



Todd Funeral Home new location in Rushville, IndianaPage A15



Appalachian Funeral Home opens in Sylva, North CarolinaPage A16

Muster Funeral Homes have been a Kentucky Tradition Since 1855



Muster Funeral Homes, Calhoun Chapel



John Henry Muster

McLEAN COUNTY, KY— The Muster family has been serving the people of McLean County and the surrounding communities of western Kentucky for more than 155 years. Operating through six generations of service, **Muster Funeral Homes** is one of the oldest family-operated funeral homes in the Com-

monwealth of Kentucky as well as the United States. During this time, many families have turned to the small town personal services and homelike atmosphere coupled with innovative ideas and well maintained facilities of Muster Funeral Homes.

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JOANN BALDWIN
HONORED FOR
OUTSTANDING
CONTRIBUTIONS TO
FUNERAL SERVICE
AND RECEIVES
NFDA's 2010
INITIATIVE AWARD

Articles and Photos
from the Professional
Women's Conference
begin on Page A36



"The unique process allows for the manufacture of pendants, brooches, cufflinks, picture frames and plaques incorporating either a small sample of ashes or lock of hair."

See "UK's Sentimental Connections makes US Debut" on Page B8

Covington Funeral Home opens in New Jersey



Orlando Covington, Jr. outside Covington Funeral Home

ATCO, NJ— Dreams really do come true. **Orlando G. Covington, Jr.**, CSFP, the owner and Executive Director, of **Covington Funeral Home**,

755 White Horse Pike, Atco, New Jersey began with a dream of becoming an architectural-interior designer. He had an opportunity to foster

his dream, but with the rise of the computer age his dream dissipated. He turned his attention to funeral services. In 1999, Orlando graduated

from **Mercer County Community College**, West Windsor, NJ where he earned his Certificate of Proficiency of Funeral Services and Associates in Business and Applied Sciences. After spending years working for an independent firm, he turned his attention to an African American funeral service corporation. His passion to be a funeral home owner resonated with him.

He set his eyes on his hometown of Atco, NJ. His dream was taking shape when he decided to renovate a property owned by his family. The home was built by the Pangia family in 1910; it had been vacant for years. A portion of the property is located in the pinelands. In December 2003, Mr. Covington submitted his blueprints for Cov-
CONTINUED ON PAGE A22

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HAVE YOU SEEN THESE CHILDREN?

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

Endangered Runaway

SANDRA V. CRUZ



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

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

Endangered Runaway

ERIC ROBINS



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

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

Endangered Runaway

AMELIA JOSE ANTONIO



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

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

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

GracePointe Transport opens in Central Ohio

COLUMBUS, OH—Owned and operated by Rev. Steven L. Hensinger and Susan Hensinger, GracePointe Transport is now open in central Ohio.

Open 24 hours a day and seven days a week including holidays, GracePointe is a "first call" removal and transport company providing their clients with several other services such as trade embalming by professional embalming staff, transporting remains to or from the crematory, hospitals, coroner's offices, nursing homes, churches, airports or residences. GracePointe staff is also available to area funeral homes to assist with support staff or drivers as needed.



Rev. Steven L. Hensinger and Mrs. Susan Hensinger

Rev. Steven L. Hensinger earned his Associates in Arts degree in 1994 and a Bachelor of Arts degree in Religion with a minor of Sociology in 1997 from Ashland University in Ashland, OH. In 2008 he earned his Master of Arts degree in Religion and Pastoral Ministry from Northwest Nazarene University in Nampa, ID. Steven worked for a Columbus funeral home for a number of years as a director apprentice and then continued as fill-in staff following his apprenticeship. In January 2007 he became ordained in Christian ministry as an independent protestant pastor.

Susan Hensinger earned a Liberal Arts degree from Mount Vernon Nazarene University in Mount Vernon, OH. She is scheduled to graduate from the School of Social Work at Ohio State University in Columbus, OH in 2010. She is involved in a Social Work internship with the Columbus Prosecutor's office, in the Domestic Violence/Stalking Unit.

Trade Embalming services and Air Shipping service is provided to GracePointe through Jeff Edwards of Edwards Funeral Services in Columbus, OH. Mr. Edwards is a 2002 graduate of the Cincinnati College of Mortuary Science. He served his apprenticeship with the Henderson VanAtta and Johnson Funeral Home in Newark, OH. He was also the managing funeral director with the Crosby Funeral Home in Columbus from 2004-2006.

GracePointe Transport is proud to use the latest in Ferno equipment, as well as the Med Sled First Call. BioSeal System products will be added in the near future. For more information on their services, contact GracePointe Transport at (614)370-9094, gracepointe@gmail.com or visit <http://gracepointetransport.webs.com>.

128 Coach purchases Cadillac Flower Car



BOSTON, MA— 128 Coach of Boston accepts delivery of their Cadillac Metropolitan Flower Car built by Muster Coaches of Calhoun, KY. 128 Coach is a funeral livery operated by Sonny To, serving Boston and the surrounding area.



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NOTICE

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

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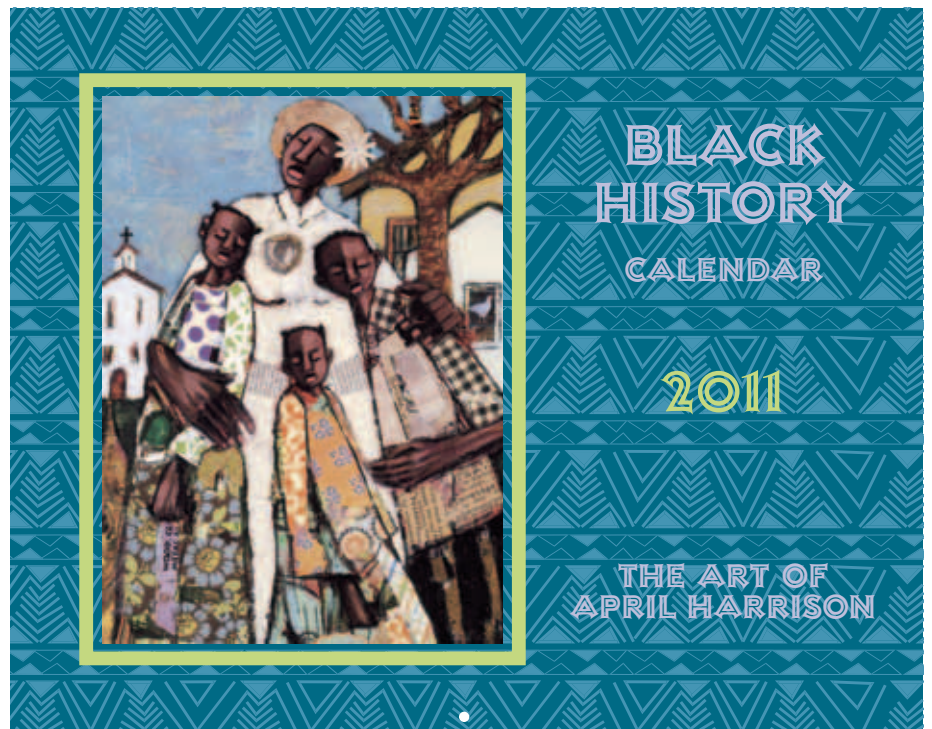
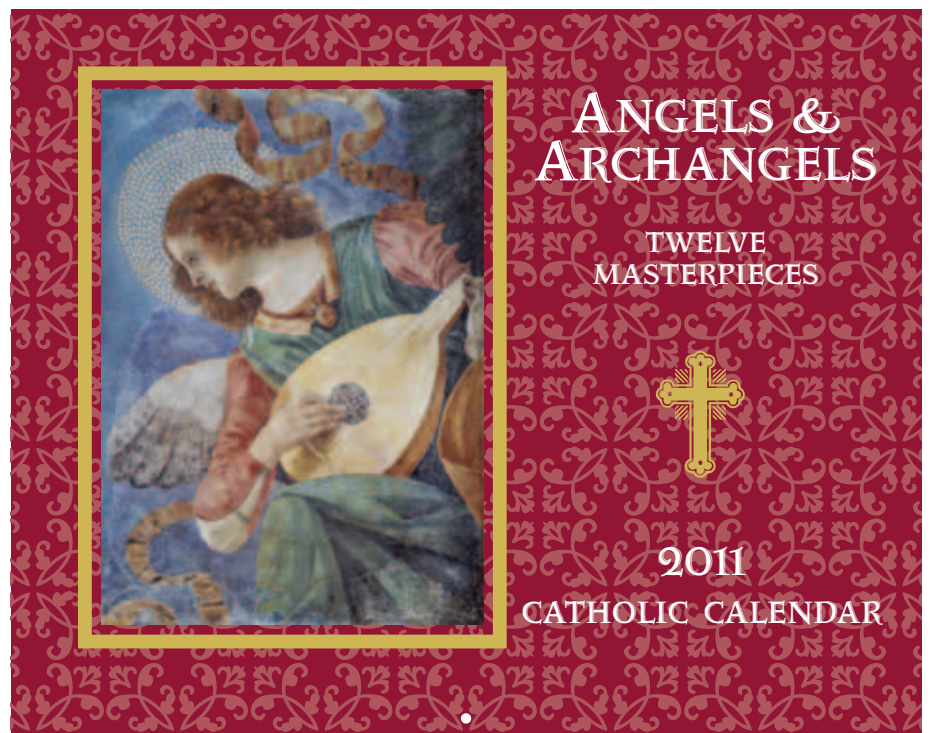
Correction



Commemorative's Onyx Marble Casket

The photos appearing with the article "Commemorative Casket announces Injection Molded Thermoplastic Caskets" on pages 1B and 7B of the May 2010 issue were improperly captioned. While all three photos were captioned as "Full Caskets," this was not meant to imply full couch caskets. The entire line of Commemorative Caskets is designed with a half couch style top. For more information call W. Craig Dolby, VP Marketing and Sales at 248-797-2138.

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Empathy Funeral Home receives Environmental Award from Chamber of Commerce



Ivanhoe Fisher receives the Environmental Best-Practice award from the Portmore Chamber Of Commerce.

PORTMORE, JAMAICA— Ivanhoe Fisher, founder and director of **Empathy Funeral Home** received an Environmental Best-Practice award from the Portmore Chamber Of Commerce. Empathy was founded five years ago and is located in Portmore, Jamaica, the only

and first funeral home in Portmore.

Initially trained in nursing in the early 1990s at Lynn University in Miami Florida, Fisher changed his profession and became a certified funeral director and embalmer.

Empathy Funeral Home currently employs seven permanent workers and five part time employees. When first founded the firm handled fourteen funerals per month; the mortuary now conducts more than ten funerals weekly.

Ivanhoe Fisher was truly surprised that he won this prestigious award, due to the fact that he was up against the Urban Development Corporation; but with his policy of cleanliness he knew he stood a great chance. The public health inspectors were truly impressed by the environmental practices of Empathy Funeral Home.

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Trigard Bronze donates Plaque to Vietnam MIA Soldier

DANVILLE, IL— A soldier declared MIA in 1970 is being honored for his service in Vietnam. *Ron Smith* of Fountain County, IN, will be memorialized with two monuments on the VFW grounds featuring a custom, *Brilliant Impressions™* color bronze marker by **Trigard Bronze**.

The marker has a collage of pictures of the soldier, which help tell the story of his life. "It is important to honor those who serve our country. We are glad to be a part of memorializing a local soldier," said Chief Operations Officer **Rich Darby**.

Some of the members of Ron's troop returned home, but he never returned. He was later declared Killed

in Action, even though his body still has not been found.

Trigard Bronze is a division of **Trigard**, a family owned and operated business based in Danville, IL, that has catered to the varying needs of the death care industry since the 1960s. Trigard regularly hosts Trigard University, a program dedicated to assisting dealers and funeral directors by providing the necessary tools to make their firms succeed in today's funeral industry. Trigard believes working closely with other death care providers enhances our knowledge of the industry and allows everyone to stay a step ahead in today's changing marketplace.

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The Gift of Aftercare

By Sherry L. Williams

For those of you who have been doing Aftercare for some time now, it may seem like it is harder and harder to come up with new ideas and creative things to do to expand your program. It is important however, to remember, even if you feel like you are doing and saying the same old things, it's not repetitious for the families you serve. Grief and the loss of a loved one is a new experience each and every time. Even if there have been other losses, each relationship and situation is different. People still need the basics of grief work no matter how rote it may feel to you.

In addition, you need to remember that it is important to take care of yourself. As a member of a caring profession, it is easy to give too much. In doing so, you don't leave anything for yourself. When you continue to push to the max, you head straight for frustration and burnout. This can lead to dissatisfaction with your program and job when you really are doing a wonderful job.

Before making drastic changes in your aftercare program, be sure to ask yourself if your aftercare program is meeting the real needs of those you serve. If you can answer yes to that question, then maybe you just need to find creative ways to do the same things a little differently.

Are your desires to change things, wants or needs? Needs are essential for success and fulfillment of goals.

Wants are wishes. So you must continually ask yourself if you are focusing on the needed results of your program.

Many times we jump to change things when they really don't need to be changed just because "We" are bored. Sometimes "if it ain't broke—don't fix it" is the best policy. It is also important to remember that trying to do everything leads to stress and low productivity.

If, however, you truly do need to give your program a lift because needs are not being met, here are some creative ideas to spice up your program:

1. Sponsor corporate training programs for "Grief in the Workplace"
2. Provide training for school counselors and teachers on "Building Internal Crisis Support Teams for School Systems"
3. Do mall exhibits and billboards of self-help groups, grief resources
4. Do some public service advertising regarding teen drinking and drug use
5. Develop genealogy charts/family tree handouts for your families
6. Sponsor recognition day for "Outstanding Caregivers/Volunteers" and sponsor an annual event/dinner where an award is given. It could be called the "Circle of Care Award" or something similar
7. Host a "jointly" sponsored memorial or holiday program with local hospices, hospitals or other support groups
8. Develop a Bereavement Support Coalition sponsored by your funeral home. Provide a meeting place and/or refreshments
9. Provide grief support/facilitator training programs for clergy and support groups
10. Sponsor a good grief community awareness day. Provide funeral home tours, open house reception, grief resource information, etc.

Now you may be saying that I haven't talked about how to change your program. Well the gist of this whole article is that your basic program may not need to be changed. It is probably meeting the needs of the families you serve. What you need to do is meet some of your "wants" by thinking outside the box. Add some variety to your program by expanding your community service involvement and programming. This will add some variety to the work you do and expand your role as an aftercare coordinator.

Very often we think our program is not working because we are bored. So be aware of this and plan for it. Your program may be working fine, it may be just you who needs the diversion from what seems to be routine.

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

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Outlook Group names Kent W. Tompkins Eastern Region Development Director

FRANKLIN, OH— The Outlook Group, Inc. announced they have named Mr. Kent W. Tompkins of Dallastown, Pennsylvania as the new Eastern Region Development Director for the company.

Prior to joining the Outlook Group, Kent worked the past eleven years as a Sr. Account Executive for Homesteaders Life Company, Des Moines, Iowa serving Central Pennsylvania, Maryland, and Washington, D.C. In this position, Kent built relationships with many funeral homes and prided himself on working to help develop successful advance planning programs. Kent got his start in the funeral service profession in 1988, going to work for his hometown funeral provider offering support services to the director and staff for more than ten years. Kent also has experience operating businesses as he was the former owner of five different medical related companies employing more than 45 people.

Kent and his wife Donna, reside in Dallastown, PA. They have two daughters Madison and Chelsea. Kent and Donna enjoy travelling with their Recreational Vehicle. Kent also enjoys competing in different forms of auto racing throughout the northeast. According to Kent, "It is my belief that every family deserves to know about an option that will help make the worst day of their life a little easier". He went on to add, "I'm so excited to join the Outlook Group as I have worked with them for quite a few years now and have seen the successful programs they have implemented within the funeral homes. Every customer that has attended the Outlook Academy has returned to their places of business and increased awareness with the families they serve by educating them on the benefits of advance funeral planning. I look forward to sharing the experiences of the Outlook Group."

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

2010 Can Still be the Great Sales Year You Want it to Be! Tips to Help Get You Back On Track

How are your pre-need sales this year? Are they on track with where you need them to be at this halfway point in the year? Do you need to play catch-up? Rest easy, because some of the best selling months of the year are straight ahead. August through November are historically some of the best months to reach prospects and assist them in prearranging their funerals. Now is the time to prepare and make the necessary adjustments to get things back on track.

Before heading off doing the same things that got you this far, it helps to know where you've been this year and how things performed and/or didn't perform. Identify which processes worked well and which didn't. Has your marketing been effective? Are you speaking with enough sales prospects each month or do you need considerably more people to speak with? Does your sales presentation need improvement? How are your closing skills? Are you asking the right type of open ended questions? Are you having trouble handling consumer's objections? Are your lead generation efforts working effectively? Is this year particularly troublesome in setting telephone appointments? Make sure you look at everything you've done, and said and presented thus far this year, and make adjustments to the things that are not working for you. Try a new telephone approach. Refresh your presentation materials. Try a new marketing approach and/or get a marketing campaign started. Do something

different and change it up. Seek advice or additional training from those you respect in the profession, who can help you improve your sales skills, prospecting, telephone and lead generation efforts.

Develop action steps to reach each goal. Identify the steps that are necessary for you to take to reach and accomplish each goal and objective you set for yourself at the beginning of the year. Are all the steps you outlined being followed and accomplished effectively? Do they need improvement? Do they need to be changed and/or scrapped and something else implemented? If it was important enough for you to outline it at the beginning of the year, are you following through with what you said you would do? Perhaps you have let a few things slide, because they are too difficult and/or you simply are afraid to try them. Cast aside your unfounded fear and all the things that hold you back and move boldly forward with your goals and objectives. Let nothing (including yourself!) stand in your way.

Create a monthly action plan. Based on your priorities, come up with a written action plan for each of the remaining months this year. Schedule a timetable for each step and stick to the plan. Regardless of what comes your way, make 100% sure you accomplish everything on your plan each month. If it was important enough to put on your plan, it's important enough to accomplish. No excuses!

Are you communicating with your clients as effectively as you could be? Communication is the most important tool in effective selling. You must be able to listen and determine your prospective customer's needs and feelings, as well as convey information about your product or service and how it will serve the customer. Be a "people person" – make sure that you build a good rapport with customers. Develop your open ended and discovery questioning skills.

Be confident. You must have confidence in yourself and in your funeral home to instill confidence in the customer. You can insure confidence by knowing your services and merchandise thoroughly and by knowing your own strengths and weaknesses. Present all your offerings with authority and enthusiasm. Learn from past mistakes and use them to your benefit.

Keep persevering. Remember that you have to kiss a lot of frogs to uncover the handsome prince. One of the qualities all successful sales people possess is the ability to accept rejection and move on – moving on, both in the sense of going on to the next customer, and in making repeat calls on prospects. (Remember the 80/20 rule) 20% of the sales force brings in

80% of the business. These are the people who don't give up too quickly. It takes a lot of activity to generate a few sales. So put rejection in perspective and keep moving forward. Time is money, so don't waste it.

Follow-up. Follow-Up, Follow-Up. Don't forget the client after the sale. Thank them liberally and be sure they are pleased with the service you provided. Remember, it takes about six times longer to get a new customer than it does to maintain a good relationship and gain profitable sales recommendations and referrals from an existing one.

Highly successful pre-need professionals do the following and so should you...beginning today!

- Don't take "no" personally or allow it to make you feel like a failure. Naturally you may be disappointed, but don't be devastated. Move onto the next person and daily keep putting one foot in front of the other.
- Arrive early and stay late on the job. Yes, this even means working some Saturdays (9:00am -1:00pm) or Sunday's (2:00pm - 5:00pm). Strive for excellence and allow nothing to stand in your way.
- Accept 100% of the responsibility for your results. Don't blame the economy, the competition, the prospects, your manager and/or co-workers, or the funeral home for your less than desirable sales. When the going gets tough, dig deeper and work harder to turn negatives into positives. You can do it!

