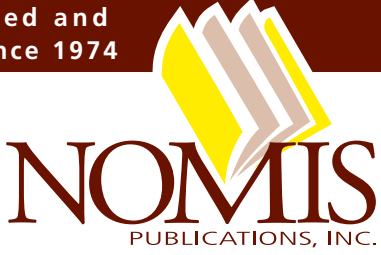


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JUNE
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Families Mourning Children plan for
The Compassionate Friends Summer
National Conference
and Walk to
Remember in July
in Minneapolis,
Minnesota

See Page A10



Beckett-Glaves: Four Generations of Service



BRANTFORD, ONTARIO— In 1919, **J. Cornelius Glaves** arrived in the village of Scotland, Ontario. He acquired the funeral business of **Mr. Jos. Vaughan** and began a tradition that would span four generations. In an era when most funerals were held within the family home, Cornelius and his wife, **Keturah Glaves**, were a remarkable team. As Mr. Glaves prepared the deceased for burial,

Mrs. Glaves comforted the survivors and tended to their needs. They quickly became well known for their teamwork and incomparable service.

As funeral customs slowly changed and home funerals became less desirable, the Glaves family bought a house in Scotland and built the **Scotland Funeral Chapel**. In 1931, as an increasing number of lo-

CONTINUED ON PAGE A2



“It was only appropriate that...we recognize the commitment, work, insights and perspectives that Doug Manning has brought to our profession over the years. Clearly, Doug has a burning passion for helping the professionals in funeral service help others,” said Steve Shaffer, President and CEO, Foundation Partners Group.



Foundation Partners Group honors
Doug Manning with “Lifetime
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See Page A22

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CONTINUED ON PAGE A24



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See Page B8

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Age Progressed to 9 Years

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Missing From:
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Age at Disappearance: 6 Yrs
Age Now: 8 Yrs
Sex: Male
Race: Black
Height: 3'0"
Weight: 45 lbs
Hair: Black
Eyes: Brown

Circumstances: Both of the photos shown are of the child. Adji's photo is shown age progressed to 9 years. Adji was last seen wearing a blue and yellow t-shirt, blue and yellow shorts, and black and gray sneakers.

Non Family Abduction CHRISTIAN FERGUSON



Age Progressed to 17 Years

Date of Birth: 10/9/1993
Date Missing: 6/11/2003
Missing From:
 Saint Louis, Missouri
Age at Disappearance: 9 Yrs
Age Now: 17 Yrs
Sex: Male
Race: Black
Height: 4'0"
Weight: 75 lbs
Hair: Black
Eyes: Brown

Circumstances: Both of the photos shown are of the child. Christian's photo is shown age-progressed to 17 years. He was in a relative's vehicle at approximately 6:30 a.m. on June 11, 2003, when it was stolen. The vehicle has since been recovered but the child's whereabouts remain unknown. The child has a medical condition, which requires daily medication that is not with him. He was last seen wearing only a diaper and was wrapped in a multicolored blanket.

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

Beckett-Glaves: Four Generations of Service

Continued from Front Page



The Beckett-Glaves Lobby



The Funeral Home Chapel



100 Black Women of Funeral Service announces call for Recipes for Cookbook Fundraiser

LONGWOOD, FL— The 100 Black Women of Funeral Service is looking for recipes from funeral service professionals. They will be publishing a Funeral Service Colleague Cookbook "Recipes To Die For" to benefit their Scholarship Fund for funeral service students from around the country. All recipes are needed, from your mother's mac and cheese to your cousin's meatloaf to your own special dessert. To submit your recipe, email Superbowlmom2@aol.com or mail to 100 Black Women of Funeral Service, PO Box 916404, Longwood, FL 32791. The Cookbook will be published in August, in time for the National Funeral Directors and Morticians Association Convention in Atlanta.

cal families embraced the new facility, Mr. Glaves was joined in business by his eldest son, **G. Fred Glaves**. Soon after, Fred Glaves and his wife **Isabelle Glaves** began operation of their newly acquired business, the **Bannister Funeral Home** in St. George, Ontario. In 1948, shortly before his father's retirement, **Joseph M. Glaves**, joined in the operation of the Scotland Funeral Chapel.

