to frame and hang in each location along with a bevy of helpful hints and ideas on how to reach out to veterans and distinguish their firm as The Veterans Choice. VFMC Proud Member Logo flags fly in front of hundreds of funeral homes nationwide enhancing brand recognition. VFMC is a proud member of the National Hospice Organization and Hospice Social Workers have embraced the VFMC Clients

Bill of Rights. Many Hospices throughout the U.S. have requested VFMC Providers to speak at meetings regarding VA death and burial benefits.

Veterans and their families are keenly aware of businesses offering incentives, discounts and benefits to veterans. As a matter of fact they seek out these companies when making important purchase decisions. VFMC Providers give a pre-need discount of 10% off services & merchandise to veterans and their spouses along with a complimentary flag case to the surviving spouse of a deceased veteran. The VA did a survey resulting in a finding that at least 30% of all veterans are unaware of their burial benefits. VFMC Providers educate veterans and their families on VA burial benefits and entitlements.

Veterans & Family Memorial Care is undeniably the fastest growing organization of family owned funeral homes in the death care industry. "There is a dynamic and synergy among our Providers that is unlike anything I have ever seen in my 30 years as a funeral director" said Mark Davis. "Our objective is to have at least one VFMC Provider in every County throughout the United States. With over 600 VFMC Provider locations nationwide we are well on our way to reaching that goal."

To learn more about becoming the Exclusive VFMC Provider in your County visit www.VeteransFuneralHomes.com and click Become a Provider or call toll free (866) 770-6791.



Is your firm the
"Veterans Funeral Home"
in your community?

The most inexpensive,
cost-effective way to:

- ★ Increase Revenue
- ★ Grow Market Share
- ★ Stimulate Community Awareness
- ★ Drive Visitors to your Website

Become a VFMC "Exclusive"
Certified Provider Today!



★ www.VeteransFuneralHomes.com ★

Toll Free: (866) 770-6791

"Finest in Funeral Fashions"

- Independently Owned • Same Day Service Available
- Over 75 Years Service to Funeral Homes



BURIAL DRESSES AND MEN'S SUITS

www.ethelmaid.com • E-mail: ethelmaid@aol.com

1-800-228-8552 Fax: 1-800-255-5411

Box 211, Schuylkill Haven, PA 17972

A Division of Gardiner Assoc., Inc.

DUNCAN STUART TODD

THE PREPARATION ROOM SPECIALISTS

SPECIALIZING IN
DESIGN
PRODUCTS
VENTILATION

Call today for a
free brochure.
877.832.6898

dstlimited.com info@dstlimited.com



Association NEWS

ICCFA 2009 Convention & Exposition: record numbers 'Join the Evolution'



Gregg M. Williamson



Kevin R. Daniels

STERLING, VA— The **International Cemetery, Cremation and Funeral Association (ICCFA)** 2009 Convention & Exposition, April 20-23 in Las Vegas, NV, drew 1,574 total attendance and 310 supplier booths, shattering the association's previous records on both counts.

"Not only the number of attendees, but the energy they brought to this Convention made it our most successful ever," said ICCFA President **Gregg Williamson**, CCE. "At a time when many businesses are struggling and associations by and large face challenges, it was exciting to see the incredible turnout and positive attitude the attendees and suppliers brought to this event. Program Chairman **Jeff Kidwiler** and his committee are to be commended for their work in putting together a program that truly focused on the future of this profession and the possibilities that are open to us as we continue to reach out and serve families."

The breakdown for the 2009 attendance numbers is as follows: Total cemetery, funeral home, crematory and allied business representatives: 747; 18 percent representing combination cemetery/funeral home operations; 28 percent representing stand-alone cemeteries; 38 percent representing stand-alone funeral homes; 16 percent representing "other," including stand-alone crematories and cremation societies, professional associations and mortuary school students and faculty; Spouse/guest registrations: 205; Press passes and speakers from outside the industry: 8; Exhibitor and supplier registrations: 61.

Attendees classified their positions as follows: Owners: 45 percent; Managers: 46 percent; Staff: 9 percent; Final purchasing authority: 64 percent; Make purchasing recommendations: 34 percent; No purchasing authority: 2 percent. The Convention hosted 92 international attendees and exhibitors representing 14 countries outside of the United States.

ICCFA elected new leadership during its 2009 Annual Convention. ICCFA officers for 2009-2010 are: President—**Gregg M. Williamson**, CCE, **Rose Hills Memorial Park & Mortuary**, Whittier, CA; President-Elect—**Kevin R. Daniels**, CCE, **The Daniels Compa-**

ny, Albuquerque, NM; Vice President, Education—**Jeff Kidwiler**, CCE, CSE, **Heritage Park**, Metro Manila, Philippines; Vice President, Membership & Marketing—**Nancy R. Lohman**, CCFE, **Lohman Funeral Homes, Cemeteries & Cremation**, Ormond Beach, FL; Vice President, External Affairs—**Darin B. Drabing**, **Forest Lawn Memorial-Parks & Mortuaries**, Glendale, CA; Vice President, Internal Affairs—**I. Frederick Lappin**, CCE, **Knollwood Cemetery Corporation** and **Sharon Memorial Park**, Sharon, MA; Treasurer—**Kenneth E. Varner**, CCFE, **Cypress Lawn Memorial Park & Funeral Home**, Colma, CA; and Sec-

CONTINUED ON PAGE A34

ICCFA presents Scholarships for 2009

STERLING, VA— The **International Cemetery, Cremation and Funeral Association (ICCFA)** awarded numerous scholarships to the **ICCFA University** during its 2009 Convention & Exposition, April 20-23 in Las Vegas, NV.

ICCFA University, to be held July 17-22, 2009, at the Mid-South Convention Center and Veranda Hotel in Tunica, MS, 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: **Audra Romero**, **Diocese of Tucson Catholic Cemeteries—Holy Hope**, Tucson, AZ; and **Jamie Gorr**, **Fort Howard Memorial Park**, Green Bay, WI.

The ICCFA Educational Foundation awarded a \$1,500 scholarship to ICCFA University to **Joseph Ley**, **McWane Family Funeral Home**, Hemet, CA; and **Kenneth Larson**, **Diocese of Tucson Catholic Cemeteries**, Tucson, AZ.

The ICCFA Educational Foundation also awarded a \$500 scholarship to ICCFA University to **Nancy Weil**, **Mount Calvary Cemetery Group**, Cheektowaga, NY.

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 industry. Its membership

is composed of more than 7,400 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

Send Us Your News!

NOMIS
PUBLICATIONS, INC.

PO Box 5159
Youngstown, OH 44514
Fax 1-800-321-9040

press_releases@nomispublications.com
www.nomispublications.com

SURE-GUARD
Medical Products

Call for a free catalog

1-800-648-0641

PS
RU
PP
RL
OI
OM
MS

— HOT SUMMER SAVINGS —

Don't miss these *SIZZLIN'* savings on all Ferno Mortuary Products with Lynch Supply Company!

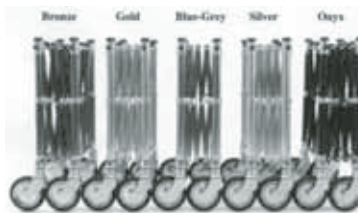
800-777-3151

Ferno
24 Mini-MAXX



Only \$2169!!

ALL FERNO COTS ON SALE!



Model 87 Church Trucks

Only \$865!!

Any Color



Service · Your Profession · Our Promise
LYNCH SUPPLY CO.
Since 1932

We gladly accept Visa and MasterCard

455 N. Cherokee Street
Muskogee, OK 74403
www.lynchsupply.com
800-777-3151



Beautiful & Affordable Memorials

Terrybear®
Urns & Memorials
(888) 588-8767
www.terrybear.com

Association NEWS CONTINUED

NFDA lowers Convention Registration Fees, offers discounted Hotel Rates

BROOKFIELD, WI— Bearing in mind the challenging economic circumstances funeral directors are facing and the need for ready-to-implement ideas and resources, the **National Funeral Directors Association (NFDA)** is making its convention more affordable than ever. The registration fees for the 2009 NFDA Inter-

national Convention and Expo, October, 25-28, at the Boston Convention and Exhibition Center in Boston, MA, in most cases, are less than the 2008 registration fees, and hotel room rates start at \$140 per night.

The 2009 NFDA International Convention & Expo registration fee schedule is at right.

NFDA's convention hotels are now accepting reservations from attendees. NFDA has secured hotel room rates that start at \$140 (plus tax) per night and an exclusive pricing guarantee: If an attendee finds a lower advertised room rate for any of NFDA's convention hotels, the hotel will meet that lower rate. NFDA's convention hotels are: Four Points by Sheraton Boston Logan Airport, Sheraton Boston Hotel, Westin Boston Waterfront, and the Seaport Hotel.

	NFDA Member	Non-member
Full conference registration	\$475 (nearly 10 percent less than 2008)	\$750 (no increase from 2008)
Full registration for each additional licensee	\$390	
Non-licensed guest/spouse	\$99 (43 percent less than 2008)	
One-day registration	\$225 (nearly 31 percent less than 2008)	\$299 (nearly 30 percent less than 2008)
Expo only	\$99 (more than 43 percent less than 2008)	
Student registration	\$45 (same price as 2008)	\$60 (same price as 2008)

The NFDA International Convention & Expo is the world's largest annual gathering of the most knowledgeable, innovative, creative and resourceful minds in the funeral service profession. The gathering also features the world's largest annual funeral service expo, which highlights the newest profit-boosting products and services.

NFDA launches Revamped Website for Funeral Service Professionals, the Public and Suppliers

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** recently launched a redesigned, restructured Website, featuring a new look and easier navigation. Further strengthening its mission as the worldwide resource for both funeral service professionals and the public, the NFDA home page now features two distinct sections for these audiences. In addition, a third "NFDA Business Exchange" tab directs funeral service professionals to a new forum featuring comprehensive information on vendors, products and services, and the latest supplier news and events.

Funeral service professionals who visit the "For the Funeral Profession" section will find a host of resources to help them stay up-to-date on the latest federal regulations and

legislative action affecting funeral service and small business; expand their knowledge and expertise through educational opportunities; discover upcoming association events; and, most importantly, enhance service to families and communities. Within the "Tools for Your Business" tab, visitors will find a list of the most common topics pertaining to funeral professionals. Additional resources related to each topic, such as external links, articles and sample legal documents and forms, offer quick access to a variety of information.