There is still plenty of time to turn your sales around and make this year the one you want it to be. Good selling!

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

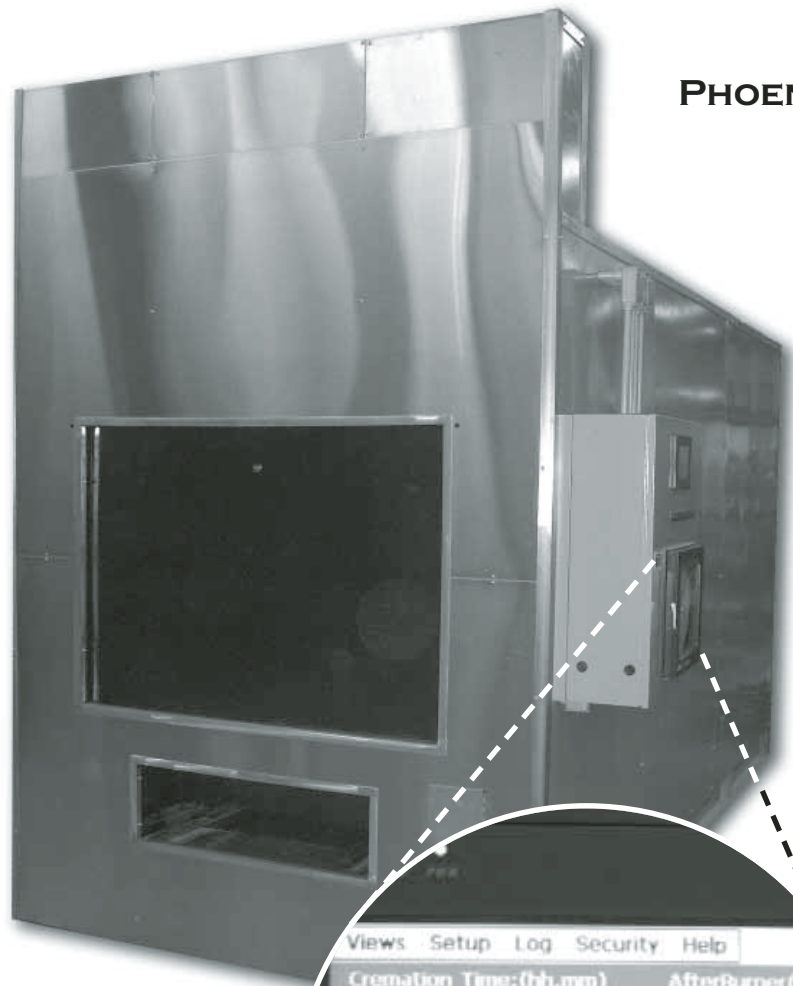
He has 25 years experience in the field of funeral directing, prearrangement planning and training. He also has considerable experience in public relations, marketing, consumer and business to business sales. He is a trusted advisor to those in the death care industry. As an insider into excellence Chris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

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

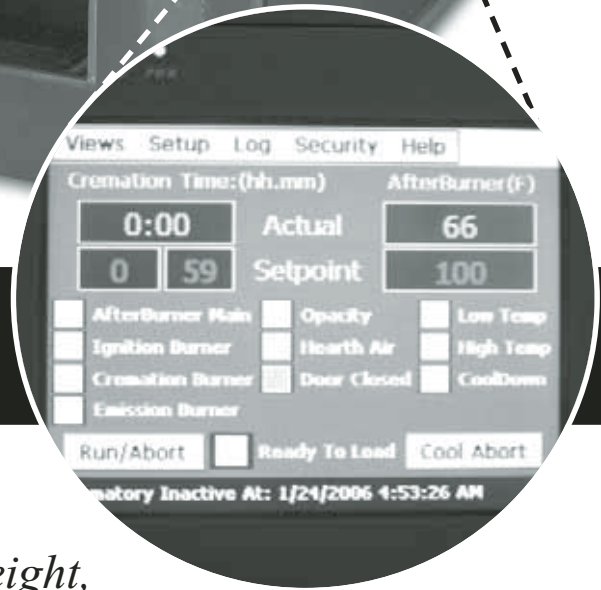
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Nation's Oldest Funeral Home, Bucktrout of Williamsburg, becomes Veterans & Family Memorial Care Provider

SANIBEL, FL— Mark Davis, founder & CEO of **Veterans & Family Memorial Care** announced that **Bucktrout of Williamsburg**, the nation's oldest funeral home has become an exclusive Veterans & Family Memorial Care Provider. "I am proud and honored that **Greg Arnold**, owner of Bucktrout has joined the over 800 family owned funeral home owners nationwide who are making a difference in the communities they serve," said Mark Davis.

For 250 years (1759-2009) Bucktrout of Williamsburg has brought dignity and compassionate care to bereaved families in the Williamsburg area. Founded in 1759 by colonial cabinet-maker **Anthony Hay**, it was turned over to **Benjamin Bucktrout** in the late 1700s. **Horatio Bucktrout**, son of Benjamin, was entrusted to care for the soldiers fatally wounded in the Civil War. In 1928, Horatio sold the business to **Douglas M. Whitacre** and in 1965 **Clarence W. Page** purchased Bucktrout Funeral Service, turning it over in 1984 to his son, **Robert G. Page**. In 1994 the Page family sold the business to the **Loewen Group/Alderwoods Corporation**. Then in May 19, 2007, the Manager, Greg Arnold, bought the funeral home making it once again locally owned and operated.

Having a familiar face and quality service brings a new tradition to an old heritage. Dedicated to personal attention, the professionals at Bucktrout know that the most important part of funeral planning is understanding and care. Whether it's careful pre-planning or the urgency of an unexpected death, your empathetic friends at Bucktrout respond with the courtesy and compassion that has instilled confidence in the Williamsburg community for more than two centuries.

"Veterans & Family Memorial Care's strategic partnerships with Cell Phones for Soldiers and Wreaths Across America continue to shine the spotlight on our exclusive providers nationwide" said Mark Davis. In addition, the VFMC signature public relations programs such as Sweaters for Veterans, Stockings for Soldiers and Operation Valentine are stimulating quite a buzz throughout communities all across America. These are just some

of the reasons that VFMC's annual renewal rate is 92%. "We work hard to provide a diverse menu of different programs that our providers can choose from. We are not about cheap funerals & cremation for veterans! Our primary mission is to give our firms a competitive edge. I talk with funeral home owners every day," said Mark Davis. "Everyone boasts about having a beautiful facility, professional staff, unparalleled service and affordable prices. So what makes them different from the funeral home down the street? The answer is nothing."

VFMC providers are influencing public perception and the result is increased at-need case volume and preneed sales. Growing at-need case volume is achieved by persuading families that have used another funeral home in the past to now use yours. The number of deaths in any given market area is divided by a finite amount of funeral homes. Whether a firm is the market leader or a bottom feeder the objective is always to increase market share. Creating opportunities is the way to achieve that objective.

Exclusive VFMC Providers are a catalyst for the community to demonstrate support and appreciation of our veterans and active duty military. As the United States continues to prosecute the War on terror, across the nation Americans continue to display their pride & patriotism to a degree not witnessed since the World War II era. The VFMC initiatives create unique opportunities. People visiting a funeral home for reasons other than a funeral have a different mindset. Each visitor becomes an opportunity. The VFMC mission is to influence public perception and perception is paramount.

Membership includes an exclusive geographic territory, branding and marketing tools including: brochures, press releases, ad copy, flyers, inserts, obituary tag line, membership certificates, use of the VFMC logo in adv. and printed material, participation in the VFMC Signature Public Relations Programs, a listing and link in the Veterans Funeral Home Directory and much, much more. To learn more about becoming an Exclusive VFMC Provider visit: VeteransFuneralHomes.com and click the Become a Provider tab.



Changing Lives Through Laughter

By Nancy Weil

A Hand in the Dark

Imagine that you are in a small enclosed place sitting on a cold, hard floor in total darkness. The heat begins to climb as you wonder how you will be able to take a breath. The fear begins to rise from within and all you can think about is how to escape. And you are aware that you have put yourself into this place precisely because it scares you.

This is the situation I found myself in when I took part in my first sweat lodge a few weeks ago. A small tarped hut becomes a sauna of sorts, as you partake in an ancient ritual that is steeped in Native American traditions. The idea is to cleanse yourself — physically, mentally, emotionally and spiritually of all that no longer serves you. When I entered the lodge, all I thought was that darkness, heat and confined spaces don't serve me. I was scared. Then it happened.

As we began, the leader called out to me, "How are you doing, Nancy?" I answered back, "Freaking out." In that moment, my partner in life reached out in the darkness and held my hand. Rather than run for the door, I took strength in his presence and I stayed. As the singing began, I realized that I was breathing and that this was actually, fun. Round after round I embraced the experience and realized that the fear was nothing more than that: False Evidence Appearing Real. The process freed me to know that most of the things that keep us from what we want are really inside ourselves.

When I returned to work following that experience, I began to look at my clients differently. Each was grieving their loss in their own way, but what they really needed in order to make it through the grief was simply a hand to hold on to until they emerged from

the darkness. They, too, had fears to wrestle with. "How will I make it through without my loved one?" they wonder. "What if ...?" and "How can I ever ...?" These thoughts come up again and again. They are trapped by their sadness and unable to see the way to happiness and peace.

That is where we come in. We must be the hand that reaches out to them. Whether it is during the planning of the funeral or helping them select a final resting place, we must extend both our hearts and our hands to our clients. In the days and weeks following the burial, we must remain available to help them understand this new world they have been thrust into. Grief can be bewildering and scary and mourners look to us, as professionals, to help them make sense of the non-sensical. This is our calling, this is our duty, this is our life.

*And a hand reaches out in the dark
And calms my worried soul.*

*It brings me comfort and takes me to a place within that is serene -
A place that I did not know existed in me.*

*I grasp your hand and know that I will survive whatever challenges
lay ahead.*

*I grasp your hand and take strength from knowing that there is
someone who cares.*

*I need a watchful eye over me while I wrestle my fears and
Heal my hurting heart.*

*My soul feels safe with you beside me and I know
That as long as I hold onto you*

*I will have new eyes that can see in the darkness
And I will rise above the despair and embrace the light.*

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

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

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

FUNERAL HOME & CEMETERY NEWS

Previously published as the YB News.

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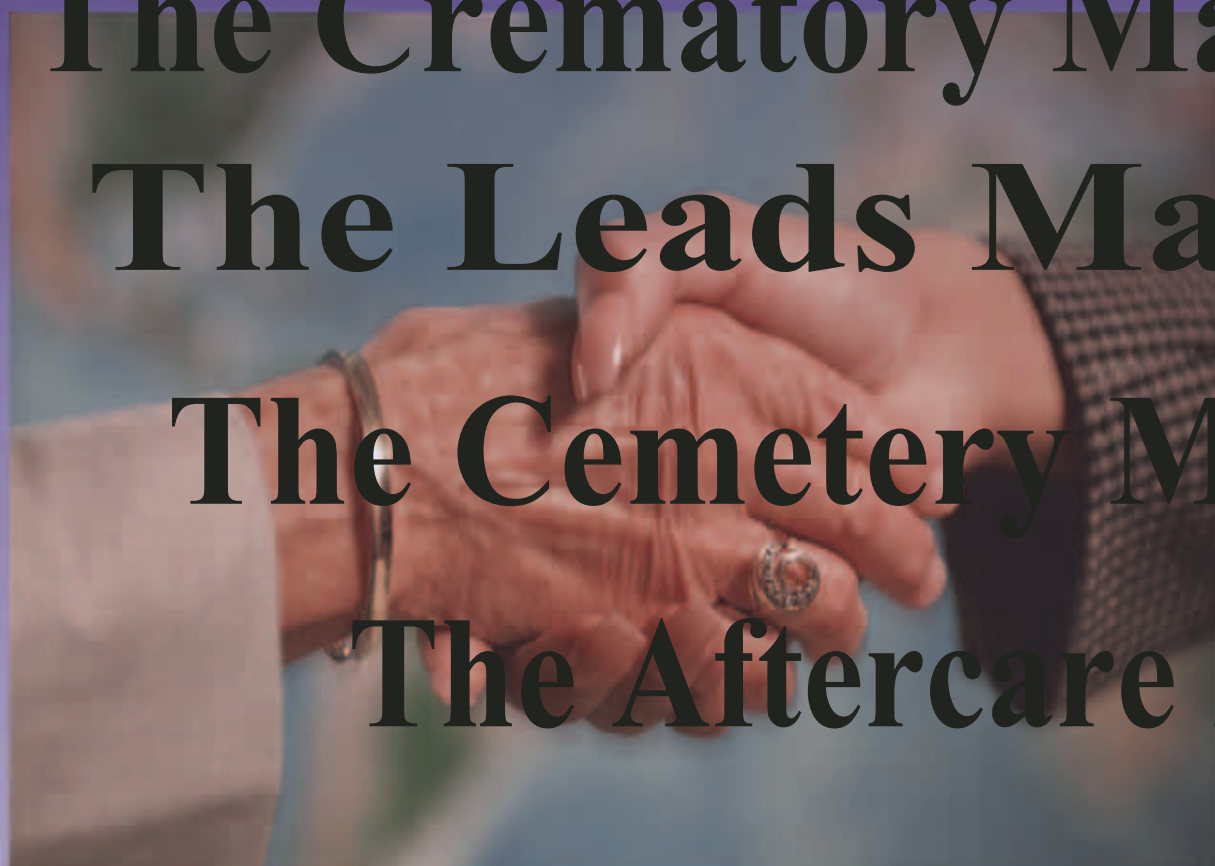


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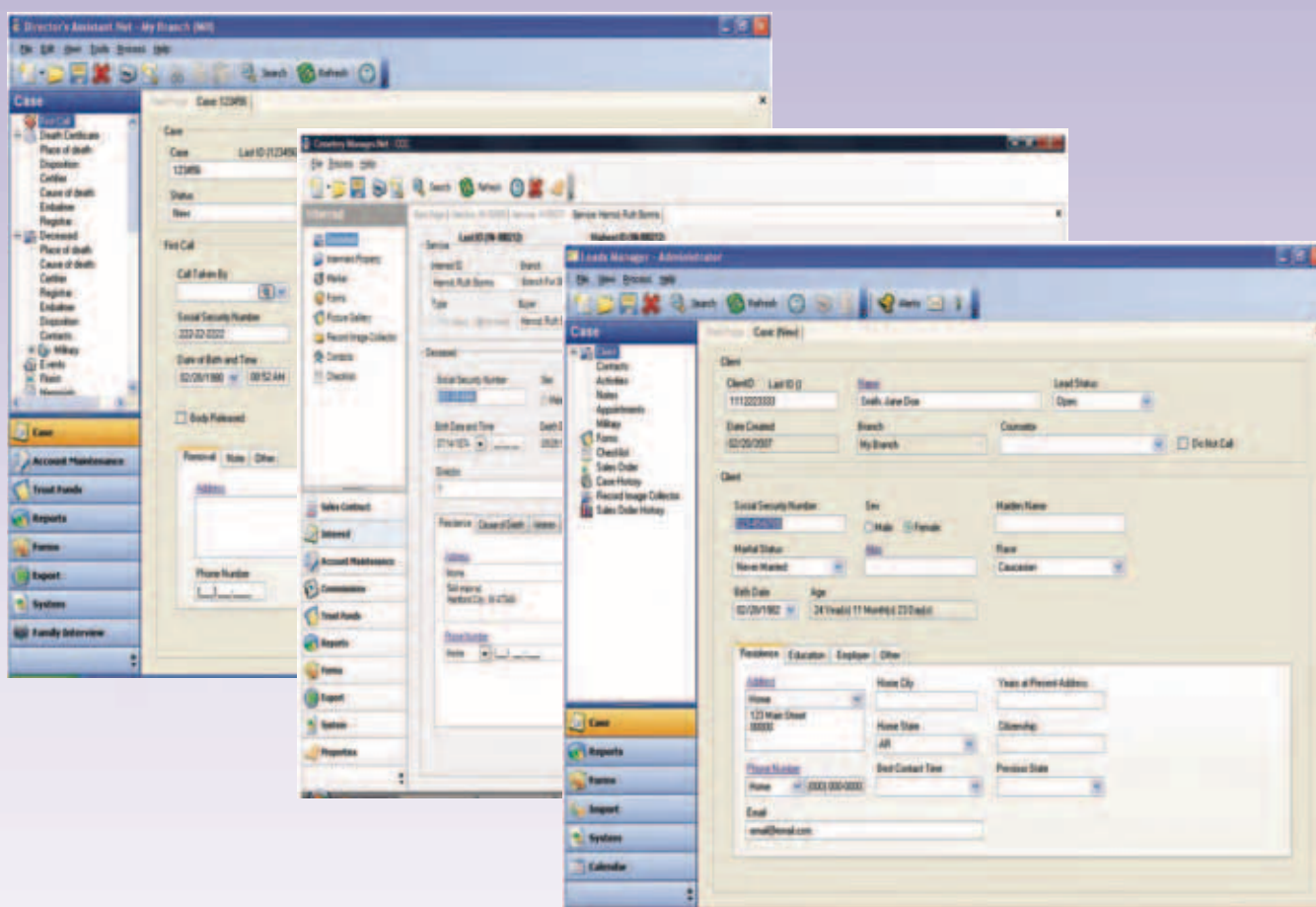
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Michael Schoedinger is the first Guest Blogger on MyLifeInDeath.com

SANIBEL, FL— Mark Davis announced that he is proud and honored that **Michael Schoedinger** has posted the first guest blog on www.MyLifeInDeath.com. Mike speaks about the "Great Recession" and what affect, if any, it has had on the funeral industry.

Michael Schoedinger is president of **Schoedinger Funeral and Cremation Service** in Columbus, OH. He is a sixth generation owner of the firm, a licensed funeral director and embalmer, Certified Preplanning Consultant (CPC), and Certified Funeral Service Practitioner (CFSP). He graduated from Miami University in Oxford, OH with a B.S. in Organizational Behavior and a B.S. in Personnel and Employee Relations. He is also a graduate of the *Cincinnati College of Mortuary Science* where he was class President.

The company is one of the largest privately owned funeral companies in the U.S. operating 11 chapels, four crematories, and a pet cremation service. Schoedinger Funeral and Cremation Service has been awarded the Family Business of the Year Award for Central Ohio and was second runner-up for the National Family Business of the Year Award. They have also won the Business Integrity Award from the BBB, and CEO Magazine's Best Places to Work in Central Ohio.

Michael currently serves on the Boards of the Young Presidents Organization, American Red Cross (Past Chair), Junior Achievement (Past Chair), Center Of Science and Industry, the Family Business Center of Central Ohio, First Community Church, and Senior Independence. He is married to Lisa and has a 13-year old daughter, Katie, and a 10-year old son, Jack.

In the weeks ahead Mark will be inviting industry professionals to express their thoughts and share their ideas and insight on the people, topics and issues of the day as they relate to the "business of death". Included will be individuals spanning every aspect of the death care industry. You will hear from funeral directors and owners, individuals on the merchandise and supply side as well as sales and marketing gurus. Topics will include business philosophy, industry trends, preneed, cremation, green burial, human resources, social networking, conglomerates and consolidators, websites, market conditions, public relations, life celebrations and tributes, celebrants, pet cremation, technology, veterans, revenue building, and more.



Michael Schoedinger

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Legal Speak

By Atty. Harvey I. Lapin

FTC Issues Opinion Dealing with Third Party Casket Sellers

Since the FTC Funeral Rule was enacted, the FTC Staff responds to requests about interpretations by issuing Advisory Opinions. On April 19, 2010, the Funeral Rule Coordinator issued an advisory opinion to Universal Casket Co. stating the FTC Staff's position under the Funeral Rule concerning practices engaged in by some Funeral Providers in connection with the delivery to them of caskets purchased by consumers from 3rd party casket sellers.