In 1959, just six years after the death of his grandfather, **Gordon C. Glaves** became the third generation of the Glaves family to enter funeral service. He received his license to practice from *The Canadian School of Embalming, University of Toronto*, in 1961. Gordon and his new bride, **Jane Glaves**, whom he had met while working in the nearby city of Guelph, moved to Paris, Ontario, where they operated the **Cummings & Glaves Funeral Home** until it was sold in 1970.

In June of 1968, Gordon and Jane Glaves acquired the **Beckett Funeral Home and Chapel** of Brantford, Ontario.

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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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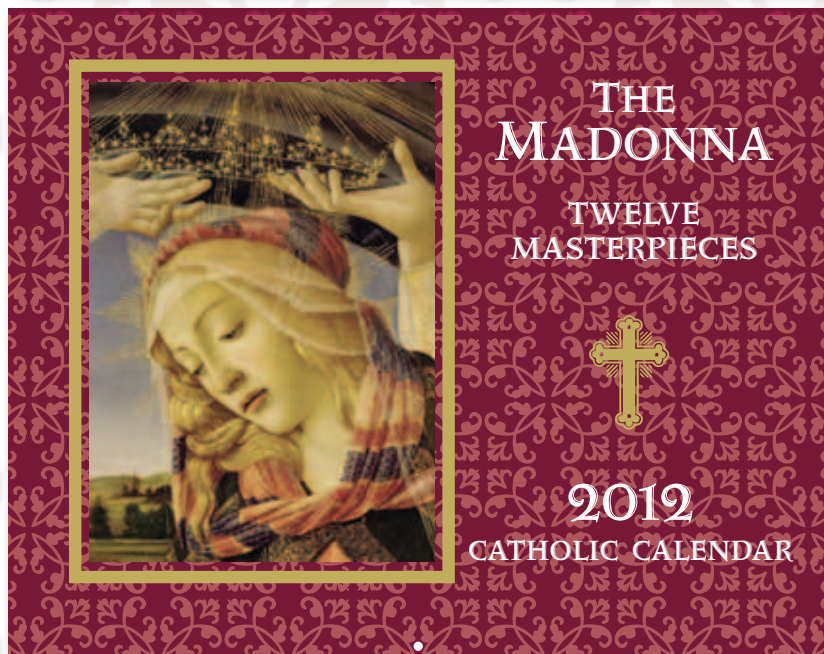
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Eddie Mae Hatcher honored with Humanitarian Award

THOMASVILLE, GA— During their Annual Meeting and Citizen Awards, the Thomasville-Thomas County Chamber of Commerce presented **Eddie Mae Hatcher**, of the **Hatcher-Peoples Funeral Home**, with their 2011 Humanitarian Award.

Early in her career, Mrs. Hatcher was employed as a secretary for Douglass Elementary and High School,



Eddie Mae Hatcher

and, at one time, owned both an ice cream parlor and a record shop. In 1975, she was employed by the Georgia Department of Labor, where she worked for 31 years. Upon her retirement, she acquired her funeral director's license and went to work for the family business as an administrative assistant and funeral director. She is a member of the 4th District Georgia Funeral Service Practitioners Association, the National Funeral Director Mortician Association and is an at-large member of the NFDMA Ladies Auxiliary.

Mrs. Hatcher has also been very active in the community. She is a member of the Chamber of Commerce Board of Directors, as well as serving in the Women Forum, Existing Industry Committee, and Ambassador Committee, where she was named Ambassador of the Year for 2003. She is also active in Family Connection, the Project Excel Mentor/Mentee Program, the Thomas County Certified Literate Community Program, and the Thomas County Employer Committee. She has been a part of the Thomasville-Thomas County Home Buyer's Fair, served on the design committee for the local Criminal Justice Building, and has served as an Honorary Councilmember.

Additionally, Mrs. Hatcher volunteers time to work at Archbold Memorial Hospital's Auxiliary Teas, the Thomas County Food Bank, multiple Red Cross projects, the Teen Maze Project held at Thomas County Central High School, the annual community coat drive campaign, Chamber of Commerce auctions, and has cooked and served dinner for those less fortunate on Christmas day.

Being approachable may not have a direct correlation to effectiveness. It is very rare to get 100% buy-in on any change in the job place.