Two additional features that have been improved with the Website transformation are the "Search" function and the "NFDA Discussion Forum." Now more user-friendly, the "Search" function allows visitors to narrow their search by selecting the appropriate search criteria – providing quicker and more accurate results. The "NFDA Discussion Forum" has been reformatted to facilitate greater peer-to-peer communication, addressing the most relevant topics funeral service professionals are facing. Discussion

CONTINUED ON PAGE A39

Zarzycki Manor Chapels participates in Family Business Conference

WILLOW SPRINGS, IL— **Charmaine Zarzycki**, owner of **Zarzycki Manor Chapels, Ltd.** in Chicago and Willow Springs, joined professional colleagues from around the nation in Phoenix, AZ, for the fourth annual *National Funeral Directors Association (NFDA) Family Business Conference*, April 6-7. This national event assists owners and next-generation staff members of family-owned funeral homes to continue effectively meeting the needs of families in their communities through superior services and community outreach efforts.

Independent, family-owned businesses like Zarzycki Manor Chapels, Ltd. are essential to the well-being of the community. Zarzycki Manor Chapels, Ltd. offers a wide variety of services and programs that have a significant impact on grieving families and supports important initiatives that help create a stronger community.

"Our business is based upon providing the best possible services to every family that walks through our doors," said Charmaine Zarzycki. "We want to continue providing innovative programs and services that are beneficial to families and our greater community. We are dedicated to developing the future leaders of our funeral home who will uphold the same high standards and continue to meet the evolving needs of families year after year."

Zarzycki Manor Chapels, Ltd. is a family owned and operated funeral home with locations in Chicago and Willow Springs. Since 1915, the Zarzycki Family has been servicing families of Chicago and surrounding suburbs for four generations. They are active members of the NFDA, *Illinois Funeral Directors Association*, United Business Association of Midway and the West Suburban Chamber of Commerce.



REMOVABLE SILHOUETTE LANDAU BARS and removable Lexan name plates

- Bars are durable laser cut 18-gauge stainless steel.
- New mounting innovation provides professional car identification for vans, suburbans, and SUVs
- No side panels • **NO BLIND SPOT**
- Easy removal when vehicle is used for other purposes.

Visit our NEW website www.gburnscorp.com



SAVE MONEY!

Build a van floor using your local craftsman, plywood and formica. We can supply slide strips, bier pin plates, bier pins, and information.

G. BURNS CORP.
Box 169, Spencerville, Ohio 45887
CALL DON McCLINTOCK
1-800-465-7718

PINNACLE FUNERAL SUPPLY

CARMEL, NY

Independently Owned

We will match or beat most competitors prices

We deal direct with the manufacturer – No "middle man"

We ship our products from different warehouses around the country to keep our shipping charges low

Call to request your FREE flier today and receive 10% OFF as a thank you for your first order

TOLL FREE 1-888-688-2788

Free Samples Sent Upon Request

7 DAYS A WEEK

8:00 AM - 10:00 PM EST. TIME

— DISTRIBUTORS WANTED —

McCord

"The Original" Infant Casket & Vault



* Sizes 12", 18", 30", 36", & 48"

* Vaults proportional to caskets

* High-Impact Polystyrene

8,200 psi Flexural Strength

Independent & Family Owned

Since 1945

Call for color brochure:

1-800-782-8249

McCord Products, Inc.

Box 646, Bowling Green, OH 43402

Web Site: McCordproducts.com

Fax: 419-354-8075

Association NEWS CONTINUED

NFDMA visits Dover Air Force Base



The Interior of Dover Air Force Base



(L to R) NFDMA President Hall Davis, IV, Virginia Lewis Carson, widow of Charles C. Carson, and NFDMA Past Treasurer Andrew Nix.

DECATUR, GA—Members of the **National Funeral Directors & Morticians Association, Inc.** included a Dover Air Force Base visit during their House of Representative Meeting which was held April 25-29, 2009 at the DuPont Hotel in Wilmington, DE.

President Obama's recent lift of the blanket ban on media coverage allowed 170 NFDMA members to tour the \$30 million "state of the art" Charles C. Carson Center for Mortuary Affairs. During the visit NFDMA recognized **Mrs. Virginia Lewis Carson**, widow of **Mr. Charles C. Carson**, for the exceptional contributions her husband made to this country and to the funeral industry.

For 18 years Dover Air Force Base has quietly received our military casualties in obscurity. In recognition of dedicated and committed services for over two decades, Dover Air Force Base named its mortuary The Charles C. Carson Center for Mortuary Affairs. The street on which the mortuary resides is also named in his honor.

The "Charles C. Carson Center for Mortuary Affairs" located on Dover Air Force Base is the Department of Defense's "official" Funeral Home. It is here that all of America's Military KIAs (personnel killed in action) are received and prepared for transport home to their families. Here the remains of our country's honored dead are treated with loving care, dignity, honor and devotion for the first time upon returning to American soil.

NFDMA member and past treasurer **Andrew Nix** was also recognized for accompa-

nying Mr. Carson to retrieve the 913 American bodies in Guyana.

Kim Bogard, NFDMA staff member, submitted Mr. Carson's life story to Wikipedia so others will know of his vast achievements:

Charles C. Carson, Sr. was born August 19, 1925 the son of the late Charles Carter and Alice Snow Carson in Montgomery, Alabama. He attended Alabama State High School and graduated from Tennessee State University to enable him to achieve a lifelong ambition to steady the uneasiness of and provide comfort to individuals and families experiencing the pain and agony accompanying the loss of a loved one. Carson married the former Virginia Lewis, his hometown sweetheart, in 1950. They became parents of two sons and three daughters.

Mr. Carson earned a license in mortuary science from *Atlanta College of Mortuary Science* in 1950 and began his career that same year as a manager with **Smith and Gaston Funeral Home** of Montgomery, Alabama. He served in a similar capacity with Gaston offices in Tuskegee and Mobile.

A distinguished federal career as a civilian mortician began with the Department of the Air Force in 1958. He was the deputy mortuary officer at Tan Son Nhut Air Base, Republic of Vietnam and Clark Air Force Base in the Philippines from 1964 to 1970.

During the early part of the Vietnam War, he covered mortuary affairs in Thailand, Taiwan, and Hong Kong. He also administered mortuary



Charles C. Carson

contracts in New Guinea, New Zealand and Australia. Examples of his involvement

in disasters in Southeast Asia are the naval disasters aboard the USS Oriskney in 1967, the UDS Forrestall in 1968 and the Vietnam Tet Offensive. Mr. Carson had supervised mortuary preparation of remains in every major disaster involving American military and civilian personnel since 1971.

He was assigned to Dover Air Force Base in August of 1970 as a mortuary inspector and was promoted to Chief Port Mortuary Officer a year later. Mr. Carson applied his skills in a number of disasters, including the Tet Of-

The Boston Prayer Card Company
 Specializing in Custom Designed Portrait Cards...
 in time for calling hours the next day
 JUST CALL: 1-800-PRAY-FOR (800-772-9367)
 check out our catalog at:
www.bostonprayercard.com

100 color photo memorial cards all laminated
 Your cost: \$179.00
 Suggested Retail: \$399.00

FREE OVERNIGHT SHIPPING!

Prayer Cards • Portrait Cards • Acknowledgments • Bookmarks

In Loving Memory of **Michael Long**
 March 29, 1974
 April 8, 2008
 We miss you Mike with each passing day Your memory will live forever.

fensive in Vietnam and the Jonestown cult mass suicide in Guyana, Tenerife-Canary Islands at the request of the State Department; he served as technical advisor to the Wing and Group Commanders for mortuary affairs. He also supervised the pro-

cessing of the remains of victims in the NASA Challenger mission and Desert Storm as well as the air plane disaster that claimed the life of then Secretary of Commerce Ron Brown.

He retired in 1996 and died August 8, 2002.

THE ULTIMATE 1000 LIFT™

- Lifts caskets and remains.
- Ceiling mounted - no storage required.
- 1000 pound lifting capacity.
- Simple installation.
- One person operation!

ALL-IN-ONE LIFTING SYSTEM™!

Fully Retractable Straps Casketing Lifting & Dressing

ULTIMATE 1000 LIFT™ shown with NEW FREEDOM PIVOT™ (upgrade feature)

MORTUARY LIFT™ COMPANY
 800-628-8809 or (319) 364-4910
 FAX: (319) 364-4930
 FREE gift at www.mortuarylift.com

FUNERAL HOMES & CEMETERIES

Eliminate Your Accounts Receivable Problems & Increase Your Cash Flow

American Capital Funding offers you a fast and reliable method to obtain at no cost to you, immediate payment for all services rendered where an assignable life insurance policy exists.

- Fast Turn Around Time
Most Cases You get your \$ in 24-48 hours!
- No Promissory Notes or Charge Backs
You take NO RISK! when using American Capital Funding.
- NO Headaches Dealing With Insurances Companies
We handle all communication with the insurance companies!
- Simple and Easy Process
Our friendly and knowledgeable claims department makes the process simple and easy for you with little paper work!

www.acfunding.com

Increase Your Cash Flow... Call Today (800)296-5053

"A Quality Life Insurance Funding Company"
 Dedicated to Excellent Service

ICCFA Convention & Exposition: record numbers 'Join the Evolution' Continued from Page A31

retary—**Cynthia A. Thompson**, CCFE, **Mountain View Funeral Home**, Memorial Park & Crematory, Tacoma, WA.

President Williamson, executive vice president of marketing and sales for Rose Hills Memorial Park and Mortuary in Whittier, CA, has held many leadership positions within the ICCFA, including vice president of the Products and Services Steering Committee, Industry Relations Steering Committee, Membership Steering Committee, and Education Steering Committee, as well as board member, chairman of the Sales and Marketing Committee and speaker at numerous educational programs. He served as program chairman for the ICCFA's 2006 Annual Convention. He is currently chairman of the association's Future Directions Committee, and serves on its Executive Committee. He is a graduate of the association's premier educational forum, ICCFA University. He is a licensed funeral director and insurance agent, and holds a certified cemetery executive (CCE) designation in recognition of his extensive cemetery management experience and skills. Williamson earned a bachelor of science degree from Brigham Young University and performed graduate studies at Cornell University.