The opinion was issued in response to a request from Universal Casket Company who is the supplier of caskets to consumers that have purchased from Costco on an at need basis. Universal is also the supplier of caskets to Walmart. The opinion deals specifically with some acts or practice that funeral providers should avoid that the FTC Staff feels violate the FTC Funeral Rule.

The significance of the opinion, however, is the general statement by the FTC that:

"Restrictions by a funeral provider that unreasonably impede the delivery of a third-party casket create an unrea-

sonable burden on a consumer's right to use such a casket in violation of §453.4(b)(1). As a general rule, a funeral provider should avoid acts or practices that treat third-party casket retailers differently from the provider's regular casket supplier"

Then the opinion continues by stating the following acts or practices would violate §453.4(b)(1) of the Funeral Rule:

1. Refusal to accept delivery of a third-party casket more than a specified number of days in advance of its use;
2. Refusal to accept delivery of a third-party casket less than a specified number of days in advance of its use;
3. Refusal to accept delivery of a third-party casket during regular business hours except by prior appointment; and
4. Refusal to accept delivery of a third-party casket during regular business hour at a particular date and time, unless the provider is unable to receive caskets from any supplier at that date and time (e.g., because the provider will be conducting a funeral).

The FTC Staff indicated that a funeral provider does not have to provide the staff or pay the labor costs associated with unloading a third-party casket or removing its packaging, particularly when small funeral providers may not have personnel who are physically capable of assisting in unloading a heavy and cumbersome casket. However, the FTC Staff would consider it a violation if the funeral provider withheld the use of its standard equipment, such as a utility "church truck" to assist in bringing the casket into the funeral rule because use of that equipment is part of the funeral provider's overhead cost paid by the consumer as part of the non-declinable basic service fee.

The opinion also references previous opinions in this area about the following act or practices that the FTC Staff felt violated the Funeral Rule.

1. Requiring a consumer's presence at a funeral home at the time of delivery of a third-party casket;
2. Refusing to sign an acknowledgment of delivery of a third-party casket in the consumer's absence;
3. Charging a fee for storage of a third-party casket delivered in advance of an at-need disposition; and

4. Charging a fee for disposal of the container or packaging in which a third-party casket is shipped.

Since it is probable that a funeral provider will be dealing with delivery of third-party caskets in the future it is prudent to be familiar the FTC Staff's positions as you can be sure that the sellers will know the rules.

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

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

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

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

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

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Retail cost per family	\$250	\$275	\$300	\$325	\$350
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Call volume and frequency assumptions based on recently published chart prepared by Jeff Taylor of Tributes.com

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Double Celebration for Holloway Funeral Homes in Maryland



Prep Room at Holloway Funeral Home, Pocomoke City

POCOMOKE CITY, MD— Holloway Funeral Homes, proud of their tradition of professionalism for four generations, is equally proud to celebrate two new major events in the firm's long history.

A completely new funeral home, now in operation in Pocomoke City, was built to extend their operations in the Eastern shore of Maryland. **Keith Downey**, Mortician and General Manager, explains that in Pocomoke, two properties were purchased, gutted and replaced with a state-of-the-art and fully OSHA compliant funeral home. For that, Mr. Downey called on **Duncan Stuart Todd, Ltd.**

No sooner had the Pocomoke facility opened its doors than Mr. Downey turned his attention to Holloway Funeral Home in Salisbury, home base of the company business. Constructed in the 1960's, that building was in line for a renovation in 2010 to bring the preparation room up to 21st century standards. That accomplished, Mr. Downey calls the difference "phenomenal".

In both the Pocomoke and Salisbury locations, Mr. Downey's primary concern was for the health and safety of embalmers and staff. Entrusted with both projects and employing the Premier Source design plan, DST supplied its flagship PrepAir ventilation system. To further upgrade air quality, the Salisbury location was equipped with Pre-

CONTINUED ON PAGE A25

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Observations



By Steven Palmer

Rush to Judgment

The good we secure for ourselves is precarious and uncertain until it is secured for all of us and incorporated into our common life.

—Jane Addams

The discovery of 200 to 300 bodies being illegally disinterred in Burr Oak Cemetery in Alsip, Illinois without family permission and dumped into a "weedy" area of the cemetery shocked local residents and the nation. Further investigation found interred remains pounded down to make space for future burials.

United States Congressman Bobby Rush of Illinois' first district in which Burr Oak is located decided it was time to act. He held hearings in Illinois. His staff began to investigate other complaints in other final resting places.

"A little more than a month following our scheduled Chicago field hearing, fresh allegations of unlawful grave desecrations and the resale of grave plots at Eden Memorial Park, a Jewish cemetery in Mission Hills, CA, and the Mellwood Cemetery in DeKalb County Georgia, also came to light," Rush stated in a press release.

He introduced House of Representatives 3655, known as the Bereaved Consumers' Bill of Rights Act. This bill could have the same impact for some who render final care services and products as the Federal Trade Commission's Funeral Rule of 1984 did for funeral homes.

The Rush bill requires "that providers of funeral goods or funeral services furnish accurate price information disclosing the cost to the purchaser for each specific funeral goods or funeral services provided or offered for sale."

It requires "that contracts for funeral services or funeral goods be written clearly, stating the merchandise and services that purchasers are buying and their prices."

"A requirement that cemeteries provide to the consumers, in a timely manner, all written rules and regulations of the cemetery, and a clear explanation in writing of the inurnment or entombment right that has been purchased, and any material terms or conditions of that purchase, including any repurchase option by the cemetery and resale rights available to the consumer."

The two most influential associations have divergent views on this bill that seek to sunder their similar semblance to the public. National Funeral Directors Association (NFDA) supporting the bill and International Cemetery Crematory Funeral Association (ICCFA) in direct opposition to its passage.

ICCFA, in an email sent to members on May 3, stated, "However, the centerpiece of the bill would require the FTC to enact a new trade rule requiring a variety of consumer disclosures by any business selling any type of funeral merchandise or services...we understand violations are statutorily imposed at the rate of \$16,000 per violation... typically this amount could bankrupt a number of smaller cemeteries that operate with volunteer staffs and possibly one or two paid employees." Is this really what ICCFA is worried about? The 26 year old law has worked with many very small and very large funeral homes without forcing any of them into bankruptcy.

ICCFA also mentions that it is concerned that the bill may have "excessive penalties (that) would be imposed for some relatively minor omissions of disclosure in a manner suggesting that the punishment outweighs the offense in the interest of the of consumer protection." A 26 year history with the approximately 22,000 funeral homes affected by the rule will tell you if this is true; it is not. Clarifications are sometimes requested, at worst warning letters sent those who procrastinate, but fines only come all else fails.

The most cogent response from NFDA is in association Treasurer Randy Earl's testimony before the subcommittee on Commerce, Trade and Consumer Protection in January 2010.

"NFDA and its members strongly support retention of the FTC Funeral Rule as a uniform standard for funeral homes, as well as a rule that protects consumers served by funeral homes."

"It is therefore necessary, in our judgment, to establish a separate rule that addresses all sellers of funeral goods or

services not covered by the funeral rule, as contemplated by H.R. 3655."

"Unfortunately, while every consumer who buys funeral goods or services from a funeral home is entitled to protection afforded by the FTC Funeral Rule, no such safeguards are given to consumers who purchase funeral goods and/or services from non-traditional, third-party sellers not subject to the rule."

"While funeral consumers may be reluctant to switch funeral homes, for most cemetery consumers, a switch is impossible."

"Most importantly, such a federal rule responds to the 21st century marketplace and offers added protections for consumers who do business directly with all sellers of funeral goods and services."

Those of us final care providers (funeral directors, cemeteries, crematories, etc.) must demonstrate to the public that we do not tolerate consumer abuse. No funeral home has gone out of business due to an FTC fine. Fines are mostly imposed on those who blatantly ignore the number one rule: present a price list when discussing services.

Do you present yourself in an honest manner to the consumers? Then do not fear HR #3655.

What should scare you is Wal-Mart, Costco, Overstock, Amazon selling caskets as an attraction for other sales completely unregulated. The local owned casket store, the other online casket, urn, vault, monument providers that have an unfair advantage over you are now asked to put their commerce on the same terms as the funeral home.

As more funeral homes enter the cemetery business and more cemeteries have a mortuary on-site, are we that different? We are the same to the consumer, we are the same to the legislators and we must present ourselves in similar regulated fashion.

Ethics and equity and the principles of justice do not change with the calendar.

—David Herbert Lawrence

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.

Mark Davis appointed to Wreaths Across America's Board of Directors

SANIBEL, FL— Mark Davis, founder and CEO of Veterans & Family Memorial Care was recently appointed by unanimous vote to the Board of Directors of Wreaths Across America, a nonprofit 501-c3 organization. WAA was formed as an extension of the Arlington Wreath Project. The Arlington Wreath program was started by Morrill Worcester in 1992 with the donation and laying of 5000 Christmas wreaths to Arlington National Cemetery. This became an annual journey for Mr. Worcester.



Mark Davis

It was relatively obscure until 2005 when a photo of the stones adorned with wreaths and covered in snow circulated around the internet. The project received national attention. Thousands of requests poured in from all over the country from people wanting to emulate the Arlington project at their national and state cemeteries spurred the creation of "Wreaths Across America". Unable to donate thousands of wreaths to each state, Mr. Worcester conceived the idea of sending seven wreaths (one for each branch of the military as well as POW/MIA). In 2006 with the help of the CAP and other civic organizations, over 150 locations held wreath laying ceremonies simultaneously.

The Patriot Guard Riders volunteered as escort for the wreaths going to Arlington. This began the annual "Veterans Honor Parade" that travels the east coast in early December. By 2007 the requests for more wreaths grew. The Worcester family established the nonprofit group Wreaths Across America to further promote Veterans remembrance. The mission Remember, Honor and Teach characterized the projects goals perfectly. By 2008 over 300 locations held wreath laying ceremonies in every state, Puerto Rico and 24 overseas cemeteries. Over 100,000 wreaths were placed on veterans graves. Over 60,000 volunteers participated.

WAA reached out to thousands of children with the message of Remember, Honor and Teach. The importance of honoring each fallen serviceman as an individual is stressed.

The wreath laying is now held annually on the second Saturday of December. December 13, 2008 was unanimously voted by the US Congress as "Wreaths Across America Day". Wreaths Across America would not be successful without the help of the volunteers, many active organizations and the generosity of the trucking industry.

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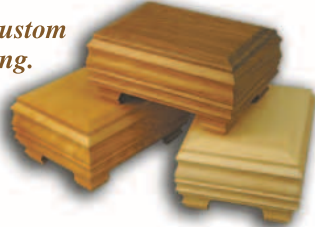
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Hillside Memorial Park and Mortuary unveils new "Garden Of Solomon" Development

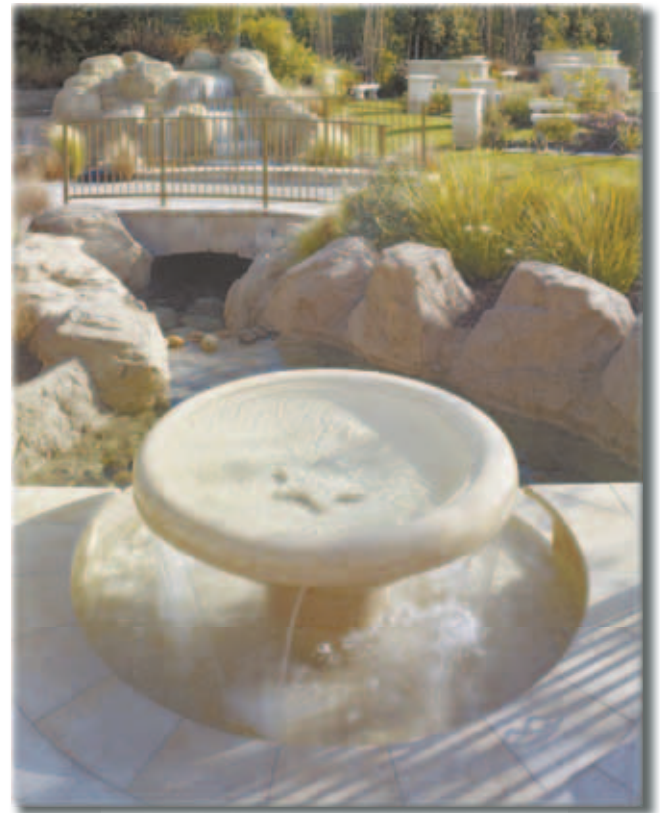


LOS ANGELES, CA— Hillside Memorial Park and Mortuary, the prestigious Jewish cemetery and mortuary in Southern California, announces an addition of unparalleled beauty and natural splendor to its already serene and picturesque

grounds—the *Garden of Solomon*. Designed with every detail in mind, this exquisite private oasis features elegant landscapes, gardens and lawns; rare plants and flowers; graceful water designs; lovely footbridges; beautiful Jerusalem stone; and stunning architecture and artwork—all playing in harmony to provide an enchanting and soothing experience for the spirit and the senses.

"Hillside Memorial Park and Mortuary has been serving Jewish families for more than 60 years—from Reform to Orthodox, blended families to soul mates—with an approach to celebrating the lives of loved ones as unique

as the individuals who lived them," says **Mark A. Friedman**, Hillside Memorial Park and Mortuary's CEO. "Garden of Solomon further evidences our continuing commitment to the



local Jewish community, providing a remarkable backdrop for memorials, tributes, quiet meditation and close connection with friends

CONTINUED ON PAGE A18

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OSHA Compliance

By Gary Finch

A 500 Word Summary of a 10,000 Mile Trip

I've just completed a twenty-two state road trip. I'm based in San Antonio. My customer base is national. Sometimes it is good to get out. It's good to visit with customers and press the flesh. Having returned, it is a good time for reflection.

What are the problem areas? What do customers say they need? As Compliance Plus has evolved into digital training, does it require a different skill-set from a safety administrator? You don't find the answer by talking on the telephone. Road trips like this are as much for me as they are for our customers.

I will share some of my thoughts from that trip, subject to this caveat. I was not concerned about written safety programs. Each customer uses the Company Safety Plan by Compliance Plus. It is expressly designed for funeral homes. Employee safety training uses "Plug and Play"

CD's, also from Compliance Plus. I want readers to understand that my focus was: "Beyond the basics, how are you doing and what are your needs?"

One of the problem areas was peripherals. When a funeral home gets into the monument business, it often involves new hazards (hoist, wench, and forklifts) and new exposures (silicosis). Sometimes funeral homes acquire a cemetery (back-hoe and confined space training). We have had several monument shops expand into the custom granite countertop business (overhead cranes).

Remember recurring events is one problem I encountered. My suggestion here is for funeral homes to use the built in reminders in the email programs. They can remind you when it is time for annual renewal training, monthly fire extinguisher checks, etc.

Before going digital, we put a premium on the safety officer being a skilled embalmer. This was because one of their duties was to give safety training to new embalmers. Now that we use CD's to do the training, it might be advantageous for some to use a good administrative secretary.

We have found that in some cases, they do a better job with the required documentation. It's almost nostalgic to imagine licensed morticians spending their time preparing remains and serving families, and secretaries handling the recordkeeping. We are happy to reintroduce this old but very efficient concept.

We sometimes focus on developing new resources too

much. It does the funeral home no good to have these resources if they are not using them. We have provided our customers with easy ways to train secretaries, housekeepers, and maintenance employees. This next year, my focus will be more on getting my customers to use our expanded Plug and Play CD library to train these people.

Over the past year, we have run a number of boring stories in our ALERT newsletter about how funeral homes could save money by changing how they handled regulatory matters. In my next ALERT newsletter, I'll report that one of our independent customers saved over \$40,000 on his infectious waste disposal contract. Several other customers report savings in the \$5000 range. I'm sure a lot of my customers are going to revisit those old articles. Some similar articles appeared in this publication within the last year. Did you keep them?

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

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

Todd Funeral Home announces new location in Rushville



An artist rendition of the new Todd Funeral Home

RUSHVILLE, IN— James and Susan Todd have announced that **Todd Funeral Home**, a new funeral, cremation & memorial services centre will be located at 1600 S. State Road 3 in Rushville. This new venture is an accumulated effort of research over several recent years, aided by traveling to the many *National Funeral Directors Association* and *Indiana Funeral Directors Association* functions across the United States. Jim & Susan wish to bring Rush County the most modern and cost effective funeral, cremation and monument/memorial services available.



James and Susan Todd

The property was purchased with a house on it which at one time served as the Indiana State Police barracks. Soon after the purchase the house was donated to the Rushville Fire Department for training. Following the RFD training schedule they burned the house and released the property back to Mr. & Mrs. Todd for construction. Construction was scheduled to begin in April.

The vision of this endeavor is threefold. First and foremost is the construction of a new funeral centre and convenient parking. This spacious and modern facility will be oriented towards providing clients a comfortable and safe environment in their time of need.

Also planned is the construction of a new cremation centre. "The families we serve will benefit from this, we believe," states Jim. "Not only will it be more cost effective for our clients, but it will be emotionally beneficial by reducing transportation of loved ones as well."

Finally, in the near future, there are plans to construct a nature walk which will feature an approximate one mile nature like creek side path with an evolving brick walkway. "We believe it will be a welcome diversion for those visiting the Funeral Centre," states Susan. "A few years ago we saw a similar idea while visiting a fu-

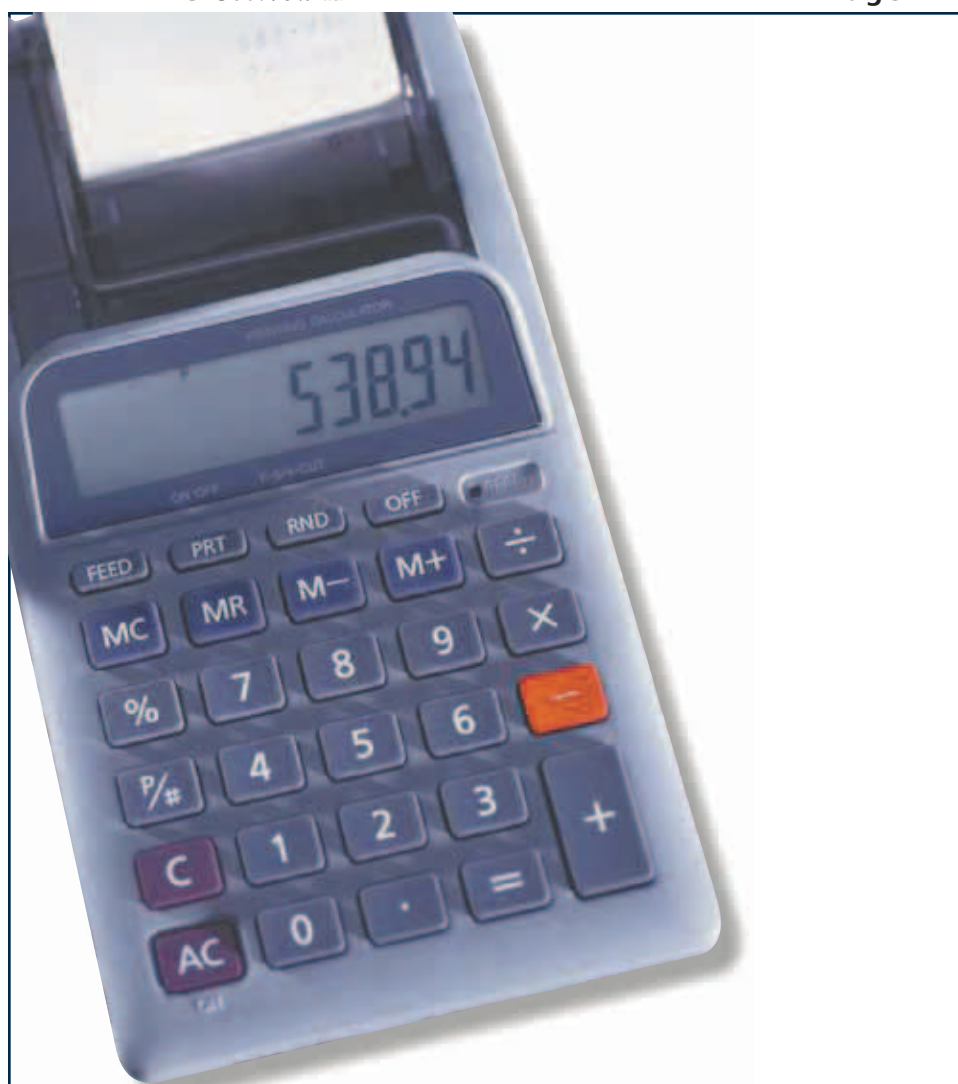
neral home in San Francisco, CA. Many people who visit a funeral home will often look to step outside or walk around looking for a diversion from the death experience. We hope to provide a meaningful place for people to visit and relax along the creek."