- Don't try to fix something that ain't broke
- Begin by opening doors. Take the chance encounters, even though they may not be in settings that are typically associated with a boss-employee relationship to listen to ideas.

When an employee feels that they are a part of the team, they buy into the business because they feel a part of the solution and not just a part of the problem. They feel valued and respected.

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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The Gift of Aftercare

By Sherry L. Williams

will be surprised to see how much better your employees feel about their job if you listen to and implement some of their ideas.

Tools to do the job aren't limited to fluids, lifts, trays, or new suture materials. Tools can include the addition of services that will create a more loyal and pleased consumer. They can include added programs such as memorial services, educational programs and support groups, adding a library of grief materials or providing written materials for the families you serve. These kinds of things can make an employee more confident when talking about grief. They also become an extension of the service you provide long after the funeral is over.

According to the National Institute on Business Management in their book, *Creating and Motivating a Superior, Loyal, Staff*, people tend to act in accordance with their self-image. If they see themselves as well-regarded, they will work to perpetuate the image. Praise, appreciation, respect, new responsibilities, delegated authority, bonuses, raises – are all rewards from you that can play a crucial role in boosting your employees' self-esteem and productivity. In addition, NIBM makes a good point when they point out that today's manager is busier than ever because consumers are demanding more and more service for their money. This makes it necessary for the manager to learn how to get more things done through other people. In order to accomplish this, a manager must be approachable. But before any sudden changes are made they suggest you consider the following:

- Don't change your work style overnight. For your employees' comfort and acceptance, there has to be a smooth transition.

Over the past 18 years, funeral service providers have talked with me about staff motivation and loyalty. Motivating a superior and loyal staff can be quite a challenge, particularly in funeral service. A funeral service specialist must wear many hats. The multiple hat syndrome can very often cause frustration and anxiety on any job. But when you add to the scenario, the demands of working with highly emotional people, it becomes more powerful. That is why having the right tools to do the job is so important.

You can't do any job if you don't have the right equipment. You can't dig a pond with a spoon. You can't play golf without the clubs. The point is, you have to have what you need to do any job effectively. If you do not have what you need to do your job, it is very easy to become dissatisfied with the work environment. You may begin to feel ineffective and frustrated, because you are still supposed to perform at 100%. Having the proper equipment and continued training on new products and services add to employee morale.

Instead of you going to the conventions to see what is new, give your staff the opportunity. Then listen to their ideas when they return. Remember, they are in the trenches and know what would really help them. Be open to new techniques and services. You

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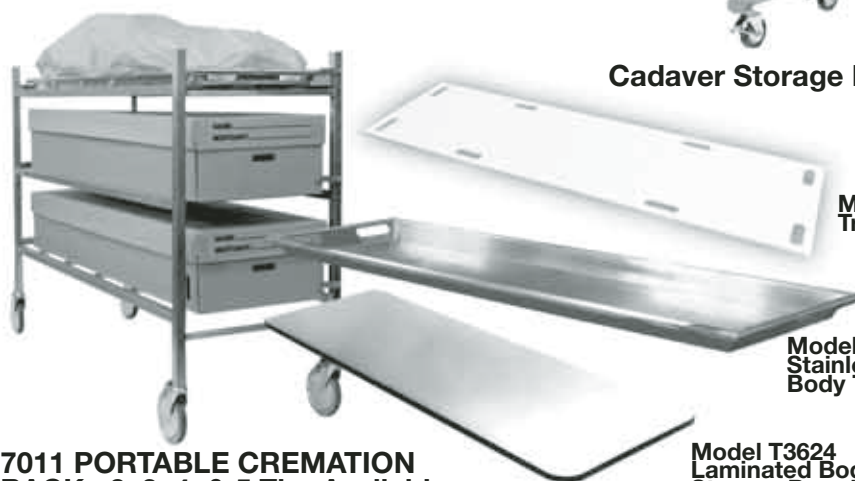