President-elect Daniels, owner of Daniels Family Funeral Services in Albuquerque, NM, formerly served as vice president of ICCFA's Internal Affairs Committee, Membership Steering Committee, Industry Relations Committee and Education Committee. He has served as a co-chair of the ICCFA Wide World

of Sales Conference and Fall Management Conference and was chairman of the ICCFA 2007 Annual Convention. He will be co-chairman of the ICCFA Fall Management Conference, October 7-10, 2009, in Washington, DC. He also has served several terms on the association's Board of Directors, and currently serves on the association's Future Directions Committee.

Daniels is a former dean and professor at the association's premier educational forum, ICCFA University. He is a frequent speaker at conventions and conferences. He holds a certified cemetery executive (CCE) designation in recognition of his extensive cemetery management experience and skills. He is a past president and former board member of the *Florida Cemetery Association* and a former board member of the *Texas Cemetery Association*. He has dedicated many years of volunteerism to the United Way as a member of its Alexis de Tocqueville Society, and he has done extensive philanthropic work in El Salvador, Guatemala and Mexico.

Members elected to serve three-year terms on the ICCFA Board of Directors are: **April DeYoung**, **Forest Park Cemeteries and Funeral Home**, Shreveport, LA; **Michael H. Doherty, Esq.**, **Fairfax Memorial Park and Fairfax Memorial Funeral Home**, Fairfax, VA; **Jennifer Leigh Frew**, **Green Hills Memorial Park**, Rancho Palos Verdes, CA; **Caressa Hughes**, **Service Corporation International Inc.**, Houston, TX; **Jeff Kidwiler**, CCE, CSE, **Heritage Park**, Metro Manila, Philip-

pines; **C. John Linge**, **Cedar Memorial Park and Cremation Society of Eastern-Central-Western Iowa**, Cedar Rapids, IA; **William P. Tate**, CCE, CCrE, **Laurel Hill Cemetery**, Saco, ME; **Kenneth E. Varner**, CCFE, **Cypress Lawn Cemetery Association**, Colma, CA. In addition, **Linda Jankowski**, **Mount Elliott Cemetery Association** of Clinton Township, MI, was elected to serve a one-year term to fill out the unexpired term of **Gregg M. Williamson**, CCE.

Past presidents elected to serve a one-year term on the Board are: **Daniel E. Reed**, CCE, **Daniel E. Reed & Associates**, Springfield, MO; **Richard T. Sells**, CCE, San Diego, CA; and **David J. Shipper**, **Futura Group**, Ewing, NJ.

The *International Memorialization Supply Association* appointment to serve a one-year term on the board is **Lynn Illig**, **Matthews International**, Pittsburgh, PA.

The presidential appointments to represent the ICCFA on the *Cemetery Consumer Service Council* are: **Thomas P. Daly**, CCE, CCCE, **CHS Consulting Group**, Westwood, MA; and **William P. Tate**, CCE, CCrE, **Laurel Hill Cemetery**, Saco, ME. **William B. Addison, Jr.**, **Evergreen Mortuary, Cemetery & Crematory**, Tucson, AZ, was elected to the Service Bureau Board of Directors by members of the ICCFA Service Bureau.

Members of the 2008-2009 Executive Committee are as follows: ICCFA President **Gregg M. Williamson**, CCE, **Rose**

CONTINUED ON PAGE A35



Association NEWS CONTINUED

ICCFA 2009 Convention & Exposition

Continued from Page A34

Hills Memorial Park & Mortuary, Whittier, CA; ICCFA President-Elect **Kevin R. Daniels**, CCE, **The Daniels Company**, Albuquerque, NM; ICCFA Immediate Past President **Mark J. Krause**, CFuE, **Krause Funeral Home & Cremation Service**, Milwaukee, WI; **Arlie T. Davenport, Jr.**, **Greenwood-Mount Olivet**, Fort Worth, TX (past president's appointment); **I. Fred-**

erick Lappin, CCE, **Knollwood Cemetery Corporation** and **Sharon Memorial Park**, Sharon, MA (president's appointment); ICCFA Treasurer **Kenneth E. Varner**, CCFE, **Cypress Lawn Memorial Park & Funeral Home**, Colma, CA (ex-officio); ICCFA External Chief Operating Officer and General Counsel **Robert Fells, Esq.**, (ex-officio); and ICCFA Internal Chief Operating Officer **Joseph Budzinski** (ex-officio).

Hall of Fame Award

The ICCFA awarded its prestigious Hall of Fame Award to **Robert A. Gordon Sr.**, CCFE, CCE, CSE, owner, managing director and secretary/treasurer of **Eternal Hills Memorial Gardens & Funeral Home** in Klamath Falls, OR. Gordon is an ICCFA past president and a former chancellor of the ICCFA University.

Certification Designations

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

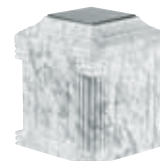
CONTINUED ON PAGE A39



Same appeal. No big deal.

If you've seen a Trigard burial vault, you'll know what we mean when we say that they have a definite appeal. Beautiful finishes, a wide variety of personalization options and strength and quality throughout make the Trigard line of burial vaults an attractive lineup, to say the least.

But don't let these impressive full-size vaults overshadow their more diminutive counterparts. Trigard urn vaults are every bit as durable and attractive as their bigger siblings, in a package that's less than half the size. Which is important—because when it comes to your customers, appeal really is a big deal.



Farnsworth Gowns
Pittsburgh, PA

412-881-4696
After Hours 412-480-5777

View our Catalog at
www.farnsworthgowns.com

Oversizes up to 4X
Custom Designs Available
in all Styles at all Times
Overnight Delivery

800.637.1992
www.trigard.com

Do you have a new
Email Address or
Website?
LET US KNOW!

1-800-321-7479
info@nomispublications.com

SOUTHLAND MEDICAL CORPORATION
800-959-9160

June Specials

Prices Good Through July 20, 2009 • For Promo Pricing - Reference YB609

MED SLED FIRST CALL

New Item!

- rigid sled is safe and easy to use in quick situations
- holds over 800lbs vertical
- 9000lb oversized Carabineer to fit on any stairwell breaking point allows for safe and controlled descents
- no lift; uses roll and drag method only
- compact and durable; rolls to 8 inches to fit in over-the-shoulder carrying bag
- sleds come with carrying bag and braking system attached; standard

standard, 36" x 87" up to 300 lbs **\$269.95 ea**
bariatric, 48" x 87" over 300 lbs **\$299.95 ea**

FREE FREIGHT
on new Med Sleds

Economy Products

now available at www.southlandmed.com

MyCleans Personal Protection Spray

New Item!

- the only non-alcohol, germ-fighting spray for your eyes, nose, mouth, and open wounds
- fast-acting solution is safe to use on all mucous membranes
- 99.99% reduction in more than 60 harmful germs
- portable and convenient, non-flammable spray
- product with longest expiration date will ship

\$19.95ea

PURGE-VAC™ MANUAL ASPIRATOR

- portable, manually operated aspiration when and where you need it, no power source needed
- adjustable suction from 450hg to 225hg
- unique no spill collection system (included)

manual aspiration kit **\$99.00 ea**
replacement 10oz. bottle & 2 tubes **\$15.00 kit**

VISA WIDE I.D. BANDS

- available personalized with your facility name imprinted directly on the band.*
- available imprinted or blank in: white, blue, yellow, red, black, grape, gray, kelly green, day glow orange, day glow green
- blank **\$80.00 bx** • imprinted **\$85.00 bx** • all colors shipped 500/bx

To order personalized I.D. bands, fax us the name of your facility and specify upper or lower case lettering.

***\$45.00 one-time plate charge applicable - a \$20 savings!**
Please allow 7 - 10 business days for all imprinting orders.

FERNO® MODEL 34 & 36 • DRESSING TABLES

- (4) 6 inch wheels that swivel and lock for stability
- top available in grey or woodgrain
- replacement tops also available
- max load 500 lbs.

Model 34, Folding 76" L x 24-1/2" W **\$1217.00 ea**
Model 36 75" L x 24" W **\$1120.00 ea**

~SAVE~
\$50.00

Buy any table and get a **\$50.00 credit per order on freight charges**

Association NEWS CONTINUED

Marilyn Jones Gould Receives NFDA's 2009 Initiative Award

BROOKFIELD, WI— Marilyn Jones Gould, president and co-founder of MKJ Marketing in Largo, FL, has been recognized with the **National Funeral Directors Association's (NFDA) 2009 Initiative Award**. Presented during NFDA's *Professional Women's Conference*, April 17-19, in Austin, TX, the NFDA Initiative Award recognizes an en-

terprising woman who has made substantial professional contributions to funeral service or a related field.

"Marilyn's personal and professional accomplishments truly embody the spirit behind NFDA's Initiative Award," said **Connie Smith**, senior vice president of NFDA's Pro-

CONTINUED ON PAGE A37



2009 Initiative Awardee Marilyn Jones Gould
—Photo Courtesy NFDA



Association NEWS CONTINUED

Marilyn Jones Gould Receives NFDA's 2009 Initiative Award

Continued from Page A36

fessional Development Division. "Her progressive programs have had a profound impact on countless funeral service professionals and the profession as a whole."

Gould's involvement in funeral service began when she served as public relations director of the *Ohio Funeral Directors Association* (OFDA); she then went on to serve as director

of *Batesville Management Services*, a division of *Batesville Casket Company*. In 1982, Gould founded MKJ Marketing (formerly *M.K. Jones & Associates*), a marketing and advertising agency that provides services to funeral homes, cemeteries and suppliers in areas of market research, advertising, training programs and Website development.

Gould's pioneering spirit was evident early in her career. During her tenure with OFDA, Gould developed several educational initiatives, including the first death education program for high school and college students; the first symposium for inter-professionals at a local medical school; and the first death

CONTINUED ON PAGE A38



Association NEWS CONTINUED

North Dakota Funeral Directors Association installs Officers



MENTOR, MN— Officers were installed at the 104th Annual Convention of the **North Dakota Funeral Directors Association** held April 6, 7 and 8 in Fargo. **Charles Armstrong**, Lisbon funeral director was voted president of the association for the next year.