Mr. & Mrs. Todd have decided to live at 805 N. Main St. for the near future. "It has always been home to my family, and will remain so for now. We hope to give it a more historic appearance as time goes along," states Jim.

Finished construction and relocation to the new centre should be completed by September 2010.

For more information on Todd Funeral Home, visit their website at www.toddfuneralhome.com or call (765)932-3070.

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Appalachian Funeral Home opens in North Carolina

SYLVA, NC—Appalachian Funeral Services and Crematorium is completely new to Jackson County and the surrounding area. The funeral home is locally owned and operated by David and Carmaletta Gates and Eddie and Peggy Cope.

Eddie is the Managing Director of the funeral home, having been involved with the funeral industry for over 25 years. He obtained his Funeral Director certification from Fayetteville Community College. He enjoys meeting with the families, from the first call to lingering at the gravesite. He feels it is his life's avocation to serve families when they need him most. Eddie and his wife Peggy are locals, having lived in Jackson County all their lives. They have two grown daughters.



Appalachian Funeral Home

David is a local businessman who has been in business for over 25 years. He and Carmaletta own Bradley's General Store in Dillsboro, an old time general store which has been in business since 1888. David is unique in that he also has his commercial contractor's license, the first totally blind person to pass the contractor's exam in the state of North Carolina, and possibly the entire nation. David sees his new venture into the funeral care industry as a challenge, but also an opportunity to serve his friends and neighbors in their time of need. He has a great love for people and enjoys greeting families and friends and helping them talk about their loss.

Carmaletta has spent her life in education, obtaining Bachelor's and Master's degrees in Secondary Mathematics Education from Western Carolina University in Cullowhee, NC and a Doctorate in Adult Learning from NC State University in Raleigh, NC. She has worked with North Carolina public school teachers for the past 22 years, offering development education programs. Her focus for the funeral home is to personalize the experience, working to make funerals, memorials, and visitations true celebrations of life, in an atmosphere of home and family. Mountain culture and life have always been of interest to her, and resulted in a book, *Granny Stories: North Carolina Mountain Tales*, containing stories from the local mountains. She and David have three daughters, two live locally and one resides in Las Vegas, NV.

Appalachian Funeral Services is located in a 12,000 square foot building, designed specifically as a funeral home. The structure includes a large covered porch in the front for family gatherings as well as a covered portico running the length of the building. This portico will allow for convenient loading of the family and rest of the funeral procession regardless of the weather. The chapel holds over 200 people and has a baby grand piano as well as a projector where memorial videos can be shown. The chapel has two large stained glass windows, one representing a mountain and sunrise together and the other a mountain and sunset.

The chapel is 2,400 square feet with chairs that can be moved and reconfigured, making the room multipurpose. A funeral service, a visitation, or a morning meeting of local pastors with only minor changes can be accommodated in the multipurpose area. A modern sound booth adjoins the chapel, allowing videotaping and/or projection of services, as well as sharing these images over the World Wide Web.

The lobby boasts leather couches, arranged before a huge gas fireplace. There is ample space for conversation groups throughout the lobby and large hallway.

There are two large viewing rooms with comfortable couches and chairs to provide conversation areas for families and friends. Each viewing room is equipped with a large flat screen television to allow memorial tribute videos of loved ones to be shown dur-



(L to R) Owners Eddie Cope and David Gates.



A memorial put together by staff at Appalachian Funeral Home.



Lobby of the funeral home.



Conference room.

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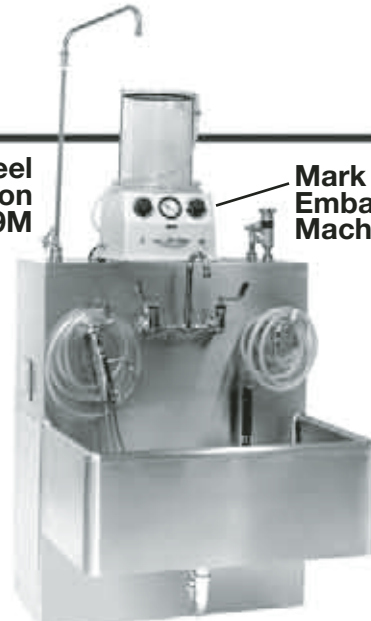
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Hillside unveils "Garden Of Solomon"

Continued from Page A14

and family who have passed away; and it inspires us to look at future developments that enhance our beautiful grounds." The secluded, naturally enclosed grounds of the 1.5-acre Garden of Solomon features highly unusual trees, flowers and plants imported to provide unparalleled beauty, aroma and color. Designers complemented the traditional rolling lawn areas of Hillside with a sophisticated and refreshing landscape plan that incorporates natural elements in a site that gently cascades down a hill into a "discovered" garden. The tranquil sound of cascading water emanates from waterfalls and two bridge-covered streams that begin at the edge of two new open-air pavilions, drop down two levels, travel 50 feet and flow into each end of a small lake. The quiet exuberance of the garden's lush landscape embraces the attention of butterflies, dragonflies and hummingbirds whose color and life provide respite for the grieving.

Hillside Memorial Park and Mortuary selected a "design-build-maintain" project delivery plan that was completed by ValleyCrest Landscape Companies. "Working with Hillside's visionary team to create this tranquil burial site for Jewish families was an amazing opportunity to utilize the best resources available—with more than 100 trees and 4,000 shrubs creating the plant palette," said Burton S. Sperber, founder, Co-CEO and Chairman, ValleyCrest Landscape Companies. "The Garden of Solomon's design is reflective of Hillside's desire to provide a peaceful, respectful and comfortable garden that elevates family burial estates to new heights."

Garden of Solomon's expansive family estates feature beautiful Jerusalem stone pillars, walls, benches and stunning foliage. Some estates accommodate up to four interments, while others have an eight-person capacity. In addition, two spectacular waterfront, open-air pavilions have been designed to accommodate 12 interments. Each has its own beautiful fountain and cascading waterfall gently flowing into the main pond. Double ground spaces and cremation spaces are located at various places throughout the area. Surrounding the pond are boulders into which cremated remains can be placed. The area's paramount elegance and design make the majestic setting an extraordinarily peaceful resting place. Whichever the selection, The Garden of Solomon provides a place where Jewish families can feel secure knowing they have their own corner of solitude surrounded by the graceful unfolding of nature.

Founded in 1942, Hillside Memorial Park and Mortuary has served as a place of memories for the Los Angeles Jewish community for more than 60 years, committed to providing families with caring and sensitivity. Surrounded by beautiful gardens and lawns, fountains, stunning architecture, artwork and more, its exquisite grounds provide a dramatic yet serene backdrop to memorials and tributes. Vast and serene and quietly famous, Hillside offers families pre-need planning for their loved ones, and expert assistance for all necessary arrangements, including ground spaces, garden estates, mausoleums, wall crypts, family rooms, cemetery services and floral, mortuary/funeral services. A community service of Temple Israel of Hollywood, Hillside is well-versed in Jewish mourning customs and traditions, and also offers community education in the form of activities and events. To learn more about Hillside Memorial Park and Mortuary, visit www.HillsideMemorial.org or call 800-576-1994.

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SCI first quarter reports

HOUSTON, TX—Service Corporation International has reported the results for the first quarter 2010.

Tom Ryan, who is the company's President and Chief Executive Officer, said, "We are encouraged with the operating results achieved in the first quarter as the positive trends that we saw in the second half of 2009 related to expense management, preneed sales and higher trust fund income continued." He also said that the company is pleased to announce the successful closing of the Keystone North America acquisition in late March. "With a month of ownership completed, we are pleased so far with the integration progress and the quality of the businesses and their people. Even after fully funding the Keystone acquisition, SCI continues to have strong financial flexibility and is well-positioned to continue to pursue value-enhancing opportunities."


SCI is headquartered in Houston, TX, and is North America's leading provider of death care products and services. As of March 31, 2010, they owned and operated 1,441 funeral homes and 387 cemeteries (of which 221 being combination locations). They are located in 44 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through their business, they market the Dignity Memorial® brand which offers assurance of quality, value, caring service and exceptional customer satisfaction. For more information about Service Corporation International, visit <http://www.sci-corp.com>. For more information about Dignity Memorial®, visit <http://www.dignitymemorial.com>.

Appalachian Funeral Home Opens

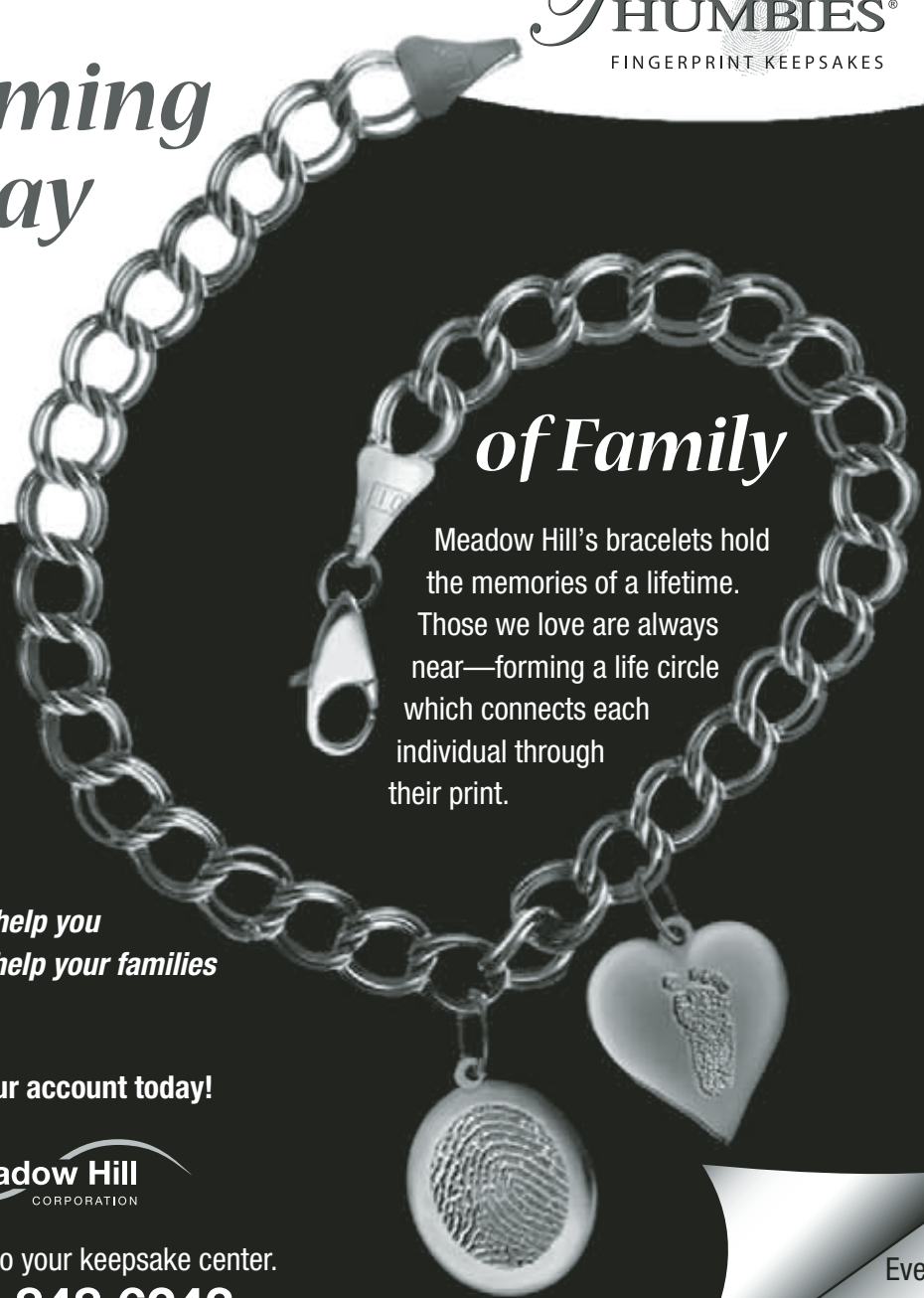
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ing the service. The preparation and embalming rooms are modern, clean and safe with emergency showers and eye washes. A three-body cooler and on-site crematorium makes the Appalachian a full service facility. The crematorium allows staff to provide complete burial and crematory services.

The Appalachian Funeral Services and Crematorium is designed to help families feel at home. Both the facilities and staff are dedicated to serving clients and their families with respect, care, and dignity. For more information, visit the website at www.appalachianfuneralservices.com, or call 828-586-2444.



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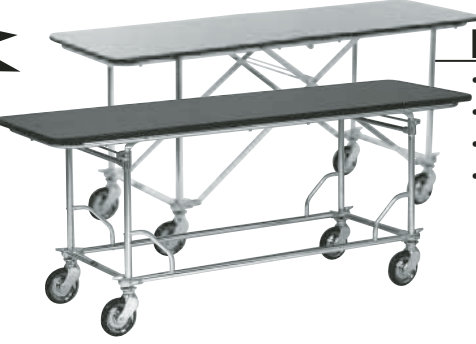


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By Todd Van Beck



Todd Van Beck

In the last several weeks the subject of mortuary education has again popped up. One of the professional journals did a survey of the state of mortuary education and the results were not favorable.

A few good folks weighed in with thoughts (including myself), and there were some salient points made.

One of the points made was the issue of requiring a Bachelor's level degree for entry into funeral service, no matter the position. I took that position and believe in my heart of hearts that this is an important issue even though in most places this dream appears to have become the impossible dream. People need to dream, though, and funeral professionals these days need to dream about the future and take those dreams very seriously.

First a quick word concerning what has become the impossible job of being an instructor and professor within the world of mortuary education. I have spent a few years of my career fulfilling this type of job and I can tell anyone reading this that teaching mortuary science, whether it be in the arts or sciences or both, is not an easy task. In fact, it has gotten progressively more challenging and just plain difficult over the years for one major reason—lack of time.

The curriculums of each of the testable subjects on the National Board exam that have to be taught in mortuary colleges has consistently increased year by year, decade by decade, American Board meeting by American Board meeting. I believe this is a good thing. Reformation and expansion of any professional curriculum is a good thing no matter the profession.

However, within the mortuary science area a major glitch exists. While the information concerning each subject area has grown, the amount of time that is given to teach this additional academic information has not grown in tandem. The result is that in 2010 professors of mortuary science are literally scrambling to get all the information stuffed into a quarter or semester. This curriculum crunch translates into students taking packed quarters or semesters.

For the good student who would succeed under any academic condition, this is not a problem. However, for the low

average or poor student way too often the results of the necessary curriculum packing results in less than successful performance and many times failure. Let me state this: I believe that when mortuary science students do fail, it is not always the fault of the mortuary science instructors or even the student; the "dump-truck" approach concerning the literal ton of information that must be taught in such a short time must be taken into account to be fair to everyone concerned.

I know firsthand when I was teaching I most times took a sigh of relief when the quarter was over and I was successful in teaching all the required information which was necessary to insure that the students received what they needed and what they paid for.

Add to this the glaring situation that the curriculum itself was not only crunched for time but the curriculum as a result was lop-sided. In other words, there were subjects that had few, if any, questions on the National Board being given the same amount of credit hour value as subjects that might have dozens of questions on the National Board.

Looking back, it is amazing that the system works as well as it does. My hat goes off to the mortuary science instructors who are relegated to basically the same amount of actual mortuary arts and science teaching time that was used in 1930 but today add to this 1930 time hundreds more pages of required curriculum.

So, what do I do? I want to suggest that the mortuary science curriculum in order to be able to just breathe, in order for the professors to take their time in teaching, in order for the average or poor student to improve, in order for long-term learning (vs. stale memorization) to take place, in order to raise the professional standards of this great profession a serious, progressive, timely and long overdue movement of establishing as a minimum a Bachelor's degree in funeral service needs to take root and be allowed to grow and flourish.

Minnesota and Ohio have done it. If those great states can do it, the possibility and reality exists that every state can do it.

The other benefit of requiring a Bachelor's degree is that the curriculum can be given fresh life of academic freedom and philosophy. Instead of the education being taught to pass an extremely important examination, the teaching could also take place in the classroom or the Internet, reflecting the nobility of the concept of education just for the time-honored sake of education—for human learning.

Education for the sake of education, my oh my, how many times in my career had I wished that in, say, funeral service ethics for instance, I might have spent another week on the philosophy of what the great thinkers of the Western world had to say about the ethical care of the dead? Trust me, my friends, they most all had something to say, and what they said was not the philosophy of immediate disposition of the dead—far from it.

However, I was not able to accomplish that teaching ideal and hope, "Is it not sad when a mortuary educator wants to teach more but does not have the literal time to do it because of ancient constraints?"

Education for the sake of education. What a strong, liberating and forward-thinking position for the industry to adopt, because a profession is always gauged and ultimately evaluated by the educational requirements that must be attained in order for entry into such work.

When I was in Mortuary College I took a ton of chemistry and I hated it. I judged its daily relevancy in daily funeral service/embalming work, and from that myopic position, chemistry lost out.

However, today I don't look at my chemistry studies in mortuary college just based on its relevancy to embalming, because if I did, chemistry would again loose. I am damned happy I took chemistry even though it drove me nuts.

Today I realize that I was educated in chemistry, not just for embalming as well as the quality of my life and for human learning. I don't use chemistry when I embalm, per se, but I use it every day of my life, for little things. My father is an extremely bright person, but when he and I watch the Discovery Channel I most often follow along when they are talking about chemistry. This is not the case for my father. This bright man would not know the atomic charge from a pipe organ. That, my friends, is a living example of education for the noble sake of education, no matter what I have an understanding of, which my father does not. I learned that material in mortuary college as well as a whole lot more stuff, but even then we were slowed by the issue of no time.

Today's mortuary science instructors need more time, and I believe that can only be accomplished when the funeral industry universally across the country adopt and protect the minimum level academic requirement of a Bachelor's degree.

Anyway, that is one old undertaker's opinion.

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

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



Let's Chat

By Kristan Dean

Happy Father's Day! What a great day to acknowledge one of the most amazing and unique blessings our industry provides us: to realize how lucky so many of us are to work with multiple generations of our families. We are fortunate. When life brings success, failure, woes, or joys those we love and who love us most are right there to congratulate, support, cheer, and inspire us. I wish everyone was this lucky.

Unfortunately many in our communities do not have the means, support, or opportunities that we are given. Some say they need our help. My Dad taught me that giving brings us far more than receiving, making it clear that they do not need us nearly as much as we need to give. We need the joy, fulfillment, and yes love that comes from giving.

The question is, how much can, should, and will we give? The answer comes from a surprising source. HSBC chairman, Stephen Green's article "Crisis of Conscience" in News Week's May 3rd edition, he writes, "If we listen to the voice of conscience it reminds us that something is owed...that...giving should be at a level that is material to the giver. But no less important is the donating of time and talent..."

Knowing how much people in our industry give of their time and resources I must say that I cannot imagine how much you do for your families and your community. Yet this does not sway me from asking you to consider doing more. It inspires me.

Please join my godchild, Lauren, whose simple question helps me give more than just what I no longer

want. Take a look around and ask "who will make better use...who will love this more...you or the person who receives your donation?" Thanks to Lauren's question almost all of my suits, including my favorites, are now at the Salvation Army. Best of all, I find myself looking to give in a new way.