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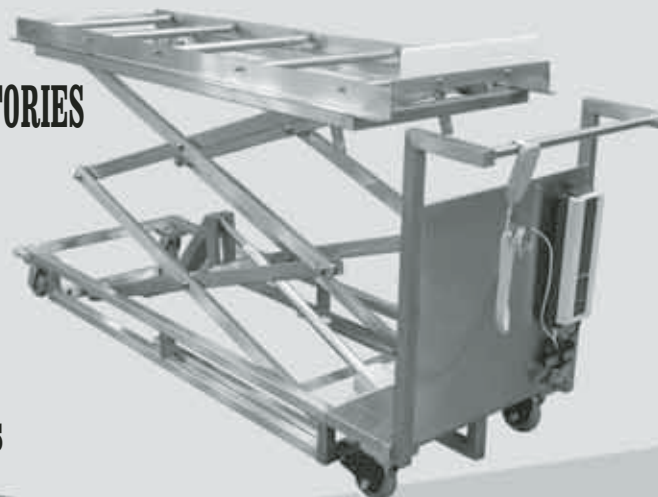
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Funeral Service Inflation Rate announced for 2010

PHOENIX, AZ— Daniel M. Isard, president of **The Foresight Companies, LLC**, the premier management and financial consulting firm that specializes in providing services to the funeral and cemetery profession, has announced the updated figures for the rate of indigenous inflation within the funeral profession for the year 2010. “This past year saw some events that have either never occurred or only occurred one time in the financial indicators of this profession,” Isard said. “We witnessed the second lowest increase in Consumer Spending on a funeral in the past 30 years, the first decrease in spending on the Average Casket Selected in 30 years and the Overhead as a percentage of revenue became the all time highest since we began tracking this in 1980,” he added.

Ironically, even though Overhead increased from 77.84%

of revenue in 2009 to 77.96% of revenue in 2010 (the highest it has ever been), Profit Margins actually increased. “Profit Percentage increased up to 5.52% in 2010 up from 5.31% of revenue the year before. This is the 10th increase in Profit Percentage over the previous year, in the past 30 years,” Isard said. While the Profit Percentage increased over the previous year in 2010, compared to 13.73% Profit Percentage in 1980 you can see that profits are severely impacted historically for this profession.

Profit Margin increased due to the fact that Average Revenue increased to \$6,457.19 which was \$118.69 more than the 2009 amount. The Average Casket actually decreased by \$1.00 while the Overhead increased \$99.92. Therefore Average Profit increased by \$19.77. While this is nominal, it is an increase of 0.31% of Average Revenue. “Average Profit can only increase when Revenue increase is greater than increase in overhead,” Isard explains. “Had consumer spending on caskets kept pace with the average increase in the cost of a wholesale casket this year, we would have seen a decrease in Average Profit. Wholesale Casket prices went up an average of 4.00%, whereas consumers actually spent less this year than last,” Isard added.

The fact that casket purchases went down means that consumers, during a time of continued economic uncertainty, chose lesser valued casket merchandise. The choice of casket is a variable in the funeral arrangement process, as opposed to some service fee items on a typical General Price List.

The rate of Funeral Service Inflation (“FSI”) is computed two ways. First Foresight computes it for non-casketed funeral services (“FSI1”). A second method of computing this rate is for casketed calls (FSI2). Currently about 85% of all funerals in the United States use a casket. FSI1 was estimated to be 1.57% as computed by Foresight in 2010 compared to the rate of 2.95% the previous year. FSI2 was estimated to be 5.66% as computed by Foresight in 2010 compared to the rate of 3.93% in 2009.

Foresight has been actively watching Funeral Service Inflation (“FSI”) for more than 20 years and pioneered the very concept of a specific inflation rate for this industry. “We have studied the effect of inflation and the operation of a funeral home going back to 1940. We do this to help the funeral home managers make decisions about preneed, pricing, and staff costs in a proactive fashion. Our goal is that this helps funeral home owners and managers operate as prosperously as possible,” Isard said.

Ironically, the increasing choice of cremation rather than burial may actually be a blessing in disguise for the well run funeral home. Today, cremation is the choice of about four out of every ten families. “While more than 80% of the funeral homes we studied are not yet pricing their cremation services equal to those of burial for identical services rendered, the elimination of the increasing cost of the casket in about 25% of all cremations actually allows funeral homes to better manage their costs to provide for these services on an at need and preneed basis,” Isard hypothesizes. This is why the FSI1 is at a much lower rate than FSI2, as FSI1 does not take the increasing cost of a casket into consideration.