Pictured from left to right are **Seth Coughlin**, NW District Governor from Williston; **Kevin Frank**, SE District Governor from Lidgerwood; **Chris Garske**, NE District Governor from Grand Forks; **Charles Armstrong**, President from Lisbon; **Robby Bates**, DeKalb, TX, representing the *National Funeral Directors Association*; **Stephanie Armstrong**, immediate past president, Devils Lake; **Jeffrey Nathan**, Treasurer from Valley City; **Paul Sannes**, National Policy Board representative from Linton and **Jon Stevenson**, SW District Governor from Dickinson.

SEND US YOUR NEWS
 PO Box 5159, Youngstown, OH 44514
 Fax (800)321-9040
 press_releases@nomispublications.com



Marilyn Jones Gould Receives NFDA's 2009 Initiative Award

Continued from Page A37

education program for adult learners, in conjunction with publishing a book that was included in the curriculum.

Gould's initiative and strong ability to connect with funeral service professionals was quickly recognized; she became the

first female executive at Batesville Casket Company, where she was appointed director of management services. While at Batesville, Gould created numerous public relations and advertising programs that were used in more than 4,000 schools nationwide. She also produced two notable videos: One focused on living life after the death of a loved one, featuring grief experts **Rabbi Earl Grollman** and **Elizabeth Kübler-Ross**; the second, "Planning Ahead" – a Silver Screen Award-winning film – emphasized the benefits of preplanning.

As president of MKJ Marketing, Gould makes it her personal mission to strengthen the skill sets of funeral service professionals so they can better serve the needs of every family. Gould regularly travels to funeral homes and cemeteries across the United States and Canada to observe funeral service professionals in their own environment and provide counsel in matters related to sales, cremation and customer service. Gould's highly sought-after expertise can be garnered through various MKJ Marketing resources, such as DVD training systems and a comprehensive selection of television, radio and newspaper advertisements. Gould also conducts seminars throughout the country on topics relevant to funeral service professionals, such as public speaking, green burial, creating effective newsletters and offering reception services for greater convenience to families.

Currently serving a second term on the Funeral Service Foundation's Board of Trustees, Gould is committed to her profession on a local and national level. Gould is a past president of Tampa Bay Advertising Federation, and a previous board member of Northside School and *St. Petersburg Mortuary School*. In addition to serving as executive director of *Preferred Funeral Directors International* and her active involvement with the National Speaker's

Association, Gould has been recognized by Outstanding Women of America, Who's Who of American Business Executives, Marquis Who's Who of American Women and International Who's Who of Entrepreneurs.

Even with her demanding schedule, Gould still finds time to support various non-profit organizations. She recently donated cooking supplies to The Children's Home, a child- and family-centered organization that cares for struggling families and children seeking the comfort of a loving family; purchased a tree to assist in the rebuilding efforts of New Orleans; sponsored community youth athletic teams; and contributed to the local performing arts center.

For more information on NFDA's Professional Women's Conference and to view past Initiative Award recipients, visit www.nfda.org/index.php/continuing-education/conferences-a-events/290.

Family Medical History • 2nd Opinion Autopsies • Exhumation Autopsies • Malpractice Autopsies

"The value of the autopsy was (further) demonstrated in a study by Olsen showing that 88% of those family members surveyed felt that the autopsy was beneficial!"

Independent AUTOPSIES
 by Board-Certified Pathologists
 Licensed in Your State

Prompt, courteous, discreet and professional postmortem examination services for any reason. Services also available for organ/tissue retrieval, postmortem biopsies for DNA/HIV, confirmation of Alzheimers Disease, Asbestosis & Black Lung Disease, etc.

A-MEDI-LEGAL NATIONAL AUTOPSY SERVICE
www.autopsy-organretrieval.com

NATIONWIDE SERVICES
 1-800-343-2135 7 days

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

Autopsies For Any Reason • In-Custody Death Autopsies • In-Custody Death Autopsies • Autopsies For Any Reason

Postmortem Biopsies • 2nd Opinion Autopsies • Malpractice Autopsies • Exhumation Autopsies

BURIAL CRADLESSM
 PROPORTIONALLY SIZED CASKETS FOR MISCARRIED, STILLBORN & NEWBORN BABIES

Available in 10", 20" and 30" sizes allowing you to tastefully care for even the smallest baby with all the compassion every parent desires and for as low as \$35.00

321 S. 15th St. • Escanaba, MI 49829
 (906) 786-2609 • Fax (906) 786-2692
www.baymemorialsbabycaskets.com
 Zerbel's Bay Memorials



Eagle's Wings Air

1-866-550-1392

Your "One Call" solution for Human Remains Airline Reservations

- Access to all Airline Schedules
- Time Savings
- Proactive Monitoring
- At **NO** Additional Cost

We are the travel agency for funeral service.

www.eagleswingsair.com



Association NEWS CONTINUED

NFDA launches Revamped Website

Continued from Page A32

Forum visitors can post questions, share opinions and get advice on any subject.

The "For the Public" section of NFDA's redesigned Website provides important funeral service information to the public, including consumers, members of the media and those looking for a career in funeral service. Consumers can find information on planning a funeral and acquiring grief resources; search for a local NFDA-member funeral home; and learn about NFDA's Funeral Service Help Line. Members of the media will find the most current funeral service information, trends and statistics under the "Media Center" tab. To ensure a positive and consistent message about funeral service to the public, NFDA has added a "Glossary" tool to the "Media Center" tab that defines common funeral service terms. Those looking for a career in the funeral service profession have access to NFDA's Funeral Service Career Center, the industry's most comprehensive resource for online employment connections. Job seekers can post resumes, view open positions and explore career resources; employers can post jobs, view resumes and manage recruitment efforts.

For funeral service suppliers, the NFDA Business Exchange forum allows them to connect directly with funeral professionals 24 hours a day, seven days a week. Suppliers can share information about how their products and services can help solve a funeral professional's most pressing business challenges. Suppliers can also exchange information with funeral professionals on the "Discussion Board" and can create and join networking groups.

Suggestions, comments and questions about NFDA's new Website are encouraged to ensure funeral service professionals and the public are gaining the most benefit from this improved resource. Email nfda@nfda.org or call 800-228-6332 to share your thoughts.

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

ICCFA 2009 Convention & Exposition

Continued from Page A39

Nancy R. Lohman, CCFE, vice president and CEO of **Lohman Funeral Homes, Cemeteries & Cremation** in Ormond Beach, FL, received a Certified Cemetery Funeral Executive (CCFE) designation. **Steve Looker**, CCrE, CSE, president and CEO of **B&L Cremation Systems Inc.** in Largo, FL, received a Certified Cremation Executive (CCrE) and a Certified Supplier Executive (CSE) designation. **Rick Miller**, CCFE, market director of **SCI Colorado** in Denver, CO, received a Certified Cemetery Funeral Executive (CCFE) designation. **Richard F. "Dick" Perl**, CCFE, vice president of sales and marketing at **Mobile Memorial Gardens** in Mobile, AL, received a Certified Cemetery Funeral Executive (CCFE) designation. **Jon C. Reichmuth**, CFuE, CFSP, owner of **Reichmuth Funeral Homes** in Elkhorn, NE, received a Certified Funeral Executive (CFuE) designation. **Thomas H. Snyder**, CSE, vice president of sales and marketing with **Facultatieve-Technologies—The Americas** in Medina, OH, received a Certified Supplier Executive (CSE) designation. **William P. Tate**, CCE, CCrE, superintendent and general manager of **Laurel Hill Cemetery** in Saco,


ME, received a Certified Cremation Executive (CCrE) designation.

Quarter and Half Century Clubs

ICCFA presented awards honoring those who have belonged to the association for 25 and 50 years.


Inducted into the Quarter-Century Club were: **Barry L. Alderson**, CCE, **Oak Lawn Cemetery & Chapel Mausoleums**, Baltimore, MD; **Russell Burns**, **Mount Elliott Cemetery Association**, Clinton Township, MI; **Chester S. Day**, **Kensico Cemetery**, Valhalla, NY; **Jeffrey A. Hodes**, CCE, **Cemetery Management Solutions**, Herndon, VA; **Victor Lohman**, **Daytona Memorial Park**, Daytona Beach, FL; **Robert Schrage**, **Mount Elliott Cemetery Association**, Clinton Township, MI; and **Gregg A. Strom**, CCE, **StoneMor Partners LP**, Levittown, PA.

Inducted into the Half-Century Club were: **Irvin O. Bauer Jr.**, **Oak Lawn Cemetery & Chapel Mausoleums**, Baltimore, MD; **Harry "Hap" Bledsoe**, CCE, **Bledsoe Enterprises**, Las Vegas, NV; and **William P. Tate**, CCE, CCrE, **Laurel Hill Cemetery**, Saco, ME.



Triple H Company
Cemetery, Crematory and Mausoleum Supply Since 1950

Antique Gold

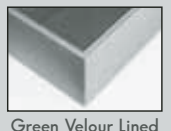


Oversized
9" x 13" x 14.5"
Over 1300 cubic inches.


PYRAMID
CREMAINS BURIAL VAULTS

- ◆ Strongest Urn Vault of its Kind
- ◆ High-Impact Polystyrene
- ◆ Original & Oversized Lids are Interchangeable with the Common Vault Base/Bottom
- ◆ Oversized Lid Manufactured with Top Connected to 4 Inch Extension (Gives Operator One Seal Connection)

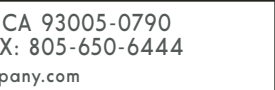
Green Velour Lined Tongue and Groove Connection



Original
9" x 9" x 14 1/2"
Over 900 cubic inches.
Accommodates most urns.



Peace White



P.O. Box 5790 Ventura, CA 93005-0790
Tel 800-252-3444 or FAX: 805-650-6444
www.triplehcompany.com

SEND US YOUR NEWS
PO Box 5159, Youngstown, OH 44514
Fax (800)321-9040
press_releases@nomispublications.com



Order today only at: www.abbottandhast.com
Death Care Web Store
(800)453-1199

AVAILABLE NOW!

1959 Cadillac Limousine

\$139.⁰⁰

Includes Shipping



1:18 Scale
Approximately 14" long,
4.5" wide and 3.5" High

Limited number available
Black • White • Silver • Maroon

Lapel Pins and Watches








Beautiful, classy lapel pins and watches help you quietly state your presence in any situation.


www.mortuarymanagement — Death Care Web Store

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



Mortuary Management

With our main office in Michigan, sales office in New Jersey and editorial offices in California, Wisconsin and Mississippi — and commentary from funeral professionals like you — we bring a well-balanced perspective of what's happening in the funeral profession in the U.S. and around the world. But it's not just facts; it's information pertinent to you and your business.