Starting small, a friend and I went through our home to find what would better serve the residents she works with. You see, she works at a nonprofit that brings mothers and children who need housing to Hingham, MA where they receive: shelter, academic tutoring, support and parenting classes designed to help each woman become the best mom to their child.

Thankfully, we are not alone. Just the other day a woman brought a dinner to the house and best of all she included the recipe and all the ingredients so that the residents can make the dinner for themselves in the future.

This leads me to ask you to please take a moment and choose your perfect donation gift. Ask yourself, "What can I give to my community?" as though you were choosing a present for someone you love. I look forward to your thoughts. Please give me a ring at 781-331-5308 or, if you prefer email me at kristan@mooneytunco.com.

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.

Just A Touch Away: Music for the Grief Community



ROCHESTER, NY— **Monica Street Music**, a company that creates healing music for grief resolution, is proud to announce the release of its new music CD, *Just a Touch Away*. Similar to the company's first release, *In Abba's Arms*, *Just a Touch Away* is an attractive, professionally produced, digital recording. It contains a generous 75 minutes of orchestral, instrumental, healing music. One listener proclaims, "This CD recharges and soothes my spirit every time I listen to it."

Just a Touch Away also provides important benefits for funeral directors as they search for unique, affordable avenues to effectively serve their clients and distinguish their business in an increasingly competitive market.

One way to serve the bereaved and make the firm highly visible is to offer the CD as an aftercare gift. "*Just a Touch Away* expresses your genuine gratitude to the individual who chose your service," says **Tony Falzano**, President of Monica Street Music. "And because it is a unique gift, the CD distinguishes your business from competitors. Furthermore, and most importantly, the family can take home your practical gift and use it to go through a life changing event. Your offering shows you care and that you're concerned about their well being after your service is complete."

The album may also be offered as a "gift of appreciation" with every inquiry or completion of a pre-arranged funeral. This will provide hours of soothing musical enjoyment for the individual, no matter what age.

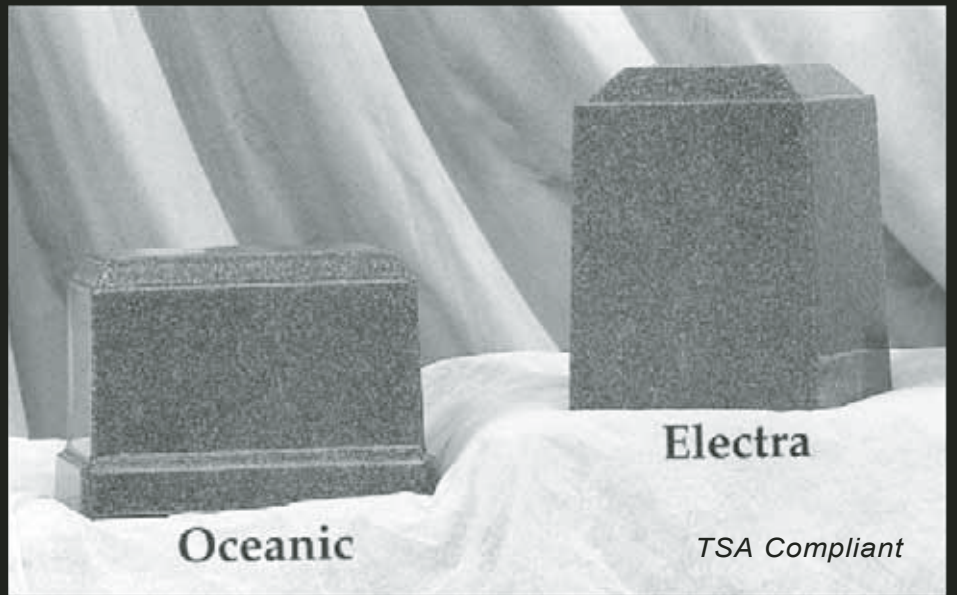
Just a Touch Away is perfect music to play in the background during viewing hours. It can play softly in visitation areas and casket showrooms. Selections off the CD are perfect for prayer services. Furthermore, the music may be incorporated as a soundtrack for a memorial presentation and be available for grief support groups.

The CD has a money back guarantee. And to tastefully promote the company, the funeral professional is encouraged to place a "compliments of..." label on the CD with their name of their business. "Your firm will always be connected with the comfort the CD provided during this time in the family's life," says Falzano. "In some cases people may pass the CD to someone else when they think it can help them."

Medical professionals conclude that listening to warm, relaxing, non-offensive music such as this album can provide positive influences on families experiencing grief. Music boosts the immune system and will regulate the individual's heart rate and pulse as well as the nervous, digestive and respiratory systems. It reduces muscle tension, anxiety and regulates stress levels as it eases depression. It can assist individuals to sleep. Along with family and friends, music can be an important ally to help those suffering with grief.

You are invited to read, see and hear music selections of *Just a Touch Away* by visiting, www.cdbaby.com and typing Tony Falzano in the search box. For more information or to discuss how the CD can be added to your marketing efforts, please contact Tony Falzano of Monica Street Music at tonyfalzano@AOL.com.

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Covington Funeral Home Opens

Continued from Front Page

ington Funeral Home to the NJ Pinelands Commission. “NJ Pinelands Commission’s objective is to preserve, protect and enhance the natural and cultural resources of the Pinelands Natural Resources.” During the years, there were several plans submitted for approval. A major hurdle was cleared when permission was granted in April 2008. The property’s location involves two municipalities which presented additional obstacles. Mr. Covington’s dream may have been delayed but it was not deferred.

On May 11, 2009, Covington Funeral Home became a reality. Covington Funeral Home is an independent African American owned facility. The funeral home is situated on over 3 acres of land; the facility is completely handicapped accessible and equipped with an innovative showroom which offers twenty six caskets, urns and vaults to accommodate virtually every need. The arrangement office is decorated in a home-style atmosphere. In addition two lounge areas are provided for the families to transition during the funeral ceremony.

Orlando C. Covington, Jr., CSFP is licensed in NJ and PA; he is a board member of the *New Jersey State Funeral Directors Association*;



Viewing Room at Covington Funeral Home



Merchandise Selection Room

burner is controlled by the master timer. When the master timer shuts off, the afterburner shuts off. With the main burner it’s a little different. Depending upon the case to be cremated, the operator may want to start the burner in what is called low-fire. Think of low-fire as simply a smaller flame. A timer or other device is used to keep the main burner in low fire start for a period of time before allowing it to go to high-fire. Like the afterburner, the main burner will turn off when the master timer times down.

The more flexible the control system, the better it is. There is no “one size fits all” setting as there are few absolutes in the cremation process. By its very nature, the cremation process is dynamic. You have different body weights, percentages of body fat, varying container or casket types, and environmental requirements to consider when deciding in what sequence to cremate each case and how to cremate them. Allowing greater operator control over the variables of the cremation cycle reduces energy consumption and operating costs, cremation time and minimizes the potential for upset conditions.

Part 3 next month.

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

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

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



(L to R) Orlando Covington, Jr., and Rev. Johnnie Palmer, Sr.

President of *West Jersey Funeral Directors Association*; Member of the *National Funeral Directors and Morticians Association, Inc.*; Member of *Garden State Funeral Directors Association*; Past President of *Sigma Phi Sigma, NJ Chapter*; member of the *Academy of Professional Funeral Service Practice* and locally, a member of the *Atco Lions* and *St. John’s United Methodist Church, West Berlin, New Jersey.*

Assisting Mr. Covington with his goal of servicing the community is **Rev. Johnnie L. Palmer, Sr.**, CFSP, a 1995 graduate of *Mercer County Community College*. He is a twenty year veteran in the death care industry. His professional career began in Atlantic City; his career advancement as a supervisor and general manager has taken him to funeral homes in Camden County, Burlington County, NJ and Philadelphia, PA. Rev. Palmer is licensed in both NJ and PA. He is also a life insurance producer.

Mr. Covington and Rev. Palmer are no strangers to the Atco area. Both of them were raised in W. Atco. They are products of the community. Their goal is to provide a high level of service to client families.

Cremation Issues and Answers

By Ronald Salvatore

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Cremator Control Systems (Part 2)

We left off last month talking about air controls. Most modern cremators have the ability to control when air is introduced. Hearth air is air supplied to the primary chamber. Think of hearth air as an accelerant because it promotes faster cremation. A timer is often used to delay the introduction of hearth air during the beginning stages of the cremation cycle. This allows the body and container to release energy (heat) slower, which is critical to preventing upset conditions (smoke) especially when cremating large or obese cases. Once most of the heat has been released, hearth air is turned on to speed up the cycle and finish the cremation.

Throat air is air supplied to the secondary/afterburner chamber. Its timer is set to provide air to this chamber during the beginning of the cremation cycle when there is the greatest amount of combustion taking place. The timer then turns this air off to prevent a drop in temperature during the latter stage of the cycle when there is little heat from the body and container remaining. Sufficient throat air is necessary to “re-burn” the gases generated during the cremation cycle to ensure a smoke and odor free operation and compliance with applicable environmental standards.

Along with air, burners can also be controlled through the use of timers. Generally, the after-

Charleston Wilbert Vault presents \$5,168 Grant to MUSC Children's Hospital



(L to R) Volunteer George Pope; Manager of Grants and Governmental Affairs Pat Votava; Manager of Volunteer and Guest Services Christine Messick; Charleston Wilbert General Manager/Sales & Marketing Geoff Atkins; Children's Hospital Administrator John Sanders; Jennifer Clark, M.D.; Pediatric Pain and Palliative Care Coordinator Sheri Stewart; and Child Life Specialist Megan Kunkel.

SUMMERVILLE, SC— The Wilbert Foundation and Charleston Wilbert Vault Company have awarded a \$5,168 grant to the Medical University of South Carolina (MUSC) Children's Hospital in Charleston. The check was presented by Charleston Wilbert General Manager/Sales & Marketing **Geoff Atkins**.

The children's hospital will use the grant to support "Gentle Journeys," its respite program for both patients with life-threatening illnesses and their families. The initiative is an internal collaborative effort among the Children's Hospital Office, the Child Life Department, Pastoral Care Services and the Palliative Care team.

"Gentle Journeys" comprises two services provided by qualified volunteers who undergo thorough additional training as well. The first, Healing Hands, offers relaxation and pain relief to patients and their families through massages given by the volunteers.

The second program, MUSIC, likewise gives comfort to patients through the playing of different instruments for them. Patients also have access to a cart with journals, Bibles, music CDs, snacks, pictures, scrap-booking materials and other therapeutic items.

"The Wilbert Foundation allows Wilbert licensees to give back to the community in special ways," said Atkins. "The programs funded by these grants will have a positive impact on children and their families here in southeastern South Carolina. We're thrilled with the 'Gentle Journeys' grant and the wonderful work it will achieve. We hope this program will inspire similar initiatives in other children's hospitals across the country."

Formed by **Wilbert Funeral Services, Inc.** in September 2002, the Wilbert Foundation provides crucial funds and resources for children and their families

copied with the trauma of grief, death, or preparation for surgery.

By the close of 2010, the foundation will have distributed \$570,000 in total grants, in-

CONTINUED ON PAGE A26

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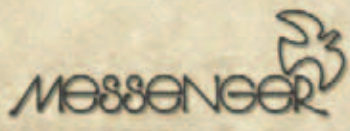
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Muster Funeral Homes: A Kentucky Tradition Since 1855

Continued from Front Page

The origins of the Muster family in the funeral business date back to the early 19th Century. The Filson Club of Louisville, KY has records and accounts from the cholera outbreak of 1822 in Jefferson County.

This outbreak claimed a number of lives and greatly decreased the population of the booming new town of Louisville. **John Muster** of Jeffersontown, KY is noted as being one of the two good Samaritans who

helped tend to and bury the dead during this outbreak. John Muster's son, **John Henry Muster**, a carpenter, moved to the Guffie area of McLean County, during the early 1850s - ten years before the American Civil War. He



The fifth, sixth, and seventh generations of the Muster Family. (L to R) Lee, Susan, Elizabeth, Adrianna, J.W., Will, and John Muster.

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Muster Funeral Homes, Livermore Chapel

was a carpenter by trade, and his craftsmanship was often requested in the building of caskets for area deaths. There are currently three houses still standing on Main Street in Calhoun that were built by John Henry. He purchased two horse drawn hearses; a

white one for ladies' funeral services and a black one for men's services. John Henry eventually became a full time

undertaker as people requested that he handle additional aspects of the funeral service. **CONTINUED ON PAGE A27**

New England Burials at Sea offers new time released Sea-Urn™

MARSHFIELD, MA— **New England Burials At Sea** (NEBAS), recently announced that the company is now offering the new *Sea-Urn™* in all New England States for families requesting at sea burials.

President **Brad White** said, "The Sea-Urn™ is a revolutionary new product that the families have been asking for—especially when they might be concerned about coming in contact with actual cremated remains before ocean deployment and for also honoring some time honored religious traditions that mandate sealed urns. Now the family can honor that tradition with a true biodegradable product. The biodegradable Sea-Urn™ helps comfort families as it will dissolve shortly after deployment in ocean waters versus their having to actually scatter cremated remains. The Sea-Urn™ allows the family to gently float the cremated remains of a loved one into the ocean currents, all together for a short while, before the urn slowly sinks to the ocean depths while dissolving allowing for the ashes to be gently time released into the ocean. (Denser remains may sink immediately)."



White added, "We also offer the Sea-Urn™ for resale through all funeral providers on a drop ship program."

Founded in 2006, NEBAS has grown from one vessel to over 25 from Maine to Miami, and growing. The company is well known for respectful, dignified and affordable burials at sea for ash scatterings and full body at sea committals. Sea Burials are affordable dignified alternatives to traditional burials. NEBAS provides your loved one a final resting place at sea, while relieving families of significant financial burdens in their time of distress. Requests are accommodated within 24-48 hours of the first call, depending upon location, weather conditions and season.

For more info, please visit: New England Burials At Sea LLC, 149 Old Main St, PO Box 489, Marshfield Hills, MA, 02051-0489, Direct: (781) 834-0112, cell: (617) 966-1986, toll free (877) 897-7700, Fax (781) 834-0113, www.NewEnglandBurialsAtSea.com, email: OceanBurial@aol.com.



The Basics of 21st Century Temporary Preservation Technology (Part 8)

By John A. Chew

The basics of body preparation have not changed over the last hundred years. Education, equipment and methodology are the variables we face today in the 21st century. Over the years, a perpetual concept that embalming protects the health of the public has been the keystone to the art and science of embalming. CDC has disproved the danger of unembalmed bodies as a sound purpose for embalming.

In some situations, this may be a half truth but not in all cases. Epidemics, wars and natural disasters where embalming is not available does not create a pandemic threat. It may cause environmental contamination due to the breakdown of biochemicals. This is a natural recycling process.

Today we can think back 60 years and despite our own short comings, see just how far we have come in the science of embalming. Believe it or not the science has not changed only the challenges brought about by medical sciences have changed. We still look at the basics in order to preserve a body for presentation.

The Green burial movement today recommends alternative temporary preservation without using formaldehyde. This alternative will slow down cellular and bacterial enzyme action allowing a body to retain a natural appearance for the funeralization process.

Presently alternative chemicals lack the ability to firm protein tissue which is a necessity for basic feature adjustments and restorative treatments. Any alternative temporary preservative must have a compatible fixative agent.

Multi-purpose alternatives effectiveness is based on their ability to interact with all digestive enzymes, microbial or cellular, and disrupt their autolytic action. Bacteria enzymes attack the proteins of the body, hydrolyzing them into peptides and amino acids. The amino acids are catabolized into simple acids and bases.

Aerobic bacteria convert proteins to organic acids, carbon dioxide and ammonia. In general, degradation products do not produce odors.

Degradation by anaerobic organisms produces carbon dioxide, hydrogen and organic polyamines—putrescine and cadaverine. These also are associated with the putrid odor of flesh caused in part by indole and skatole.

To accomplish temporary preservation the practitioner/embalmer has a wide range of specialized compounds (sundries) which, when used properly, inactivate destructive enzymes and temporarily stabilizes connective proteins to retain a natural anatomical structural appearance.

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

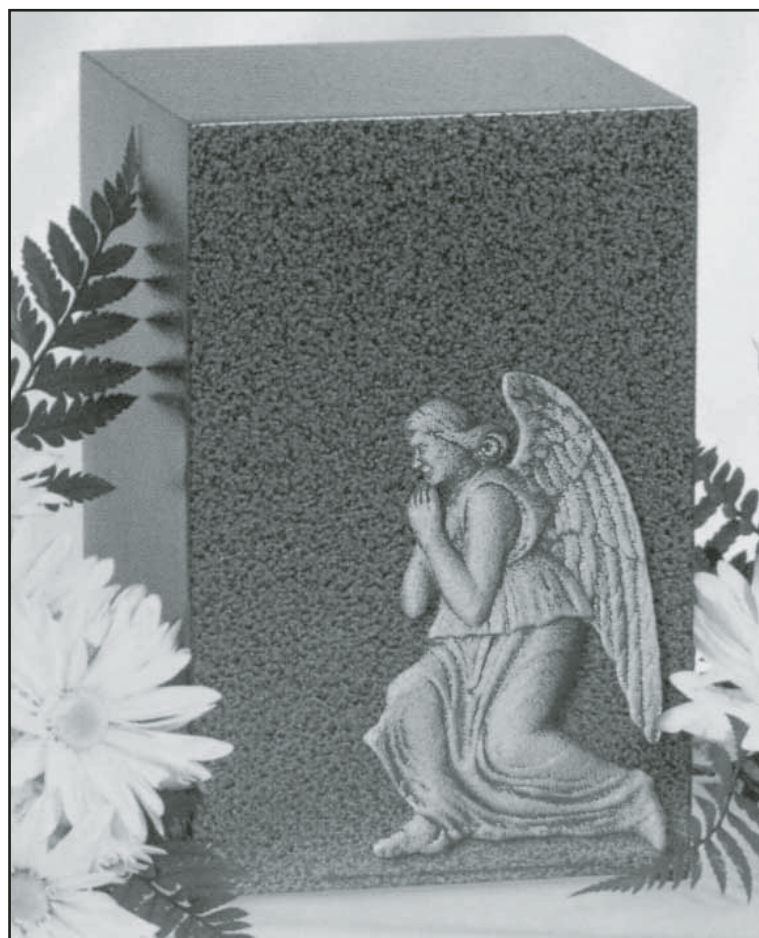
Carriage Services Announces 2010 First Quarter Results

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) has announced results for the first quarter ended March 31, 2010. **Melvin C. Payne**, Chairman and Chief Executive Officer, stated, "Our first quarter diluted EPS increased 23% to \$0.16, which is \$0.03 higher than in the same period in 2009 and highlighted the increasing contribution to earnings that our repositioned trust fund portfolios will have in the future. Starting this quarter, we have separated four categories of funeral and cemetery financial revenue into a separate Total Financial Revenue section that will be shown in our quarterly and annual trend reports. As shown this quarter, Total Financial Revenue increased \$900,000 over

2009 and accounted for all of our \$0.03 increase in diluted EPS. While difficult to forecast, we do expect higher financial revenue over time to have a material impact on our earnings, including over the balance of 2010."

"Additionally, we have geared up for increased acquisition activity, as the current economic and tax climate has been a catalyst for independent owners to explore succession planning options. We expect to acquire several businesses over the balance of 2010 and will continue to update our rolling four quarter outlook accordingly as we close transactions."

"Carriage's near and longer term prospects have never been better. As a result, we are increasing our Rolling Four Quarter EPS Outlook range to \$0.43 - \$0.47 per share from the



\$0.42 - \$0.45 per share previously forecast which compares to our actual 2009 EPS of \$0.40."

Carriage Services is a leading provider of death care services and products. Carriage operates 138 funer-

al homes in 25 states and 32 cemeteries in 11 states. A copy of the Company's Form 10-K, and other Car-

riage Services information and news releases, are available at www.carriageservices.com.