The computation of Foresight begins with an analysis of the national average figures compiled from **Federated Funeral Directors Of America, Inc.**, the Springfield, IL accounting firm which serves more than 10% of all funeral homes in the United States. Federated and Foresight are not related in any way. They provide their summary data to Foresight and others as a courtesy. “I must thank **John and Ken Rodenburg**, the Executive Officers of FFDA for some of their guidance and support through the years,” Isard was quick to point out. “Without the data of Federated the computation would be much more cumbersome to produce and possibly less accurate, as the Federated data is consistently applied.” Dan said.

“Inflation in this profession is as important to compute as it is in any industry, since business owners need to assess the effect of their pricing increases and management of their overhead to produce a profit which is fair and reasonable,” Isard stated. “This industry also has the burden of having made commitments to serve families in the future via prearranged and pre-funded funerals, the bulk of which are guaranteed for the future. Therefore, the growth

CONTINUED ON PAGE A20

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Creating Synergy With Your At-Need Staff

Written by Tyler Anderson, President and Chief Operating Officer, The Outlook Group, Inc.

As Advance Funeral Planners we are constantly striving to educate the families we serve on the value of planning ahead. There are times that we become so singularly focused we forget that not only is it our job to educate the families we serve, but the funeral home staff we work with as well. We must first strive to become a contributing member of the funeral home team before we can attempt to educate the staff on the value of pre-need. Many times an Advance Funeral Planner may be placed in a funeral home that has little experience with pre-need and they may be the only person in that funeral home doing that job. The funeral home staff is often very consumed with the families they serve on an at-need basis, allowing them little or no time to allocate to pre-need. This is exactly why it is our duty as an Advance Funeral Planner to always be available to our funeral home staff, to provide them with valu-

able information regarding pre-need and what we are doing for their funeral home.

We should always be looking for ways to involve the funeral home staff in what we do daily. This can help lead to the creation of synergy between the funeral home's at-need and pre-need services. We must strive to be viewed as part of the funeral home staff, not just the “pre-need person”. Synergy within the funeral home is vital to the funeral home's overall success. There are several ways we can help promote this all-important synergy and continually show the funeral staff the value of pre-need to their funeral home and themselves.

The best way to help create a sense of common purpose among the entire funeral staff is to become a contributing part of the team from the beginning. When I first started as an Advance Funeral Planner I struggled to find ways to fit in with the staff. Every day I tried to think of ways that I could prove my worth to the staff as a funeral professional. I attempted to eat lunch whenever the staff would be eating together in the lounge. I believe the simple act of eating lunch with the staff helps to build camaraderie. If I ever witnessed the staff setting up for a visitation I would just jump in and help wherever I could. Advance Funeral Planners in a funeral home should be aware of how busy the at-need staff is and offer to help in any way they can. I believe this shows the staff that you really do want to be a contributing team member.

From the time I started working in the funeral home I tried to learn as much as I could about the at-need side of the business and the inner workings of the funeral home. I was always concerned if the staff viewed me as a valuable part of the team, but I didn't allow that fear to keep me from growing as a funeral professional. By reaching out to the at-need staff I grew in my knowledge of the funeral industry and I believe I earned the respect of the funeral home staff. Once that working relationship was established I found the at-need staff taking an interest in pre-need and

what I did on a daily basis. The opportunity was now there before me to tell the story of advance planning without forcing it on the staff.

In conclusion, I can tell you it is always hard being the new person in the funeral home and even harder if you are the only one doing that job; like many Advance Funeral Planners. But, if you strive to be part of the team and put a sincere effort toward creating synergy among the staff and yourself, you will have great results. I feel as though I am now a part of the team.

If you would like to communicate with Tyler Anderson he can be reached via e-mail at tanderson@theoutlookgroup.com.

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.