Subscribe Today!

Call 1(800) 453-1199 or go on line at www.mortuarymanagement.com

U.S.	1 year	\$39
	2 year	\$65
	3 year	\$91
Foreign*	1 year	\$46
	2 year	\$77

*United States funds please

○ VISA ○ MasterCard ○ Discover ○ American Express

Mortuary Management

2361 Horseshoe Drive, West Bloomfield, MI 48322
(800) 453-1199 • FAX (248) 737-9296
info@abbottandhast.com • www.abbottandhast.com

Educational NEWS

"the shorter the supply line the better off you are"

Funeral Directors Research, Inc.

AMRA INSTRUMENT, LLC
623 N. Tower (P.O. Box 359)
Centralia, WA 98531



www.amrainstruments.com
www.preproomdirect.com



WEB DIRECT GIFT & PRICING

Cincinnati College of Mortuary Science holds Spring Commencement



Cassie Smith receives the Arthur J. Russler Memorial Award from David G. Hicks.



Maurice Whyte receives the Homer D. Leffler Award from David G. Hicks.

CINCINNATI, OH— After 127 years of commencement exercises, the **Cincinnati College of Mortuary Science** could treat graduation lightly. After all, as the oldest mortuary college in the country they have prepared thousands of students for careers in funeral service and lauded them with Pomp and Circumstance.

Instead, the Spring graduation at CCMS, held Saturday, March 14, was a personalized salute to twenty-three proud graduates joining the long "gold line" of alumni—nearly 5,000 strong. **Karen Giles**, CCMS's sixth president and the first female to hold that position, welcomed graduates, family and friends and

presented awards for outstanding accomplishments. "Cincinnati College of Mortuary Science is a teaching institution which endeavors to develop future funeral service licensees who can function with distinction, both within their chosen profession and within the community of life," reflects Giles. "We wish them great success in their future endeavors."

The Nunnamaker Memorial Award, presented in honor of A.J. Nunnamaker and Lulu J. Nunnamaker to the graduate achieving the highest class scholarship, was earned by **Alison Anne Ingle**, Dayton, Ohio.

The **Dr. George M. Sleichter** Award, presented to the student who displays the second highest academic standing in the class, was earned by **Thomas A. Oswald**, Portland, IN.

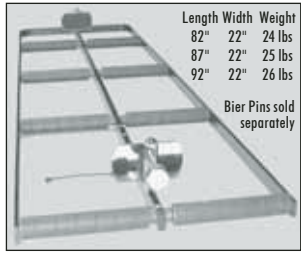
The **Charles O. Dhonau** Memorial Embalming Award, presented to the student or students who have displayed the highest excellence in embalming technology was given to **Braiden Ryle**, Greensburg, IN.

The **Ohio Embalmers Association** Award, given for excellence in the combined theory and practice of embalming was received by **Kristopher Mathias Buirley**, Mount Vernon, OH.

The **Arthur J. Russler** Memorial Award, presented to the student with the highest standing in the

CONTINUED ON PAGE A42

DNR INDUSTRIES LIMITED



Length Width Weight
82" 22" 24 lbs
87" 22" 25 lbs
92" 22" 26 lbs
Bier Pins sold separately

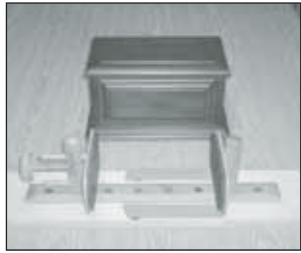
Removal Roller Bed

Fits various sized vehicles and will accommodate infant and child caskets.

Constructed from Aluminium.

Fits a standard 7/16" Bier Pin.

A cot and the bed will fit in most mini vans.



Urn Holder

DNR Industries is pleased to introduce an economical approach to transporting urns in preexisting funeral coaches. Our new urn holder is attractively chrome plated and adapts easily to the existing hardware in your coach.

The urn holder comes in a convenient carrying case and has been carefully designed to accommodate all urn shapes.

PO Box 42014, Conestoga Mall

Waterloo, Ontario, Canada N2L 6K5

Phone 519-746-0194 Fax 519-884-8319 Toll Free 877-345-2097

E-mail dnr@hearseparts.com

www.hearseparts.com

Visit Our All New Website!

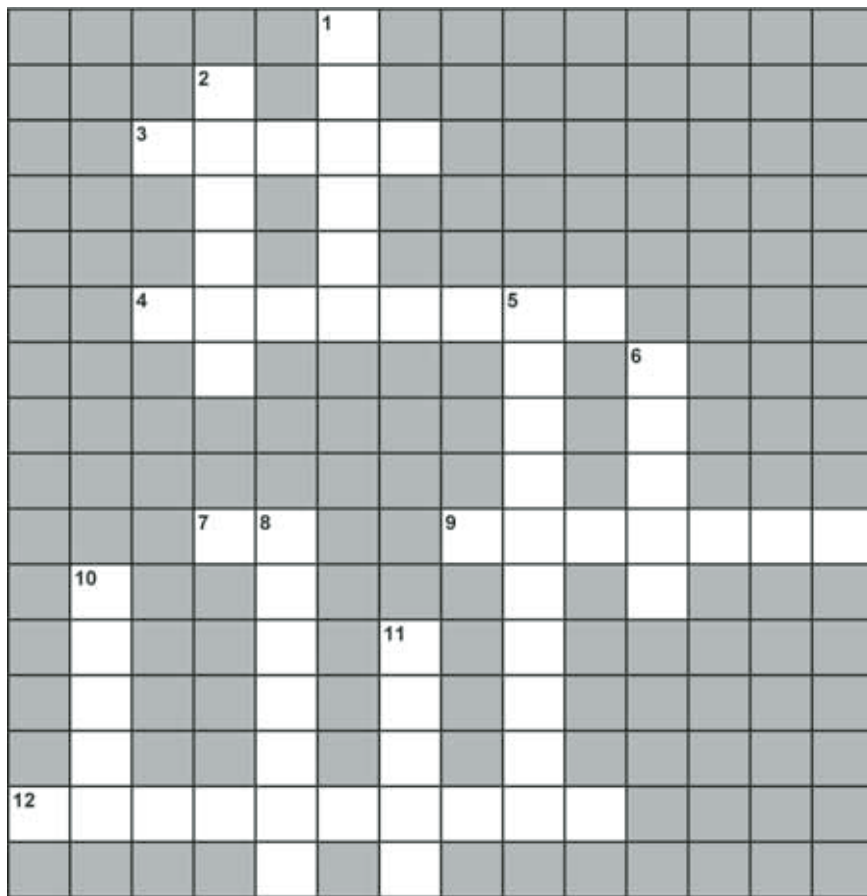
WWW.NOMISPUBLICATIONS.COM



Klicker's Crosswords

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

By Ralph L. Klicker, Ph.D.



ACROSS

- 3. Religious emblem
- 4. Hermetically sealed
- 7. Egyptian roaming spirit
- 9. Postponed grief
- 12. Complicated grief

DOWN

- 1. Part of some caskets
- 2. Highly emotional state
- 5. Spray finish appears indented
- 6. Holy book
- 8. Determines cause of death
- 10. Part of the cap
- 11. Operational objectives

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

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

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

ANSWERS ON PAGE A44

CCMS Graduate to explore Argentinean Funeral Culture



Brian Allen

CINCINNATI, OH— **Brian Allen**, a 2007 graduate of **Cincinnati College of Mortuary Science (CCMS)** has been selected to travel to Argentina through a professional exchange program sponsored by the Grove City Rotary Club.

CONTINUED ON PAGE A41

Educational NEWS CONTINUED

CCMS Graduate to explore Argentinean Funeral Culture

Continued from Page A40

Allen, a funeral director for **Defenbaugh-Wise-Schoedinger Funeral Home** in Circleville, OH, will spend the month of May in Argentina learning how the country's culture influences their view of death. He believes that the cultural exchange of ideas may add some American approaches to the time-honored Argentinean funeral traditions and that he will come away with a firsthand understanding of how people of Hispanic background look at death.

Allen, who earned a Bachelor of Mortuary Science degree from CCMS, will make presentations to Rotary Clubs in the host area of Argentina and will share his experiences with local chapters after his return home.

Being singled out by the Grove City Rotary for this professional business exchange is an extension of the leadership role developed as a CCMS student. Elected by his peers as a Class Representative, Allen, a Suma Cum Laude grad-

uate, was a recipient of the Harold Wittmeyer award which is given to a student who does not come from a funeral background but has demonstrated competency in embalming. "As a student at CCMS, I felt that the teaching staff brought their unique characteristics, backgrounds and experiences to provide me – as well as the other students – with the resources to build a solid foundation to start a new career," explains Allen. "For that, I am thankful."

Tell them you saw their Ad

FUNERAL HOME & CEMETERY NEWS

STYLISH MATCHING TIES FOR PROFESSIONALS ANY SIZE GROUP OR ORGANIZATION

www.tiesforyou.com

Phone: 877-770-TIES (8437)
Fax: 276-466-3474
E-mail: customerservice@tiesforyou.com

100% WOVEN SILK

AS LOW AS \$15.00

FASTER DELIVERY

NOMIS PUBLICATIONS, INC.

FUNERAL HOME & CEMETERY NEWS

First Class

FIRST CLASS SUBSCRIPTION

1-800-321-7479

Our Quality is Your Peace-of-Mind



AIR-FLITE CONTAINERS INCORPORATED

1-800-752-5251 2699 Forsyth Road Orlando, FL 32807

The Leader in Protective Care Since 1973

Why join

Homesteaders?

"Homesteaders is responsive, capable, conservative in their thinking and committed to helping us help the families we serve."

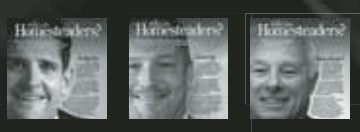
— Frank Joyce
Joyce Funeral Home
Boston, Massachusetts

Security

At a time when many companies are abandoning the services and programs funeral home owners and their families demand and deserve, the people of Homesteaders are even more committed to your success.

As a result, more funeral home owners, like Frank Joyce, are turning to us for thought-leading solutions that protect and enhance profits. These strategies help funeral homes like yours to endure regardless of economic conditions.