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Double Celebration Holloway Funeral Homes in Maryland

Continued from Page A12

pArm, a capture-at-source air extractor that was not available at the time of the Pocomoke installation.

Speaking of both preparation rooms, Mr. Downey says, "The rooms are wonderful and really functional with a layout that puts everything at your fingertips. In Pocomoke and in Salisbury, the embalmers can be in self-contained environments. The staff loves it."

Since 1883 the Holloway family has provided families with caring service. The current Holloway generations trace their tradition back to great-grandfather **Samuel J.R. Holloway**, grandfather **Walter R. Holloway**, and father **Walter R. Holloway, Sr.**, who is Chairman of the Board. Representing the family today are **John M. Holloway**, Mortician and Company President and **W. Richard (Rick) Holloway, Jr.**, Mortician and Vice-President. All members of the organization participate in civic affairs and community activities.

Holloway Funeral Home is a member of the *National Funeral Directors Association* and *Selected Independent Funeral Homes*. In Salisbury, Holloway Funeral Home is located at 501 Snow Hill Road. Phone 410-742-5141. In Pocomoke City, Holloway Funeral Home is located at 107 Vine Street. Phone 410-957-0224. Both facilities are profiled on www.hollowayfh.com.



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The Wilbert Foundation provides grants and resources to help children cope with grief, death, or preparation for surgery. Though the foundation, Wilbert and its Licensees have helped establish the Pediatric Chaplains Institute.

Much like the emotional support provided by a funeral director to a family who has lost a loved one, a pediatric chaplain offers consolation to a child coping with the trauma of grief and death.

Today, in over 250 Children's Hospitals throughout North America, pediatric chaplains are a resource that children and their families can lean on during

their time of need, thanks in part to the grief training curriculum underwritten by the Wilbert Foundation.

The entire Wilbert family is proud of the work of the foundation and will continue to support its mission of making positive differences in the lives of children and their families.



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Charleston Wilbert presents Grant to Hospital

Continued from Page A23

cluding funds for the country's most comprehensive training program for pediatric chaplains. The Wilbert Foundation remains diligent in its journey to build an endowment fund of \$1,000,000. It has also given 2,375 teddy bears to grieving children at 71 different hospitals.

Charleston Wilbert Vault Company provides Wilbert burial and cremation products and services for funeral professionals in southeastern South Carolina. As an exclusive Wilbert distributor to South Carolina funeral homes, Charleston Wilbert Vault offers funeral directors the choices they need to arrange meaningful memorials and funerals for families. To learn more about Charleston Wilbert Vault, please call (843) 873-1761.

For more information about the Wilbert Foundation, please call Terry Whitlock at 1-(888) WILBERT.

Awards of Excellence



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

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



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

Strong Motivated Women Fulfilling Lifetime Dreams: June R. Williams and Janice Matthews

"Committed" best describes these successful, influential women of funeral service. They are passionate about their profession, service to mankind and their business, and are also committed to their local, state and national associations. They are mentors and role models and they understand that "to whom much is given, much is expected." These values greatly influence them to serve from the bottom of their hearts. They are dedicated to serving their clients' needs and their goal is 100% customer satisfaction. They always strive to bring the best in quality service, personal relationships and dignity to a life well-lived as well as giving personal attention to all who walk through the doors of their establishment. They know their role of personal servant in times of need, and are well respected by their peers; there is no challenge that they will not try to remedy.

As business women they take their jobs seriously and as part of a successful management team, they have successfully stayed on top of the changing directions over the last decade of the funeral industry. They provide their staff with the priceless tools of training and education and help them understand they are part of a team. They know the importance of volunteering in their communities whether it's mentoring children, being role models for youth or working with senior citizens. They understand that the community is their client and that at any given moment one may walk in the front door in need.

This is just a small portion of two dynamic women in two different parts of the nation and today you can see why they were chosen and awarded by the 100 Black Women of Funeral Service for their valuable service to the funeral service profession.

June R. Williams

*2009-2010 Funeral Service Minority Business Entrepreneur
Stinson Funeral Home - Detroit, Michigan*

June R. Williams knows that funeral service relations are very important. We build them as we go along and that they can mean the difference between success and failure in good times and bad times. Some are all business and others have a social basis and they build lifetime relationships. She has a lot of class and a world of management experience behind that handshake and cunning smile that has made her move from one level to the next in her job and in her funeral associations.

In 1992, June started with Hospice of Michigan as a bereavement counselor. This was one of her best experiences, because it gave her a different view of funeral service. Even though she had worked in funeral service since starting with **Cantrell Funeral Home** of Detroit, her eyes were opened wide with Hospice. Since funeral service was her passion, June left Hospice in 1998 and returned with volumes of experience back to Cantrell. In 2002, she was offered a chance to manage. She left her comfort zone and the rest is history. She is currently a key member of the management team of both **Stinson Funeral Homes** of Detroit and the **Concord Family Services Group**. She is the proud mother of two beautiful children, Aleigha and Wallace, III. She loves her family involvements as well as her civic, community, social and fraternal involvements. We applaud her in being selected the 100 BWFS Funeral Service Minority Business Entrepreneur of the Year.



June R. Williams

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Muster Funeral Homes: A Kentucky Tradition Since 1855

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Funeral chapel at Calhoun, Kentucky



Family and visitor lounge area at Calhoun Chapel with pictorial history of McLean County.



Professional Vehicle Fleet by Federal Coach.

During these days, there was not a need for what we today know as a "funeral home." The embalming as well as the visitation or wake was all done

at the home of the deceased. The funeral service would most likely have been held at a local church.

Modern day funeral homes

evolved during the mid-1930s in western Kentucky. Muster's current location was built by John Henry Muster in 1850 as a private residence for a doctor in Calhoun. It was purchased by the Muster Family in 1935 and converted into their Calhoun Chapel location at 300 Main Street in Calhoun. The facility has had many renovations and expansions, including the addition of a chapel and a newly added and expanded family lounge area. The new lounge area features an indoor as well as an outdoor covered lounge along with a large collection of pictorial history of McLean County.

Muster Funeral Home added a second location at 212 Broadway in Livermore, KY, in 1957. This funeral home is also located in McLean County and has a large formal funeral service chapel like their Calhoun location. Both the Calhoun and Livermore Chapels have seating for more than 300 people, have a hand-cut stained glass window at the head of the chapel, and are equipped with drop-down video screens for video tributes during a funeral service. Decorated with Colonial family antique pieces, each of

the locations is meant to feel like a residential-style funeral home.

The family still operates a Colonial era horse drawn hearse. This hearse is an earlier period hearse than that used by John Henry Muster but is still functional. It is used in several area parades and the Annual Battle of Sacramento – a local Civil War Re-Enactment.

The Muster family expanded its professional operations in the funeral industry by starting the **Muster Coaches Company** in 1978. **John W. Muster, IV** has served as president of Muster Coaches since its incorporation and has aided thousands of funeral homes across the United States, Puerto Rico, Jamaica, Canada, the Philippines, Belgium, Africa, the Dominican Republic, Columbia, and Russia in the supply of quality professional vehicles at the best prices possible in the market. Muster Coaches is a Master Dealer for **Federal Coach** of Amelia, OH.

At Musters, they not only sell Federal – they drive them as well. Muster Funeral Homes

currently uses a custom Federal Cadillac Hearse that was built to resemble their horse drawn hearse with the large oval window along with two raised-roof Federal Cadillac limousines. The added benefit of Muster Coaches is that it is operated by funeral directors for the funeral industry – not just another professional vehicle dealer. For more information on Muster Coaches visit www.mustercoaches.com.

Today, Muster Funeral Homes is operated by the fifth and sixth generations of the Muster family. **John W. Muster, IV** (John), **John W. Muster, V** (Will) and **Lee M. Muster** are all licensed funeral directors and embalm-

ers and handle the daily operations of the funeral home. The Muster family welcomed the arrival of **John W. Muster, VI** (J.W.) in November of 2007. When J.W. follows in the family tradition of funeral service, he will be the seventh consecutive generation of the Muster family to operate the funeral home.

The primary goal of Muster Funeral Homes is to serve the people of the community with innovative ideas while maintaining funeral facilities that everyone will be proud to call their funeral home. This long history of service is a tradition that the Muster family "strives to live up to... and not on."

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Stewart Enterprises first quarter report

NEW ORLEANS, LA—**Stewart Enterprises, Inc.** reported its net earnings for the first fiscal quarter, which ended January 31, 2010.

Thomas J. Crawford, president and Chief Executive Officer, said the company has started the first quarter off with a strong start, with cemetery property sales growing 10 percent and cemetery gross profit by 20 percent, a rise compared to the first quarter in 2009. Due to the company's tax planning strategies, they reported a 60 percent increase of earnings per share.

The company has also seen progress with trust performance, having a 29 percent return on merchandise and services trust as well as a 33 percent return on perpetual care trusts over 12 months.

Corporate general and ad-

ministrative expenses decreased \$1.0 million to \$6.5 million due to a decrease in information technology costs as well as a decrease in training costs.

Founded in 1910, Stewart Enterprises is the second largest provider of products and services in the death care industry in the United States. The Company currently owns and operates 218 funeral homes and 140 cemeteries in the United States and Puerto Rico. Through its subsidiaries, the Company provides a complete range of funeral and cremation merchandise and services, along with cemetery property, merchandise and services, both at a time of need and on a preneed basis. For more information on the Stewart Enterprises, Inc., report, visit their website at www.stewartenterprises.com.

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Educational NEWS

AAMI recognizes Exceptional Students

NEW YORK, NY—The American Academy McAlister Institute in New York, NY, has announced recognition of students for their academic success in the Fall 2009 Semester.

In order to be named on the President's List, a student must maintain a semester grade point average of 3.80 to 4.0. Achieving this goal are: **Moriah Britt** of Milford, CT; **Suzanna Dodd** of Bloomfield, NJ; **Kristen Gaynor** of Medford, NY; **Joseph Graziano** of Pittsion, PA; **Cynthia Miller** of Hanover, PA; **Marissa Nostramo** of Maspeth, NY; **Meghan Owens** of Stockholm, NJ; **Angelica Pavone** of Holmdel, NJ; **Shyane Howe** of Jamaica, NY; **Matthew Pinto** of Staten Island, NY; **Tyechia Soleyn** of Brooklyn, NY; **Rodney Tillman** of New York, NY; **Eric Vandross** of Bronx, NY; and **Richard Weisse, Jr.** of St. James, NY.

To make Dean's List one must maintain a semester grade point average of 3.50 to 3.79. **James Hulahlan** of Lynbrook, NY; **Sabrina Joynes** of Brooklyn, NY; **Patrick Leber** of Chester, NJ; **Vanessa Levano** of Maspeth, NY; **Brendon McGhee** of Southampton, PA; **Samantha McKeon** of Glenside, PA; **Hugh Moriarty** of Montclair, NJ; **Anthony Pahopin** of Staten Island, NY; **Shanay Salley** of Jamaica, NY; **Cristi Cedeno** of Staten Island, NY; **Kelvin Graham** of Brooklyn, NY; **Veronica Klimek** of Yaphank, NY; **Jamilah Letterlough** of Newark, NJ; and **Nicole Torres** of Elmhurst, NY were all named to the Dean's List.

DMACC Mortuary Science Students assist with Haiti Relief



DMACC Students volunteering for Meals from the Heartland

ANKENY, IA— Following the Earthquake in Haiti, the students from the **Des Moines Area Community College** Mortuary Science Program joined hundreds of others to package meals for *Meals from the Heartland*. During the February week of packaging, volunteers packaged over two million meals which were immediately sent to Haiti to feed those who were devastated by the earthquake.

Meals from the Heartland is an Iowa-based charity which packages meals to be used by food pantries in the United States and in food relief throughout the world. Each packaged meal contains a nutritionally balanced meal which can feed six people. During the hour session of packaging, the

DMACC students prepared enough meals to feed nearly 6000 people.

The following DMACC students and faculty participated in the community service of preparing meals from the heartland: **Seth Anderson, Andrew Boeckman, Ginny Boeckman, Michael Boothby, Kati Dehner, Marcus Deree, Rick Filmer, Chris Frank, Christina Good, Allison Hall, Michael Harper, Ben Hengesteg, Lee Marcan, Scott Nelson, Sam Newkirk, Dave Prewitt, Taryn Quesnell, Chad Schilling, Heather Scott, Jason Slattery, Matt Sysma, Trent Tillman, Misti VonEye, Travis Carrico** and **Kevin Patterson**. For more information on Meals from the Heartland visit <http://www.mealsfromtheheartland.org>.

DMACC Mortuary Science welcomes Matt Smith of Frigid Fluid Co.



ANKENY, IA— On Wednesday, April 21, 2010, **Des Moines Area Community College** Mortuary Science was privileged to host an embalming seminar on Reconstructive Surgery and Pleasant Expression given by **Matt Smith** of the **Frigid Fluid Company**. Mr. Smith presented to the DMACC students and faculty many different techniques useful in restoring trauma/difficult cases and provided a fascinating slide show detailing his work on these cases. Also covered were techniques useful for creating a pleasant facial expression on the deceased. Feedback from the DMACC students was very positive with several students stating how inspired they were by Mr.

Smith's dedication to funeral service and his passion for embalming.

Matt, a 1994 graduate of the *John A. Gupton College of Mortuary Science*, has embalmed over 9,000 cases and embalms for 15 funeral homes in his local area. He guest speaks at the *Wayne State University School of Mortuary Science* in Detroit and trains student embalmers. His scope, however, is far broader than local. He seeks to share his experience with embalmers and students everywhere and has an extensive national speaking schedule, culminating in 2010 with a keynote presentation at the annual *National Funeral Directors Association* convention in New Orleans.

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Educational NEWS CONTINUED

Second-Career Scholarship now available through Educational Trust

DEERFIELD, IL— A new and unique scholarship program designed exclusively for individuals who desire to enter the independent funeral service profession as a second career has been launched by the *Selected Independent Funeral Homes Educational Trust*.

“The career choice of independent funeral service is traditionally filled by generations of family members who have owned and operated funeral firms for decades. However, we’ve seen an increase in the number of second-career practitioners who desire to work in funeral service,” said **Rob Paterkiewicz**, Administrative Trustee of the Educational Trust. “We recognized a lack of assistance programs designed for these future funeral directors, so we established this scholarship program to offer our support.”

Any individual currently enrolled in a Mortuary Science program at an accredited school and not related to an owner of a funeral firm currently in operation is eligible to apply. Each scholarship is worth \$1,500, with up to three scholarships awarded by the Trust each year. While not a requirement, an applicant’s demonstration of current or future employment or involvement with an independently owned and operated funeral home is highly preferred. Demonstration of genuine financial need will be necessary to be considered for the scholarship.

To be eligible, a completed application must be submitted to the Educational Trust. An application can be obtained by calling 1-800-323-4219. All applications will be reviewed by the full Educa-

tional Trust Board and voted on, with a majority approval vote by the full Board required. All scholarship dollars will be paid directly to the applicant’s school toward tuition and associated expenses of the applicant. Membership in *Selected Independent Funeral Homes* is not a requirement, and a submitted application is not a guarantee of a scholarship award.

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

Walker conducts Education Seminars

MARSHALL, IL— **Tim Walker**, Director of Dealer Development and Sales for **Doric Products, Inc.** recently conducted a number of funeral service workshops. In conjunction with the *Kansas Funeral Directors Association* (KFDA), Tim lead continuing education workshops which focused on “Funeral Service Trends and Challenges: 2010 and Beyond.” He discussed caskets and vaults as well as green burials, cremation and the influence of third party vendors. The use of technology in the funeral service industry, a continuously evolving field, was also a part of the presentation. KFDA welcomed over 200 funeral directors to their four regional meetings held in Mayetta, Hays, Dodge City and Wichita. **Jim Wiens**, President of **Doric Concrete Vaults, Inc.**, (Newton, KS), was pleased to support the KFDA by underwriting the workshops.

Continuing education credits were provided to funeral directors in the Lynchburg, Virginia area in March. The workshop was hosted by **Sam Green Vault Company** (Lynchburg, VA). Tim addressed 32 funeral directors

on a variety of topics including burial vault production knowledge and presentation, cremation, funeral home websites, and personalization.

Tim’s rich history in the funeral industry provides him with a unique perspective and ability to understand a wide-range of audiences. He began as a licensed funeral director and embalmer in the State of Florida. After more than twenty years, Tim moved on to serve as a regional vice president for a major vault company where he developed skills and insight into the manufacturing and marketing of burial vaults. Doric Products Inc. was pleased to bring Tim and his thirty-five years of experience to their family in 2006.

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MGCCC Student honored by Mississippi FD&MA

PERKINSTON, MS— **Alexandria Benton**, a student in the Funeral Services Technology program at **Mississippi Gulf Coast Community College**, was named the 2010 Student of the Year by the *Mississippi Funeral Directors and Morticians Association* during their annual convention held in Jackson in March. Benton, a sophomore at the Perkinston Campus, graduated May 13 during Gulf Coast’s graduation ceremony at



Alexandria Benton

the Mississippi Coast Coliseum in Biloxi. Benton is from Brooklyn.

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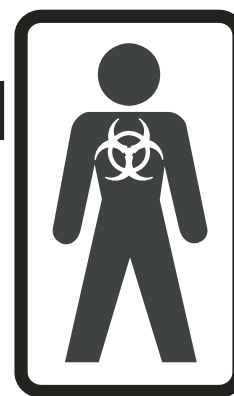
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Association NEWS

National Funeral Directors Association adds New Criteria, Online Application Process to the 2009-10 Pursuit of Excellence Program

BROOKFIELD, WI— The National Funeral Directors Association (NFDA) has added several criteria options and a more user-friendly online application process to its premier international recognition pro-

gram, *Pursuit of Excellence*®. These enhancements will allow participating funeral homes to fulfill program components that reflect the latest funeral service issues and trends significant to families and their communities, and fill out and submit their Pursuit of Excellence entry entirely online.

For more than a quarter of a century, NFDA's Pursuit of Excellence program has recognized hundreds of funeral homes worldwide for their dedication to main-

taining the highest professional and ethical standards, and continually evaluating and improving programs and services.

Because the preferences and values of families are always evolving, the Pursuit of Excellence Committee evaluates program criteria on an annual basis and, when necessary, updates them to reflect current funeral service issues. The new criteria also encourage program participants to explore emerging trends

and discover new ways to meet the needs of those they serve. New criteria options for the 2009-10 Pursuit of Excellence program include online memorialization, green funeral and natural burial options and environmentally-friendly business practices.

In a survey conducted by NFDA to measure satisfaction of 2009 Pursuit of Excellence participants, 92.5% of respondents felt the application process was "very easy" or "somewhat easy." NFDA first debuted an online entry option for

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NFDA Holds the Line on 2010 Convention Registration Fees

BROOKFIELD, WI— Mindful that many funeral professionals are still keeping a close eye on business expenses and their bottom lines, the National Funeral Directors Association (NFDA) is keeping registration fees for its International Convention & Expo at their 2009 level; the 2009 registration fees were, in most cases, less than the registration fees for both the 2007 and 2008 conventions. Hotels for the 2010 convention, which will be held October 10-13 at the Ernest N. Morial Convention Center in New Orleans, are also more affordable than ever, with per night rates starting at \$129 plus tax. New this year, select registrations will include \$10 food vouchers that may be redeemed at concession stands in the Expo Hall.


The theme of the 2010 NFDA International Convention & Expo is "Your business. Better." Convention attendees will benefit from nearly 40 engaging and interactive educational sessions led by the most knowledgeable, creative and resourceful minds in the profession. The convention features the widest variety of workshops anywhere, covering the issues that matter most: technical skills, cremation, business operations, profitability, green funerals, preneed, pet services, cemetery management and more. The gathering also features the world's largest annual funeral service expo, which highlights the newest profit-boosting products, services and business solutions.


The city of New Orleans – with world-renown restaurants, nightlife, history and culture – is back and open for business. The authentic culture of New Orleans creates a dynamic experience that is vibrant and unlike that of any other American city.