Homesteaders has a singular commitment to your success – but don't just take our word for it. Let your colleagues tell you why they trust Homesteaders to act with integrity and provide the support you need to meet your families' demand for secure prearranged funeral funding. Visit homesteaderslife.com and find out why funeral home owners join with Homesteaders.



Find out what your colleagues are saying about Homesteaders! View our gallery of "Why Join Homesteaders?" ads at homesteaderslife.com

HOMESTEADERS LIFE COMPANY
Preserving the Value of Funeral Service®
800-477-3633

Nadene
Cover-Up Cosmetics Ltd.

*A name you know . . .
. . . Products you trust*

800-531-9744 Fax 903-641-0383
Catalogs Available e-mail: cosmetic@wtrt.net

Educational NEWS CONTINUED

CCMS holds Spring Commencement

Continued from Page A40



The **Homer D. Leffler Award** for Funeral Directing, awarded in recognition of outstanding potential for excellence in ethical and compassionate service, community relations and personal and professional development was accepted by **Maurice L. Whyte**, Columbus, OH.

The College of Mortuary Science, founded in 1882, is the oldest mortuary college in the nation. Located on a 16-acre campus in Cincinnati, Ohio, CCMS offers both Associate of Applied Science and Bachelor of Mortuary Science degrees. CCMS is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. CCMS' degree programs are accredited by the American Board of Funeral Service Education, Inc.

Department of Applied Embalming was given to **Cassie Smith**, Booneville, KY.

The Lab Assistant Award, presented to the student who best assists the clinical faculty with lab operations, was given to **Patrick J.O. Sturgill, Sr.**, Norton, VA.

The **James C. Lyerly Award** is presented by the **Lyerly Funeral Home**, Salisbury, SC, in memory of **James C. Lyerly**, a 1948 graduate of CCMS. The award is based on potential for expertise in business management, and was given to **Thomas A. Oswalt**.

The **Ivan P. Bowsher Award**, presented for outstanding skill in restorative art, was given to **Thomas A. Oswalt**.

68th END Osiris held in Phoenix, Arizona

By Bro. Shun Newbern, CFSP and Soror Francine Ross-Roden, CFSP



END Arizona Embalmer of the Year, Anthony "Tony" Cerullo



(L to R) National Treasurer, Soror Danette M. Moore and Mid-Western Regional Vice-President, Soror LaKeshia Fox Kimmons.

WASHINGTON, DC— **Epsilon Nu Delta Mortuary Fraternity, Inc.**, held a memorable 68th Osiris at the Doubletree Guest Suites Gateway Hotel in Phoenix February 26 – March 1, 2009. It is noteworthy to acknowledge our host, Nu Chapter. It is no surprise that Nu Chapter includes members in Arizona and graciously **Bro. Rev. James** and **Soror Irene Preston** made the visit excellent.

Kicking off the three days of business and fraternal gaieties was a pacesetting day of golf, horseback riding and various meetings with the Executive Officers. The con-

CONTINUED ON PAGE A44

AFCO-USA

FLOOR MATS
for every purpose

- Reliable Service • Quality Products •
- More Than 60 Years' Experience •

CUSTOM DESIGNED MATS ARE OUR SPECIALTY

(AMERICAN FLOOR PRODUCTS CO., INC.)
PO Box 7055Y, Gaithersburg, MD 20898
Phone: 1-800-342-0424 Fax: 1-301-987-0422
E-mail: sales@afco-usa.com



Insurance Assignments have your cash flow tied up?

C&J FINANCIAL, LLC can HELP!
C&J's **FAST FUNDING** program is your answer to eliminating the hassle and cash flow delay in processing insurance death claims.

Fast Funding Benefits

- Reduce administrative costs
- Eliminate accounts receivable
- Funding within 24 hours of verification
- Death Certificate not required prior to funding
- Beneficiary cash advances available
- Very competitive factoring rates
- Deal with only one company for all your assignment cases

Visit us online at **www.snlfastfunding.com** or call us at **800.785.0003** to receive your free **Fast Funding** packet today!

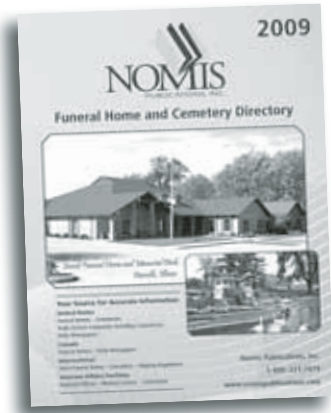


C&J Financial, LLC
an affiliate of Security National Life Insurance Company

175 Jester Parkway
Rainbow City, AL 35906
fastfunding@securitynational.com



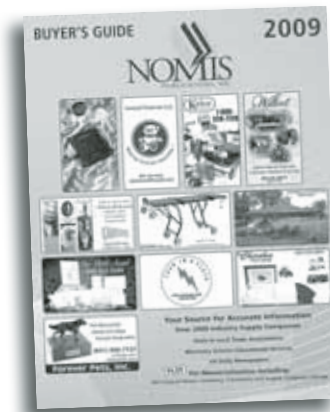
**SAVE NOW
LIMITED TIME OFFER!**



- U.S. Funeral Homes
- New** U.S. Cemeteries
- Populations; State Boards; Air Shipping Points
- Where to Get Certified Certificates
- Canadian Funeral Homes and Daily Papers
- International Funeral Homes
- Consulates and Shipping Regulations
- Trade Service Companies
- Veterans Affairs Facilities
- U.S. Daily Papers *including websites & email addresses*

STANDARD SIZE
(8½" x 11") ~~\$125.00~~ **ONLY \$115.00**

POCKET SIZE
(5" x 7") ~~\$85.00~~ **ONLY \$75.00**



Over 2000 Death Care Industry Supply Companies are listed by the product or service offered to Funeral Homes and/or Cemeteries

New Also includes: Pet Funeral Homes, Cemeteries, Crematories and Supply Companies

U.S. Daily Papers *including websites & email addresses*

Funeral Service Education Programs

Industry Associations - national, state, local *including websites & email addresses*

~~\$30.00~~ **ONLY \$20.00**
With The Funeral Home & Cemetery Directory

~~\$40.00~~ **ONLY \$30.00**
Without The Funeral Home & Cemetery Directory

CLOSEOUT SPECIALS! — ORDER TODAY!

2009 FUNERAL HOME & CEMETERY DIRECTORY

(Quantity Discounts on orders of 10 or more - Call for pricing)

QTY		TOTAL
_____	2009 STANDARD SIZE (8.5" x 11") \$125.00 ^{\$115.00} ea.	\$ _____
_____	2009 POCKET SIZE (5" x 7") \$85.00 ^{\$75.00} ea.	\$ _____

2009 BUYER'S GUIDE

_____	\$40.00 ^{\$30.00} - without The Funeral Home & Cemetery Directory	\$ _____
_____	\$30.00 ^{\$20.00} - with The Funeral Home & Cemetery Directory	\$ _____

TEDDY BEARS

_____	I Love My Funeral Director Bear \$11.95 ea	\$ _____
-------	--	----------

SUB TOTAL \$ _____

- Up to \$40.00 add **\$5.00**
- \$41.00 – \$85.00 add **\$8.00**
- \$86.00 – \$150.00 add **\$9.00**
- \$151.00 – \$215.00 add **\$10.00**
- \$216.00 – \$300.00 add **\$11.00**
- Over \$300.00 add **\$15.00**

Shipping / Handling \$ _____

(Ohio only - Sales Tax) \$ _____

FUNERAL HOME & CEMETERY NEWS

_____	1 Year (12 issues) \$20.00	\$ _____
_____	First Class 1 Year (12 issues) \$40.00	\$ _____
_____	Canada/Mexico 1 Year (12 issues) \$50.00	\$ _____

GRAND TOTAL \$ _____

MAILING ADDRESS

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Ordered by _____

SHIPPING ADDRESS - IF DIFFERENT

(must have physical address for UPS shipping)

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Ship to ATTN: _____

PAYMENT INFORMATION

Check Money Order

MasterCard Visa American Express Discover

Card # _____

Exp. Date _____

Signature _____

(Required on Credit Card orders)

RETURN TO

Nomis Publications, Inc., PO Box 5159, Youngstown OH 44514
phone 800-321-7479 fax 800-321-9040 www.nomispublications.com



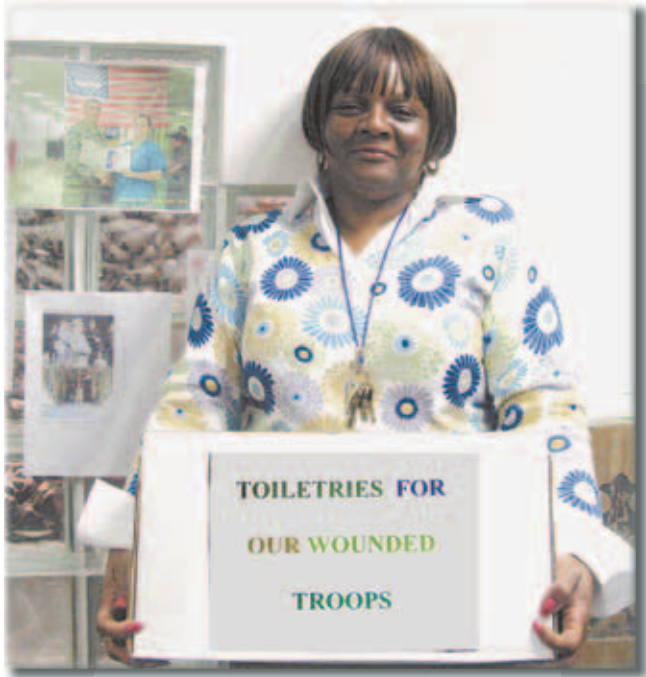
Previously published as The National Yellow Book of Funeral Directors, Cemetery Directory and Catalog of Funeral Home and Cemetery Supplies



PO Box 5159 Youngstown OH 44514 800.321.7479 fax 800.321.9040
info@nomispublications.com www.nomispublications.com

Educational NEWS CONTINUED

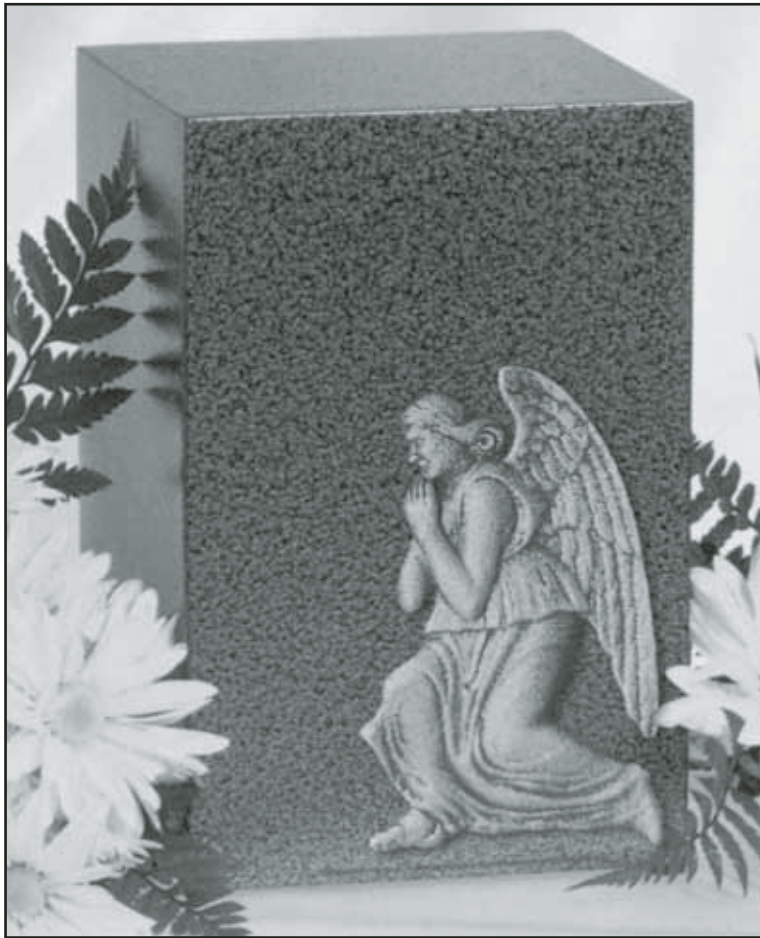
FINE sends Gifts to Wounded Soldiers and Airmen in Iraq



Donna Taylor with the box sent to Iraq

NORWOOD, MA— FINE Mortuary College, LLC: A Private Two Year College in Norwood, has sent individually sized toiletries to SSgt. *Amy Ketchin*, a medical technician at the Air Force Theater Hospital in Iraq, for distribution to wounded soldiers and airmen in need. Amy and the ICW staff at the hospital have been in charge of collection and allocation of the toiletries to residence at the hospital from several different contributors.

At FINE, **Donna Taylor**, FINE's Coordinator of Student Recruitment and External Affairs Officer, headed up FINE's drive for and sending of the items to Amy. The response from the FINE students, faculty and staff was so great that Donna needed to stuff an oversized box for mailing. FINE is very grateful to all who made this drive a success and to those in Iraq who have given out the items.



Simplicity...
simply
affordable

The Simplicity Urn Series



NEWMAN BROTHERS INC.

5609 CENTER HILL AVE. CINCINNATI, OH 45216
TEL: (513) 242-0011 • FAX: (513) 242-0015 • TOLL FREE: 800-447-1072
e-mail: newman@supern.com • www.newmanbrothers.com

"Family owned and operated since 1882"

Call for a FREE color catalog featuring our entire Urn Selection.

**Customize Your Direct Mail Program
Call 1-800-321-7479**



**Send Us
Your
News!**



FUNERAL HOME & CEMETERY NEWS

PO Box 5159

Youngstown, OH 44514

Fax 1-800-321-9040

press_releases@nomispublications.com

www.nomispublications.com

Your Partner For Success

TIME SAVING SOFTWARE SOLUTIONS

MORTWARE PRO

- All the Features of MW2000 plus
- Survivor Management with Mail Merge
- Customer Relations Manager
- Trust Management
- Financing & Payment Schedules
- Collections Manager
- Commissions Manager
- Aftercare & Pre-Need scheduling
- Document and Picture Imaging Management
- Cemetery Management
- MapInfo Cemetery Mapping
- Dynamic Report Generator Manager
- Export to Excel
- Trade Services Application

MORTWARE 2000

- Funeral & Pre-Need Management
- Forms Production
- Memorial Folders & Cards
- Accounts Receivable
- QuickBooks Integration
- Management Reports

"State of the art technology to meet all demands of the death care industry"

Please call for an on-line Demo

Belmar & Associates

MORTWARE

MORTWARE Professional / 2000

USA (800) 724-6419
CAN (800) 463-9341
INTL (905) 934-4090
mrktng@mortware.com
www.mortware.com

Belmar & Associates, Inc.: All trademarks, trade names and logos referenced are the property of their respective companies



Death Notices



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

GLADYS MARIE WILLINGHAM of Atlanta, GA died recently. She was a retired funeral director and the former owner of **Hanley-Bell Street Funeral Home** in Atlanta. She was a member of *Georgia Funeral Service and Practitioners Association*, Ninth District.
Courtesy Georgia Funeral Service and Practitioners Assoc, Toccoa.

SAM W. BETSEY, JR. of Quincy, FL died April 27, 2009 at the age of 80. He had owned **Betsey Funeral Home** in Quincy since 1963 along with his wife **Gertrude Betsey**. A graduate of *Atlanta College of Mortuary Science*, he was a member of Epsilon Nu Delta Mortuary Fraternity, Inc., *Florida Morticians Association*, District V, *Big Bend Funeral Directors Association*, *Florida National Morticians Association*, *Florida Funeral Directors Association*, and a two term appointee of Florida Funeral and Cemetery Board.
Courtesy 100 Black Women of Funeral Service, Longwood, FL.



DANIEL G. WARNER of Stroudsburg, PA died May 4, 2009 at the age of 82. He began his career working with **Glenn W. Kisor** and then continued with **William H. Clark** until opening his own funeral business in Stroudsburg, **Daniel G. Warner Funeral Home**. After selling his business, he returned to the **William H. Clark Funeral Home** until his retirement. A graduate of *Eckels Mortuary School*, he was also the Monroe County Coroner for over 20 years.

HARRY J. IIAMS of Houston, TX died April 20, 2009 at the age of 81. A graduate of *Commonwealth College of Funeral Service*, he was a retired funeral director and embalmer, formerly of **Earthman Funeral Home** and **Brookside Funeral Home**, Houston.
Reprinted from The Dead Beat, Golden City, MO.

WILLIAM J. JEFFERS, SR. of Washington, DC died March 27, 2009 at the age of 83. He was the owner of **Frazier's Funeral Home** in Washington. He was also a life member of Alpha Delta Chapter, Epsilon Nu Delta Mortuary Fraternity, Inc.

TERRENCE J. O'NEILL of Huntington, NY and Naples, FL, formerly of Manhasset, NY died April 24, 2009 at the age of 72. He was former owner of **Specialty Hearse and Ambulance** in Plainview, NY, which is now owned by his sons.



CLYDE H. MCNEELEY of LaFollette, TN died April 3, 2009 at the age of 84. He worked for over 55 years in ambulance and funeral service, beginning his career with **Agee & Walters Funeral Home**. He also worked for **Mars-Roach Funeral Home**, **Martin Funeral Home**, and eventually retired from **Walters Funeral Home** of LaFollette.

REGINALD T. TOOMBS of Muskegon Heights, MI died April 15, 2009 at the age of 61. He was a longtime funeral director, president and owner of **Toombs Funeral Home** in Muskegon, MI. He was formerly associated with **Reynolds Memorial Chapel**.

J. JEFFREY FRETTI of Toledo, OH died April 12, 2009 at the age of 48. He was owner of **J. Jeffrey Fretti Funeral Home**, West Toledo, and a funeral director for nearly 25 years. He previously worked for **Ansberg-West Funeral Home**. He was also a 1983 graduate of the *Cincinnati College of Mortuary Science*.

RONALD DALE JOHNSON of Rochester, NY died April 16, 2009 at the age of 50. He worked as a funeral director and owned **Johnson Funeral Home**, Rochester.

MORTON M. SILVERMAN of Los Angeles, CA died April 29, 2009 at the age of 98. He began his funeral career at the **Home of Peace Cemetery**, then joining **Malinow and Simons Mortuary** as a funeral director, later renamed **Malinow and Silverman Mortuary** until his retirement at age 89.

LEON J. CASARIO of Yonkers, NY died April 17, 2009 at the age of 69. A New York State licensed funeral director for 50 years, he was the proprietor of the **Lincoln Park Funeral Home** in Yonkers.

HOWARD D. MACKEY of Boonton, NJ died April 6, 2009 at the age of 82. He was a New Jersey licensed funeral director for 38 years, first as vice president and partner of **Cole Funeral Service**, Newark and then as owner and manager of **Mackey Funeral Home**, Boonton, retiring in 1986. A graduate of *McAllister School of Embalming*, New York, he was a past president and superintendent of the **Greenwood Cemetery Association**, president of the **Boonton Cemetery Association** and served as president of the **East Ridgelawn Cemetery**, Clifton.

GILBERT McINNES JR. of Shaler, PA died April 24, 2009 at the age of 92. He was a retired second generation funeral director/owner of the former **Gilbert McInnes Funeral Home** in Lawrenceville, PA, A graduate of the *Gupton-Jones College of Embalming* in Nashville, TN, he was a member of the *Allegheny County* and *Pennsylvania Funeral Directors Associations*.
Courtesy Clem's Livery Service, Pittsburgh, PA.

MICHAEL D. ENKOFF of Boynton Beach, FL died April 29, 2009 at the age of 44. He was currently employed at **Forest Hills Funeral Home** in Palm City, FL, having worked for several area funeral homes. He was past president of *Palm Beach County Funeral Directors Association* and a member of *Florida Funeral Directors Association*.

OTTAVIO CARATOZZOLO of Long Island, NY died April 22, 2009 at the age of 70. A third generation funeral director, his family's business was started by his grandfather in Brooklyn in 1909. A graduate of *St. John's University*, he received his funeral directors license in 1959. He and his father bought a funeral home in Glendale, Queens, before he set off on his own by opening **Caratozzolo Funeral Home** in Deer Park.