For the latest news and information about the 2010 NFDA International Convention & Expo or to register, visit www.nfda.org/neworleans2010.

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Association NEWS CONTINUED

NFDA adds New Criteria, Online Application Process to the 2009-10 Pursuit of Excellence Program

Continued from Page A30

the 2008-09 program year. By increasing the ease and flexibility of the entry process, the modified online Pursuit of Excellence application option allows program participants to fill out criteria, upload documents and pictures and submit their entire entry electronically. Participants can also submit their entries by mail as they have in the past.

The deadline to submit an entry for the 2009-10 Pursuit of Excellence program is July 15, 2010. To learn more about the program and access registration

and application materials, including the online entry option, funeral directors should visit www.nfda.org/pursuitofexcellence. Funeral professionals outside the United States should visit www.nfda.org/internationalexcellence for program information and materials related to international participants.

Pursuit of Excellence is an exclusive international award program that recognizes the most exceptional funeral homes for their innovative programs and services, outstanding service to

the bereaved, community outreach, adherence to the highest ethical standards and active involvement in the funeral service profession.

Among the many benefits participation in the Pursuit of Excellence program provides, "contributes to an overall image of the funeral home and profession," "elevates firm's commitment to providing funeral service excellence" and "ignites innovation among staff" were the top three reasons for participating in the program, according to respon-

dents of the 2009 participant survey.

NFDA honors Pursuit of Excellence Award-winning funeral homes during its annual International Convention & Expo. Award recipients are also recognized in NFDA's monthly magazine, *The Director*, on NFDA's Website and in other communications.

To help spread the news about earning a Pursuit of Excellence Award, funeral homes receive a comprehensive set of promotional materials, including a press release template; program logo to place on business documents, funeral home Website, etc.; publication-ready advertisement; radio advertisement script; and consumer information handout to let families and

communities read about the firm's dedication to funeral service excellence.

For more information about NFDA's Pursuit of Excellence program, visit www.nfda.org/pursuitofexcellence or call 800-228-6332.

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



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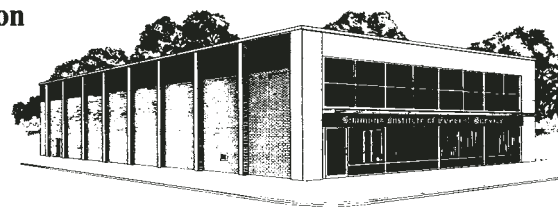
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Association NEWS CONTINUED

Professional Car Society to hold International Meet in Albany

By Gregg D. Merksamer, PCS Publicity Chair

WARWICK, NY— Situated at the confluence of the Mohawk and the Hudson Rivers, the city of Albany, NY was a crucial transportation crossroads long before the 1825 opening of the Erie Canal made it the Main Way West for the intrepid millions who settled the Great Lakes and the Great Plains beyond. When the **Professional Car Society**

heads there for its 34th Annual International Meet from Tuesday, July 27th through Saturday, July 31st, 2010, its accessibility and epic, 400-year history should prove similarly alluring to the owners and admirers of passenger car-based ambulances, stately funeral hearses and classic limousines from all over the United States and Canada.



The main car show and awards judging at the 2009 International Meet took place on the grounds of Flint, Michigan's Cultural Center, where Second and First Place honors in the flower car category were respectively presented to Dan Brintlinger's 1970 Superior Cadillac from Decatur, IL and a standard-wheelbase 1997 Lincoln owned by Tim A. Fantin of Merrillville, IN. The latter was also significant as the very last conversion built by McClain Sales & Leasing of Anderson, IN after 38 years in business.

"One of the reasons we picked Albany is its central location and proximity to attractions like the Saratoga horse track, Lake George and the Fire Museum in Hudson, N.Y., any one of which would be a vacation stop on its own, though we get to all three in our tours," says PCS Upstate Chapter



Following a ground-up, 2,800-hour restoration, this awe-inspiring 1939 LaSalle – bodied by Sayers & Scovill of Cincinnati, OH for the Trull Burial Co. of Toronto – earned John & Patti McCulloch of Durham, Ontario the Funeral Directors Choice Award and First Place in the 1958-and-earlier Hearse category at the 2009 PCS International. When Stan Uher, of Classic Coachworks in Blenheim, Ontario, started work in May, 2004, the rear side doors were lying on the casket floor, and a few rotted splinters were all that remained of the ash wood framing that supported the cast aluminum exterior carvings.

President **Dan Herrick**, who will co-host the meet in concert with the club's New England Chapter. "If you can get here early or stay late," he adds, "numerous other destinations like the National Baseball Hall of Fame at Cooperstown, Howe Caverns, the Adirondack Museum and the Franklin Roosevelt home in Hyde Park are close by as well. The one thing I want to get across is that New York City, being 150 miles down the Hudson, is not the only thing that New York State is all about, even if it's a great stopover for attendees coming from points south."

The host hotel for the 2010 PCS International will be the Best Western Albany Airport Inn at 200 Wolf Road, which is found off Interstate 87, Exit 4 less than two miles from a terminal touting "single plane" service from more than 25 North American cities via Air Canada, Cape Air, Continental Express, Delta, Northwest, Southwest, United or US Airways.

For reservations at a special nightly rate that includes breakfast, call the hotel directly at (518) 458-1000 and mention the Professional Car Society. On top of a complimentary airport shuttle, hi-speed Internet access and a dome-enclosed swimming pool, Herrick notes that the Best Western has given the PCS a hospitality suite directly adjacent to the show field "so you can sit in there and see the new cars as they come in. As this will be the first time the PCS has had an International Meet in the Northeast, we're expecting several vehicles that have never appeared at one before. This year's dashboard plaques, for example, show a Superior-bodied 1958 Cadillac ambulance/hearse combination owned by **Joe Kelley** of Schenectady, NY, who also has a matching limousine with an eye-popping pink-and-black color scheme."

Thankful for the planning assistance he received from the Albany

CONTINUED ON PAGE A38



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Association NEWS CONTINUED

New member of the 100 Black Women of Funeral Service Announced

KANSAS CITY, KS—100 Black Women of Funeral Service is welcoming their newest member, **Ms. Prudence Robinson-Lee**. She is the general manager of **Mrs. J.W. Jones Memorial Chapel**. A native of Kansas City, Kansas, Robinson-Lee graduated from Sumner High School. She has been in the funeral industry for over thirty years and in 1993 she received her funeral directors license.

Robinson-Lee is active in her community. She is a mentor for troubled teens as well as a community activist. In addition to 100BWFS, she belongs to the N.A.A.C.P., American Business Women Association and the *National Funeral Directors & Morticians Association*.

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



Prudence Robinson-Lee.

ties who have chosen the funeral service as their profession or career.

Today, women bring to the profession more education and training than their predecessors. An eye for detail coupled with compassion and mother-wit uniquely qualify women for the profession. Reaching out together, women and mortuary students extend a welcome through the 100BWFS Leadership Program for Tomorrow.

For more information, contact: 100 Black Wom-

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

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Strong Motivated Women Fulfilling Lifetime Dreams: June R. Williams and Janice Matthews

Continued from Page A26



Janice Matthews

2009-2010 Cemeterian of the Year
 Doris Miller Memorial Park – Waco, Texas

Janice Matthews is a unique and charismatic professional who is making a positive impact in one of the most demanding industries. Janice has exhibited leadership, longevity and social grace to the Waco community. Her leadership roles are demonstrated by being able to take charge and get the job done right; after all being a cemetery owner is no easy job. But then that is why she is the president-owner of **Doris Miller Memorial Park** and co-owner of **Dorsey-Keatts Funeral Homes**. Janice's leadership skills also consist of many involvements in her church, community and her local, state and national associations.

Janice Matthews, affectionately known as "Mama Red" brings new meaning to the word Diva of Funeral Service. She is strong, independent and very hardworking and she expects the same from her staff. Janice has continued for 23 years with honesty, integrity, and responsible ethical behavior, all while being a devoted wife, mother, mentor and upstanding citizen. She is a phenomenal woman in a non-traditional profession that represents a strong legacy and commitment to the funeral profession and the community of Waco, TX.

We applaud these beautiful prominent funeral professionals who are dedicated to the goals and objectives of the oath they took in funeral service. They are dedicated members of the 100 Black Women of Funeral Service Organization and we are proud to call them sisters of the profession.

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Association NEWS CONTINUED

International Order of the Golden Rule Conference



Kevin Opsahl



Jeffrey Wages



Michael Lewis



Jessica Urban

AUSTIN, TX—The International Order of the Golden Rule (OGR) installed new officers and recognized several members for outstanding service and performance during the 2010 Annual Conference at The Broadmoor Resort in Colorado Springs, Colorado.

Kevin Opsahl was installed as president for the 2010-2011 year. Opsahl is a funeral director and owner of the Opsahl-Kostel Funeral Home & Crematory, Inc., in Yankton, SD. Outgoing president Koven Brown said Kevin is reliable on his commitment and skill to head the association in the upcoming year. Opsahl graduated from the University of Minnesota with a B.S. in Mortuary Science in 1983, and a year later he became a licensed funeral director and embalmer in South Dakota and later in Minnesota in 1985. In 1996 he became a licensed South Dakota Life Insurance agent.

After getting his license, Opsahl worked at the Ray Funeral Chapel in Yankton until moving to Minneapolis, where he worked for two years at Hillside Funeral Home and Cemetery. In 1991 he joined Kostel Funeral Home where he worked until purchasing it in 1998. Opsahl-Kostel Fu-



Bill Brock, left, receives the OGR Golden Light Award from OGR President Kevin Opsahl.



Mike Bovine, left, and George Darte of the George Darte Funeral Chapel, Inc.



Koven Brown, left, congratulates Mike Kulbacki of the Brunswick Memorial Funeral home who received the award.

neral Home & Crematory, Inc., has funeral homes in Yankton, Menno and Tabor. He has held leadership positions in numerous community and civic organizations, as well as church and professional as well. OGR executive director, Dianne Hughes, said she is excited to work with Opsahl.

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Association NEWS CONTINUED

JoAnn Baldwin honored for Outstanding Contributions to Funeral Service and receives NFDA's 2010 Initiative Award

BROOKFIELD, WI— JoAnn Baldwin, consultant to **Aurora Casket Company** in Aurora, IN, has been recognized with the **National Funeral Directors Association's (NFDA) 2010 Initiative Award**. Presented on an annual basis during NFDA's *Professional Women's Conference*, held April 9-11, in Savannah, GA, the NFDA Initiative Award honors an exceptional woman who has made noteworthy professional contributions to funeral service or a related field. Only 13 women have received this prestigious recognition, placing Baldwin among an elite group of forward-thinking professionals.



JoAnn Baldwin

"JoAnn's passion for enriching the funeral experience for both funeral professionals and families who have lost a loved one truly embodies the spirit behind NFDA's Initiative Award," said **Connie Smith**, senior vice president of NFDA's Professional Development Division. "She inspires funeral directors to go beyond the expectations of those they serve, providing unforgettable services to grieving families, which is essential to the healing process."

Baldwin's commitment to creating meaningful funeral experiences began more than 20 years ago when she became the first female funeral director for **Schoedinger Funeral and Cremation Service** in Columbus, OH; she then went on to serve as marketing director

CONTINUED ON PAGE A44

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PHOTOS FROM... NFDA'S PROFESSIONAL WOMEN'S CONFERENCE
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MORE PHOTOS ON PAGE A37...

Association NEWS CONTINUED

PHOTOS FROM...

NFDA'S PROFESSIONAL WOMEN'S CONFERENCE APRIL 8-10, 2010 • SAVANNAH, GEORGIA



MORE PHOTOS ON PAGE A42...



Funeral Service Foundation announces 2010 PWC Scholarship Recipients



(L to R) Scholarship recipients Kristan McNames, Jessica Liston, Adriana Corral and FSF Executive Director Celi Clark Haga.

BROOKFIELD, WI— The **Funeral Service Foundation (FSF)** awarded three scholarships for attendance at the 2010 NFDA *Professional Women's Conference*, held April 9-11 in Savannah, Georgia.

Recipients of the 2010 honors were **Adriana Corral**, a mortuary science student at *Miami Dade College*; **Jessica Liston**, a mortician at the University of Wisconsin-Madison's hospital; and **Kristan Mc-**

Names, owner and funeral director at **Grace Funeral and Cremation Services** in Rockford, IL.

"The NFDA Professional Women's Conference was a wonder-

CONTINUED ON PAGE A42

Association NEWS CONTINUED

Professional Car Society to hold International Meet in Albany

Continued from Page A32

County Convention & Visitors Bureau, Herrick promises that the meet itinerary, while presenting “a potpourri of exciting attractions when we visit a given area on a given day,” will still leave “plenty of fellowship time to catch up with old friends and admire their cars in the parking lot, especially in the morning and evening hours.” The first official tour on Tuesday, July 27th will see the PCS enjoying a luncheon cruise aboard a Lake George paddlewheel steamboat, after which attendees can savor the town’s eclectic shopping and “million dollar”

beach; they also have the option of visiting Fort William Henry, whose savage 1757 shelling by the Marquis de Montcalm during the French & Indian War was immortalized in James Fenimore Cooper’s novel *The Last of the Mohicans*. On Wednesday, July 28th, meet attendees will be taking in the 141st season opening races at the world-renowned Saratoga horse track, where Herrick says “you just don’t know who you’ll bump into. You might see the Kentucky Derby winner, or famous movie stars and politicians enjoying the Sport of Kings in a



A Professional Car Society International Meet typically concludes with an exciting “sound and light” show by the attending vehicles’ sirens and rooftop beacons.



The 2009 International Meet was scheduled to coincide with the Fifth Annual Back to the Bricks Celebration that attracted a mile-and-a-half-long line of classics to the downtown business district. The hearse contingent included Jim & Kim McDonald’s 1983 Collins Cadillac DeVille from Flushing, MI, as well as the 1969 Superior Crown Royale that earned Philip S. Rishel of Pt. Marion, PA the 2009 PCS Senior Award for its consistently-high judging scores.

country fair atmosphere you simply have to experience for yourself.”

Downtown Albany, dominated by the Empire State Plaza and the New York State Museum, will be the PCS’ destination on Thursday, July 29th. “With five million artifacts, the New York State Museum is a week’s trip on its own,” Herrick emphasizes, explaining “one simply has to see the Iroquois longhouse and the September 11th exhibit, which includes a 1994 Seagrave

pumper from FDNY Engine Company 6 that was crushed and burned when the World Trade Center collapsed. There’s also a fully-working, early 1900s carousel on the top floor for the young and the young-at-heart,” while the 42-story Corning Tower overlooking Empire State Plaza boasts the highest observation deck between Manhattan and Montreal. “At 5 PM,” Herrick continues, “our day will end on a high note with a free Alive at Five Concert in Riverfront Park.

I’ve actually had a PCS member from Kingston (NY) call me to say he’s bringing his boat upriver for the evening.” Friday’s trip to the FASNY Museum of Firefighting, meanwhile, “will be preceded by one of the longest convoys in PCS history using lights and sirens, lasting 17 miles down U.S. 9 from the Columbia County line to the city of Hudson. We’ll be getting an escort from the County Sheriff, and we’re inviting local fire companies to join us with their antique apparatus.” Aside from an English-built 1725 News-ham verified to be the oldest fire engine in New York State, the Museum’s recently-expanded vehicle exhibit celebrates the connection between firefighting and ambulance service with a 1974 Miller-Meteor Cadillac Lifeliner

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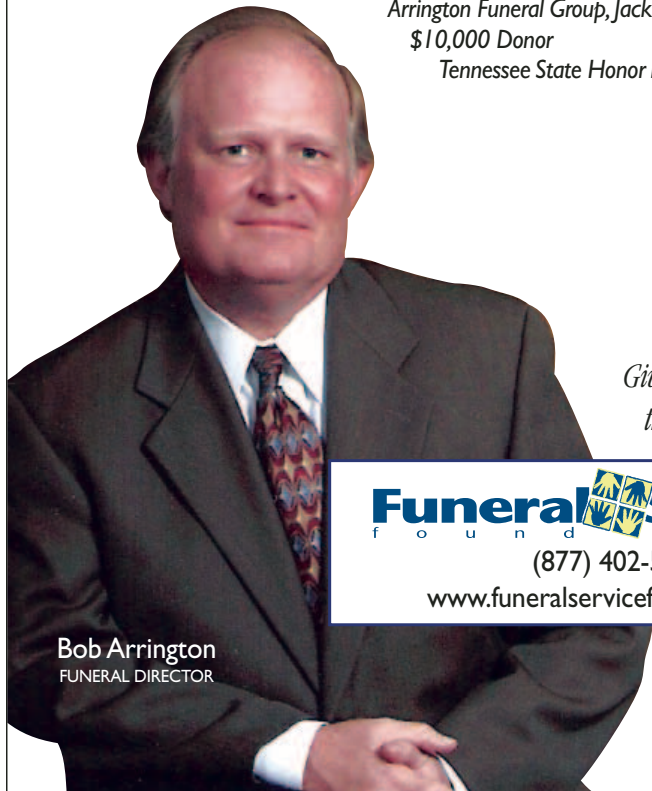
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what inspired you?

“My interest in funeral service began at a young age, and I have many mentors to thank for that. Among them was my childhood neighbor, Ralph Jones, who owned the local funeral home. After my grandmother’s death, I began visiting Mr. Jones each day at the funeral home after school. From there my passion for funeral service started. Mr. Jones and others opened my eyes to the opportunity to have a servant’s heart when assisting families during their most difficult times of loss.

I want to show others the tremendous opportunity that exists in this profession, and the Funeral Service Foundation allows me to do that. Supporting the Funeral Service Foundation is my way of giving back to a profession I love, and encouraging others to join me in it.”

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Association NEWS CONTINUED

North Dakota Funeral Directors Association elects Officers at Annual Convention

MENTOR, MN— The North Dakota Funeral Directors Association, Inc. concluded its 105th annual convention on April 14 in Fargo, ND. Elected as leadership for the 2010-2011 year are the following: President **Seth T. Coughlin**, Williston, ND; President-Elect **Jon L. Stevenson**, Dickinson, ND; and Treasurer **Jeffrey A. Nathan**, Valley City, ND.

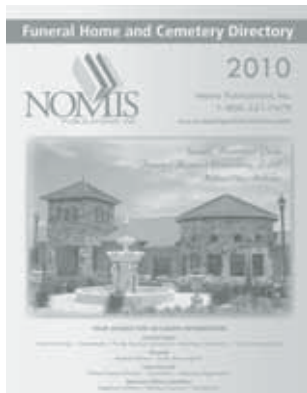


(L to R) N.E. District Governor Philip Amundson, Grand Forks; Paul A. Sannes, NFDA Policy Board Representative, Linton; Jeffrey A. Nathan, Treasurer; Mark Mortimore, Thermopolis, WY, NFDA At Large Representative (Installing Officer); Jon Stevenson, Dickinson, President-Elect and Charles Armstrong, Lisbon, Immediate Past President. Not pictured is newly elected president Seth T. Coughlin, Williston, ND who was unable to attend because of his father's death.

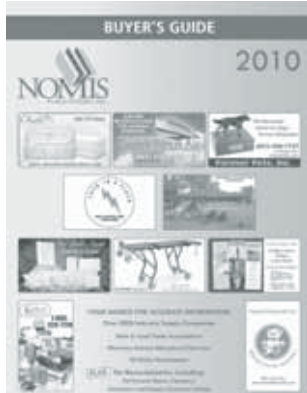
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Association NEWS CONTINUED

Professional Car Society to hold International Meet in Albany

Continued from Page A38

that responded to 6,000 calls during 12 years on duty with the West Webster Fire District outside Rochester, NY.