JAMES J. DOUGHERTY, SR. of Levittown, PA died April 16, 2009 at the age of 91. A graduate of *Dolan College of Embalming*, he had been a licensed funeral director since 1946, apprenticing at **H.B. Mulligan Funeral Home**. In 1955 he established a funeral home in Philadelphia for six years and later became a partner with **W.E. Beck** for 15 years at the **Beck-Dougherty Funeral Home** in Levittown before opening the **James J. Dougherty Funeral Home**.



WILLIE EARL CARD of Riverside, CA died March 26, 2009 at the age of 65. He was the former co-owner and partner in the **Tillman Riverside Mortuary**, Riverside.

WILLIAM MICHAEL ABRUZZESE, JR. of Richmond, VA and formerly of Worcester, MA died April 20, 2009 at the age of 58. He was a funeral director and embalmer with **Hollomon-Brown Funeral Homes** and a graduate of *New England Institute at Mount Ida College*.

THURSTON THOMAS BROWN of Warrenton, NC died April 27, 2009 at the age of 92. Born in Vance County, NC he attended Henderson Institute before transferring to Palmer Memorial Institute in Sedalia, NC. He often recalled his interaction with its founder, *Dr. Charlotte Hawkins Brown*, and the impact that had on his life. On November 23, 1945, he graduated from *Eckels College of Mortuary Science* of Philadelphia, PA. He was the founder and president of **Brown's Funeral Services, Inc.**, a business he proudly opened on September 1, 1946. As part of its annual Dr. Martin Luther King, Jr. observance, in 2008 he was honored as a "trailblazer" by Coley Springs Baptist Church. In addition to his parents, Thurston was preceded in death by his wife and seven siblings. He was a survivor. For three years he fought a valiant fight as a dialysis patient. Survivors include a daughter, **Thurletta M. Brown-Gavins** of the funeral home; a son-in-law, Dr. Raymond Gavins; a brother, the Rev. Dr. A. A. Brown of Warrenton, NC; three sisters-in-law, Lola Brown, Sallye H. Brown and Celeste Brown, all of Warrenton, NC.



YOU'LL SAVE
SO MUCH MONEY

YOU'LL NEED
MORE OF THESE!

BOARDMAN
printing

PO Box 5159
Youngstown, OH 44514
800.321.7479
800.321.9040 Fax
www.boardmanprinting.com

professional

Don't Buy Expensive Software Just To...

Personalize memorial folders,
prayer cards, & programs!

PrintPRO™
From A.C.S.

Organize your cases & print
government forms & obituaries!

LedgePRO™
From A.C.S.

Analyze accounts receivable
& bill at-need calls!

AIRPRO™
From A.C.S.

Analyze preneed financial
arrangements!

PINPRO™
From A.C.S.

Buy 1
@ \$495
get 2nd
Half Price
Free Demo

Association Computer
Services, Inc.
Fear less to productivity

1.888.ACS.9411

FOR AN EXTRA DISCOUNT USE PROMOTION CODE: NOMIS
www.FuneralHomeSoftware.info

If you have an Obituary
you would like to
see listed here,
send information
to:

NOMIS
PUBLICATIONS, INC.
FUNERAL HOME &
CEMETERY NEWS

PO Box 5159, Youngstown, OH 44514
Fax 1-800-321-9040
E-mail info@nomispublications.com



CALENDARIOS

En Español

The Judith Roth Studio Collection

The world's highest quality promotional calendars

800-413-4455

The Judith Roth Studio Collection is not affiliated with any other company or association. To receive these calendars, your signed order form must be sent directly to our company.

99¢ each

Plus **15¢** each for shipping & handling

There are absolutely no other required charges. Really.

Size of calendar closed 11" X 8 3/4" • Size of calendar open 11" X 17 1/2"

Educational NEWS CONTINUED

68th END Osiris held in Phoenix, Arizona



Aunt Flossie and Embalmer of the Year Tony Cerullo

cated to Phoenix in the 1970s working for **Northwest Mortuary**, the **Rude Family Northwest** and several others as a trade embalmer and presently operates **Serenity Mortuary Services Crematory** in Phoenix. What an honor

to celebrate with him in his 41st year as an embalmer. Congratulations Tony!

On Sunday morning, the Fraternity had fellowship and worship at Bethesda Community Baptist Church under the direction of Pastor James N.



(L to R) Soror Diane Gentles, CFSP, 2009 STAR Award recipient Soror Vickie Simmons, and Soror Deborah O. Whipper-Wyche.

Preston, music by Dr. Willie Finch. The worship celebration was followed by an outstanding dinner by

Bethesda Community Baptist Church. The weekend would not be complete without collective heroic

Continued from Page A44

efforts of the **Preston Funeral Home**, **C&J Financial**, the Phoenix representatives of **Batesville Casket Company**, and **Crescent Sales** for their continued support and commitment to Epsilon Nu Delta Mortuary Fraternity, Inc.

Epsilon Nu Delta Mortuary Fraternity, Inc. does not discriminate against

any current or potential members on the basis of race, color, gender, national origin or sexual preference. It is committed to science and service within the profession. Information on upcoming seminars, events and meetings can be obtained at the fraternity's website www.epsilonnudelta.org.

"the shorter the supply line the better off you are"

Funeral Directors Research, Inc.

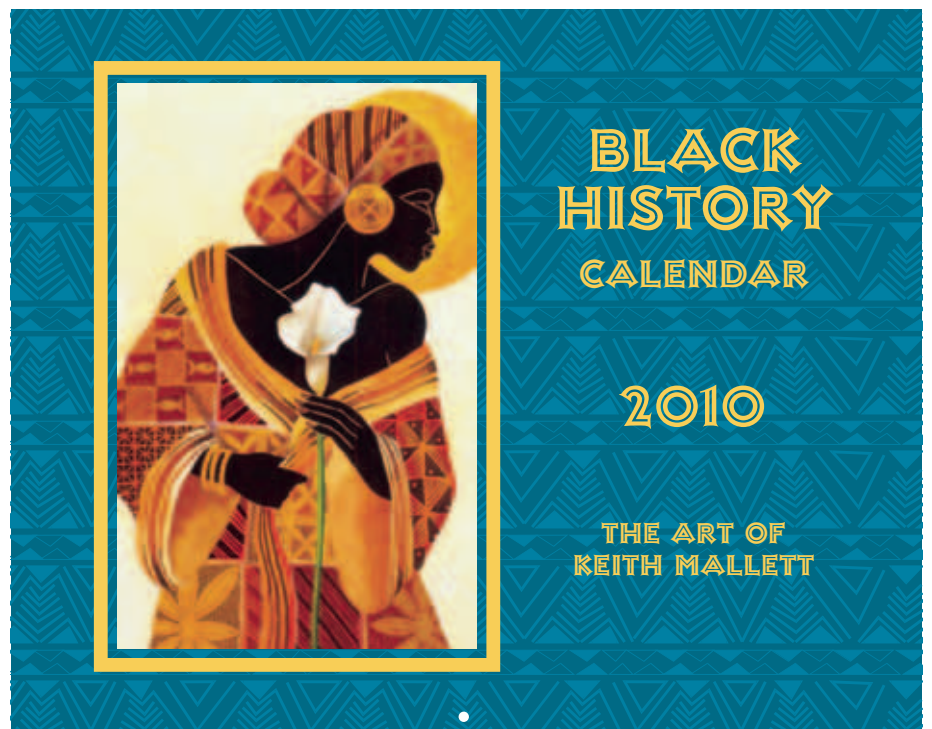
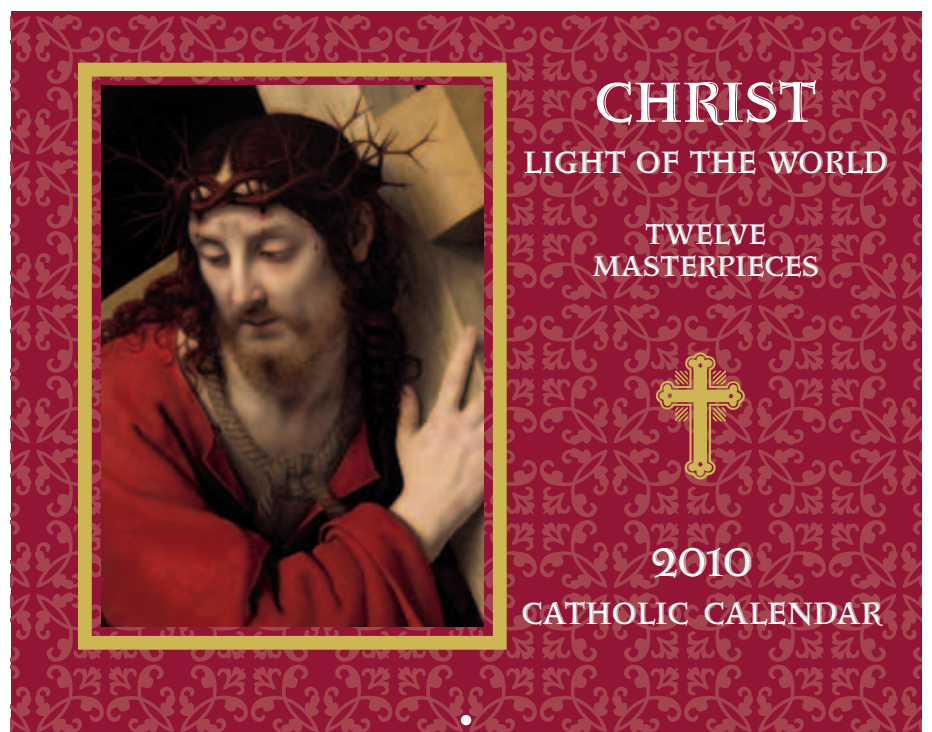
AMRA INSTRUMENT, LLC
623 N. Tower (P.O. Box 359)
Centralia, WA 98531



www.amrainstruments.com
www.preproomdirect.com



WEB DIRECT GIFT & PRICING



Promotional
CALENDARS

99¢ each

Plus **15¢** each for shipping & handling

There are absolutely no other required charges. Really.

Catholic and Nature Calendars Also Available in Spanish - See Previous Page

800-413-4455

The Judith Roth Studio Collection

The world's highest quality promotional calendars

The Judith Roth Studio Collection is not affiliated with any other company or association. To receive these calendars, your signed order form must be sent directly to our company.

Size of calendar closed 11" x 8 3/4" • Size of calendar open 11" x 17 1/2"