When the 2010 PCS International meet's main car show takes place from 9 AM to 3 PM at the Best Western Albany Airport Inn on Saturday, July 31st, local enthusiasts can display their classic ambulance, limousine or funeral vehicle free-of-charge if they opt out of the intensive, Concours-style judging that determines Best-

of-Show and the class awards. To keep the public's attention focused on the workmanship and aesthetics that distinguished leading hearse and ambulance body builders like Eureka, Henney, Miller-Meteor and Superior, official PCS policy prohibits caskets, skeletons and other morbid decorations in any car admitted to the show field. As EMTs and morticians respectively vote on the ambulance and hearse that most deserve the meet's presti-

gious Medics Choice and Funeral Directors Choice Awards, Herrick adds that "appropriate music will be provided by the 'K-Man' Kenneth C. Card, a local DJ who does most of the old car shows in the area. For those that have less than full-sized entrants, a tabletop-sized show field will be furnished in the hospitality suite." Following a buffet-style awards banquet on Saturday evening, PCS Albany 2010 will officially conclude with a spectacular sound

and light show by the attending vehicles' sirens and roof beacons.

A registration package for the PCS 34th Annual International Meet can be requested from Upstate Chapter President Dan Herrick by phoning (518) 392-2807; e-mailing dkherrick@juno.com (please use "2010 Meet" as the subject line); or by writing him at 130 Hudson Ave., Chatham, NY 12037.

General info on joining the PCS, which costs



The 2010 International Meet itinerary will include a "lights ablaze" ambulance convoy to the FASNY Museum of Firefighting in Hudson, NY, which exhibits this 1974 Miller-Meteor Cadillac Lifeline that responded to 6,000 calls during 12 years on duty with the West Webster Fire District outside Rochester, NY.



The official dashboard plaque for the 2010 International Meet depicts this 1958 Superior Cadillac Beau Monde "Combination Car" owned by Joe Kelley of Schenectady, N.Y. Its removable roof beacon, folding attendant seats and reversible casket rollers recall the days when funeral directors, as opposed to community-run rescue squads, operated the ambulance service in many small towns on a part-time basis.

\$30 annually in the U.S., Canada & Mexico and \$35 elsewhere, can be obtained by contacting Membership Secretary **Jeff Hookway** at (973) 729-8083, hookjch@ptd.net or

201 Glenside Trail, Sparta, N.J. 07871-1249. An electronic application that can process PayPal is also accessible on the official PCS website at www.professionalcarsociety.org.

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Klicker's Crosswords

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By Ralph L. Klicker, Ph.D.

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

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

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

1. _____: Process of freezing the dead
2. _____: MD Counselors
3. _____: Cancer causing agent
4. _____: Attribute feelings to another
5. _____: Wings of a church
6. _____: Wasting away of a body
7. _____: Psalms
8. _____: Anniversary of a death
9. _____: Rounded process on bone
10. _____: Massacre of helpless people
11. _____: Optimal hardware
12. _____: Memorial service

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ANSWERS ON PAGE A44



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Association NEWS CONTINUED

International Order of the Golden Rule Conference

Jeffrey S. Wages is a funeral director, president and owner of **Wages & Sons Funeral Home & Crematory** with locations in Lawrenceville and Stone Mountain, GA. He was installed as the OGR president-elect while **Michael S. Lewis** was installed as the secretary-treasurer. Lewis is a funeral director and co-owner of the **Lewis Funeral Home, Inc.**, located in Milton, FL.

Wages got his start having grown up in the business working summers and weekends. He graduated from *Gupton-Jones College of Funeral Service* in Atlanta in 1985. He is licensed in the state of Georgia and has been a member of the OGR Board of Directors for the past four years. In 2009 he was installed as secretary-treasurer. He most recently has served as finance committee chair. His father, **Billy K. Wages**, is an OGR past president, having served in 2003.

Lewis graduated from *Gupton-Jones College of Mortuary Science* in Atlanta, GA, and then returned to Milton where he obtained his Florida embalming license. He later obtained his funeral director's license. Before he and his brother **Sam** became co-owners of the Lewis Funeral Home, they had taken over day-to-day operations with the decline of their father's health and his death. For several years the brothers operated the business along with their mother, and upon her passing, they became co-owners in 1996. They have continued to expand the firm with the recent addition of Lewis Funeral Home, **Pace Chapel** and **Field of Faith Crematory and Tribute Center** in Pace, FL.

Lewis is a past president of the *Independent Funeral Directors* of Florida, which his firm was asked to join shortly after that association's inception. The Lewis Funeral Home rejoined OGR in 2000. Lewis has served as regional chair and as a member of the board of directors. He is also active in various community, civic and church leadership positions. He said he believes those at OGR are a natural extension of the professionalism and camaraderie that he has in the state organization.

Service and Performance Awards

William Brock, Jr., of **Vander Plaat Funeral Home** in Wyckoff, NJ won OGR's most prestigious award for individual achievement, the 2010 Golden Light Award. He was recognized for his lifetime contributions to the association as well as the pro-

fession and his community. Opsahl stated the organization was honored to recognize Bill as this year's Golden Light winner due to his dedication and professionalism.

The Golden Light Award salutes professional excellence exemplified by an individual member who has inspired others by his commitment to service.

Brunswick Memorial Home from East Brunswick, NJ won the Community Service Award. Opsahl said the facility has demonstrated a high level of service to the profession as well as the community. This year's winner was selected for several reasons, but largely due to the firm's donation of 150 \$25 American Express

gift cards from Home Front Hearts, which is an organization that supports families of service personnel coming home after deployment overseas. The Golden Rule Community Service Award recognizes a member firm for outstanding service to the community performed during the calendar year.

Jessica Urban of St. Paul, MN, a student at the *University of Minnesota Program of Mortuary Science*, received the 2010 Gold Award of Excellence, which is a \$3,500 scholarship. **Stephanie Andringa** of Oconomowoc, WI, received the \$2,000 Silver Award of Excellence scholarship. She is a student at the *Milwaukee Technical*

Continued from Page A34
College Funeral Service Program.

Three North American independent funeral homes received the Exemplary Service awards. **The George Darte Funeral Chapel** located in St. Catharines, Ontario received first place. The Silver Winner was **Bumpers Funeral Home** from Butler, AL, and the third place facility which was awarded the Bronze Award was **Barkdull Funeral Home** of Shelby, OH. Exemplary Service awards recognize those Gold Rule firms that have displayed outstanding professionalism and exemplary service.

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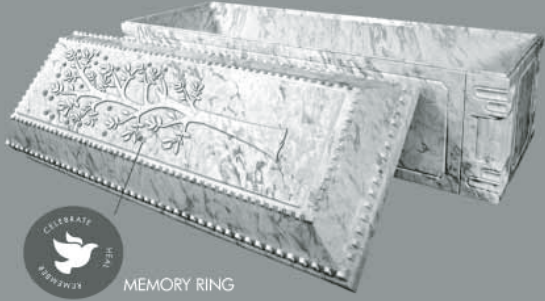
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Association NEWS CONTINUED

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Funeral Service Foundation announces 2010 PWC Scholarship Recipients

Continued from Page A37

ful opportunity to share ideas and information with other people in our profession," scholarship recipient Kristan McNames said. "We were able to bounce ideas for improving our businesses off each other and share new ideas to take back to our businesses. I was most impressed by the life experiences of the attendees and speakers – the environment allowed women - whether students – or those with many years of experience – to enlighten and encourage each other."

"My participation at the NFDA Professional Women's Conference was truly an awe-inspiring experience," said Jessica Liston. "I feel hon-

ored to have been a part of the conference and to have shared ideas with so many other talented women in funeral service. My spirit was renewed, my passion for my work awoken, and I left the conference ready to be a better professional."

Recipients were recognized by FSF Executive Director **Celi Clark Haga** at an awards luncheon on April 10. Bios of scholarship winners are posted on FSF's Web site, www.funeralservicefoundation.org.

This year's Funeral Service Foundation Professional Women's Conference scholarships were made possible through the generous support of **Messenger, Nomis Publications, Trigard, and Wilbert Funeral Services, Inc.**, as well as attendees of FSF Fund Day, a pre-conference program that supports both the PWC scholarships and the FSF Women's Fund.

Applications for scholarships to attend the 2011 NFDA Professional Women's Conference in Washington, DC will be available from FSF in early 2011.

The Funeral Service Foundation, through grants, scholarships and research initiatives, supports career and professional development in funeral service, the advancement of funeral

service and allied professions, public awareness and education, and the improvement of children's lives. For more information, visit www.funeralservicefoundation.org.

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SLICED FILET MIGNON IN RED WINE

- 1 ounce salt pork, chopped fine
- 1 large garlic clove, mashed
- ¼ cup sweet butter
- 2 thick filet mignons, sliced into halves
- Salt and pepper
- 3 tablespoons burgundy wine
- 8 fresh parsley sprigs, chopped fine, leaves only

Combine salt pork, garlic and butter in a skillet; heat. Add the steaks, cook on each side for 4 minutes. Add salt and pepper to taste. Add wine, cover and cook for 2 minutes. Add parsley and shake the skillet. Place 2 half filets on each warm plate and pour the sauce over them. Serve with Bibb lettuce with Italian Salad Dressing, a loaf of fresh Italian bread and café espresso. Serves 2.

KEY LIME PIE

The Crust:
3 cups + 2 teaspoons melted margarine, divided
1¼ cups crushed graham crackers
¼ cup sugar

The Filling:
2 14-ounce cans sweetened condensed milk
5 egg yolks
Grated zest of one lime
1 cup fresh lime juice (5-6 limes)

Preheat oven to 350° F. Coat inside of a 9" pie pan with 1 teaspoon melted margarine. In mixing bowl, combine crushed graham crackers, sugar and 1/3 C of the melted margarine. When ingredients are fully combined, use mixture to line bottom and sides of pie pan. Place pie pan into preheated oven and bake for 10 minutes.

While crust is baking, in mixing bowl make filling by whisking together condensed milk, egg yolks, lime zest and lime juice. When crust is baked, remove from oven and pour in the filling. Return filled pie crust to oven and bake for 10 minutes more. Let cool to room temperature. (Makes 6-8 servings)

LIME TIPS: Squeeze or roll limes to break up fibers inside and you'll get about twice as much juice. When zesting limes, make sure you get only the green outer skin and not the white tissue between skin and pulp.

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Association NEWS CONTINUED

JoAnn Baldwin receives Initiative Award

Continued from Page A36

for Doric Products, Inc. In 2003, Baldwin joined Aurora Casket Company as manager of professional development.

Baldwin's ability to connect with grieving families and provide healing experiences quickly evolved during her tenure with

Schoedinger Funeral and Cremation Service. Realizing the significance of losing a loved one and the difficult time that follows,

Baldwin took the initiative to reach out to families with compassion, discover their needs, and create unique and thoughtful funeral or memorial services. In addition to writing and illustrating a coloring book for children that explains death and funerals, Baldwin helped establish what is now the funeral home's annual holiday candlelight memorial service.

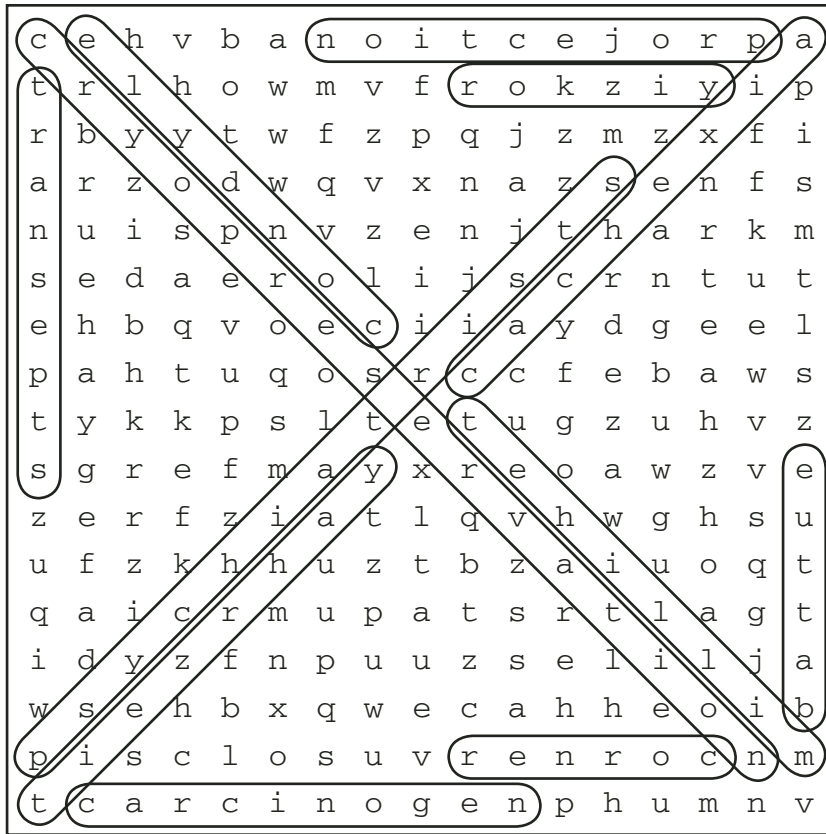
As marketing director for Doric Products, Inc., Baldwin developed and received patents for a variety of products, including an infant casket/vault combination, known as the "Daisy Chrisom." Providing a meaningful tribute to families who suffer the loss of an infant, those who purchase the "Daisy Chrisom" also receive Baldwin's published poem, The Legend of the Daisy, and memorial seed packets.

In her previous position as manager of professional development at Aurora Casket Company, Baldwin pursued the value of a meaningful funeral by developing and presenting continuing education programs for funeral service professionals. To strengthen the relationship between funeral di-

CONTINUED ON PAGE A45

Answers to Klicker's Krossword Puzzle on Page A40

- | | |
|--|--|
| 1. Cryopreservation : Process of freezing the dead | 7. Tehillim : Psalms |
| 2. Psychiatrists : MD Counselors | 8. Yahrzeit : Anniversary of a death |
| 3. Carcinogen : Cancer causing agent | 9. Condyle : Rounded process on bone |
| 4. Projection : Attribute feelings to another | 10. Battue : Massacre of helpless people |
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Association NEWS CONTINUED

JoAnn Baldwin receives Initiative Award *Continued from Page A44*

rectors and the families they serve, Baldwin co-developed and facilitated Aurora's signature program: Lifetimes – A Balanced Funeral Arrangement. Helping to ensure a successful funeral for both funeral directors and families, Lifetimes is a training tool that provides funeral arrangers with the necessary skills to create a funeral that honors the life of a loved one and helps families transition through the grieving process. Baldwin has also authored and illustrated the book, Lifetimes – Making Connections, Building Trust, a valuable resource to help funeral service professionals build lasting relationships with every family they serve.



2010 NFDA Initiative Award recipient JoAnn Baldwin (Second from Right), joins fellow recipients (L to R) Dana Jones Wynn, Jones-Wynn Funeral Home, Villa Rica, GA (2006); Elizabeth Januskiewicz, Rebello Funeral Home, East Providence, RI (2004); and Valerie Wages, Tom M. Wages Funeral Service, Snellville, GA (2000).

Baldwin's educational programs have been presented nationwide and abroad; in 2007, Baldwin devoted an entire week to educating Filipino funeral directors on ways to build relationships with families. She also speaks to civic organizations on the importance of participating in a funeral service as a way of acknowledging the reality of death and celebrating the life of a loved one.

A certified funeral celebrant and children's bereavement facilitator, Baldwin is committed to her profession on a local and national level. Baldwin is currently a certified member of the Academy of Professional Funeral Service Practice, a member of the American Society of Training and Development, and an advisory board member of the Association of Women Funeral Directors. She is also a certified Wilson Learning facilitator and an instructor for the International Cemetery, Cremation and Funeral Association.

For more information on NFDA's Professional Women's Conference and Initiative Award, visit www.nfda.org/professionalwomensconference.

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

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WILLIAM "BILL" CRANFILL of Louisville, KY died April 29 at the age of 83. He was a retired funeral director, embalmer and public relations director of **Arch L. Heady & Son Funeral Homes** in Louisville, KY.

TAQUAN RAHEEM EVANS of Newark, NJ died February 5, 2010. He was 31 years old. Mr. Evans obtained his associates degree at *The Gupton-Jones College of Funeral Service* in Decatur, GA. He later earned a Funeral Director's License in the states of New Jersey, New York and Georgia. Taquan began his career in the funeral service industry as an intern at the **Judkins Colonial Home** in Plainfield, NJ. He was last employed with the **Churchman Funeral Home** in Newark, while providing funeral services to funeral homes including **Whigham, Cushnie, Armistead, Williamson Mortuary** and **May Funeral Homes**.

HELEN G. GREEN of Munhall, PA, died April 27, 2010 at the age of 91. She was the co-owner of the **George Irvin Green Funeral Home** in Munhall. Mrs. Green graduated from *Pittsburgh Institute of Mortuary Science* in 1959. She then joined her husband, **George Irvin Green**, working in the funeral home in which he established in 1941. Courtesy Clem's Livery Service, Pittsburgh, PA

ERMAN L. SMITH of Pittsburg, TX, died March 31, 2010 at the age of 87.

Mr. Smith was the owner and operator of **Erman Smith Funeral Home** in Pittsburg, TX from 1966 until 2001. He was a licensed funeral director for 60 years.

PERCY W. LAW of Donora, PA, died April 15 at the age of 90.

Mr. Law graduated from *Eckles School of Mortuary Science* in Philadelphia.

After operating the **Percy E. Law Funeral Home** in Donora for many years, Mr. Law expanded his business with his son, **Dwight M.**, to Wilkinson in 1994. In 2005 the family opened the **House of Law Funeral Home**, located in Penn Hills. The family was also associated with Law Funeral Home of Brownsville and **Law Funeral Home** of Erie. Courtesy Clem's Livery Service, Pittsburgh, PA

FREIDA CATHERINE HUFFSTETLER SHEALY of Savannah, GA died Saturday, April 17. She was 85 years old.

Ms. Shealy worked at **Hillcrest Abbey** as a record keeper, implementing a records system and practice that is still used today.

DAVID RANDALL of Port Huron, MI, died April 19. He was 84 years old.

He owned and operated the **Pollock-Randall Funeral Home** in Port Huron, MI. He attended the *Indiana College of Mortuary Science*. Randall worked for the **Albert A. Falk & Son Funeral Home** in Port Huron in addition to the **Schmalzreidt Funeral Home** and **R.G. & G.R. Harris Funeral Homes** in Detroit before purchasing the Pollock-Randall Funeral



Home in 1971. Later he built the **Marysville Funeral Home**.

JAMES J. REILLY of Carbondale, PA died April 23, 2010. He was a licensed funeral director in the state of Pennsylvania for over 65 years. Reilly was a graduate of the *American Academy of Embalming and Mortuary Research* in New York, NY, and was the owner and operator of the **James J. Reilly Funeral Home** and **Reilly Memorials**, both located in Carbondale. Reilly was a member of the *Lackawanna County Funeral Director Association*.

ROBERT L. "DIGGER" JOHNSON of Plainview, MN, died April 7, 2010 at the age of 86.

In 1947 Mr. Johnson graduated from the *Worsham College of Mortuary Science* in Chicago, IL.

Mr. Johnson was employed at various funeral homes in Chicago, IL and St. Paul, MN. In 1952 he and his wife, **Jeanette**, purchased **The Foley and Lindsey Funeral Home and Furniture Store** in Plainview, where the business was operated as **Foley and Johnson** until 1954. **R. Nick Shriver** purchased **Mike Foley's** interest and it became the **Johnson and Shriver Funeral Home and Furniture**. They also ran the ambulance service until the 1970s. **William Schad** obtained the Shriver portion of the business in 1982, forming the **Johnson and Schad Funeral Home and Furniture**. In 1986 Mr. Johnson retired, selling his interest of the business to **Theodore Zabel Jr.**, creating the **Schad and Zabel Funeral Home and Furniture Store**.

If you have an Obituary you would like to see listed here, send information to:

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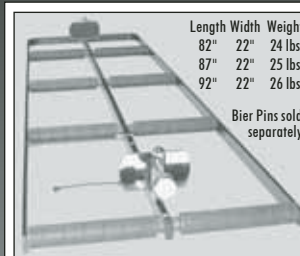
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