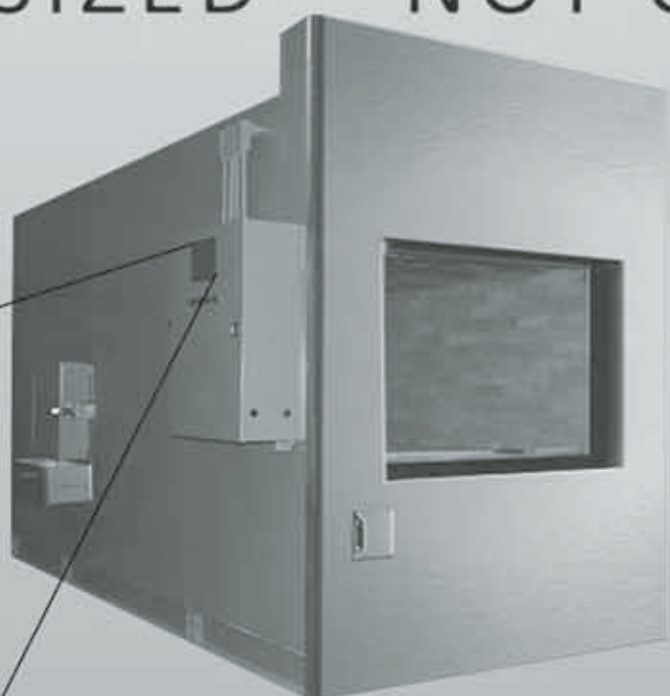
Christopher is a Kentucky Licensed Funeral Director, Life Insurance Agent, Certified Preplanning Consultant (CPC), Insight Institute Certified Celebrant and Certified Marketing Specialist. He can be reached at (800) 331-6270 or ckuhnen@theoutlookgroup.com.



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David J. DeCarlo Nominated to Carriage Services Board of Directors

HOUSTON, TX— Carriage Services, Inc. (NYSE: CSV) announced the nomination of **David J. DeCarlo** to serve as an independent member of the Company's Board of Directors.

Mr. DeCarlo has more than 23 years of experience in the deathcare industry, having served as an executive officer in various roles for **Matthews International**, a

leading worldwide supplier of deathcare products. Prior to retiring from Matthews as Vice Chairman in 2008, Mr. DeCarlo had previously served as President of the Bronze Division, Group President of the Memorialization Group and a member of the Board of Directors for twenty-two years. Prior to joining Matthews in 1985, Mr. DeCarlo held diverse management and executive

roles in finance, manufacturing, operations, sales, marketing, and management information systems at several Fortune 500 companies.

Melvin C. Payne, Chairman and Chief Executive Officer, stated, "I am excited as well as honored at the prospect of Dave joining our Board. His extensive executive experience with Matthews put him on the front lines of consolidation in our industry. Given Carriage's history as a dominant funeral service company that diversified into the cemetery business in 1997 after going public, Dave will bring a deep knowledge and experience in cemetery operations, products, sales, memorialization and leadership, not only to our Board but also to our Executive Team and field operating leaders. He will also engage with our Strategic Development team to assist not only with acquisition strategy but also with the identification of and relationship building with larger, high quality independents, especially combination operations."

Mr. DeCarlo will join a group of experienced independent directors, including:

- **Bill Heiligbrodt**, who had a 13 year career at **Service Corporation International**, including 10 years as President and Chief Operating Officer;
- **Richard Scott**, who has extensive experience providing long term debt financing to the deathcare sector in his prior roles as Chief Investment Officer of **American General Insurance** and then as head of worldwide fixed income investments at AIG; and
- **Vince Foster**, who has served on the Board since 1999 and is a veteran in mergers and acquisitions.

Mr. Payne concluded, "With the addition of Dave to our Board, our five members will have extensive industry knowledge and experience related to acquisitions, operations, and financial strategy. This group of highly respected industry veterans will position Carriage to take maximum advantage of accelerating consolidation in the deathcare industry and to create substantial shareholder value over the next five years."

Carriage Services is a leading provider of deathcare services and merchandise in the United States. Carriage operates 150 funeral homes in 25 states and 33 cemeteries in 12 states. A copy of the Company's Form 10-K, and other Carriage Services information and news releases, are available at www.carriageservices.com.

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Changing Lives Through Laughter

By Nancy Weil

When Airplanes Become Convertibles

Recently I traveled to Florida to speak. The trip went smoothly, despite being voluntarily bumped...twice. I love flying Southwest Airlines — no problem changing travel plans, no luggage fee, fun staff and safe. That is until the following week when the unthinkable happened — the plane became a convertible! Imagine that you are 30,000 feet above terra firma and suddenly you can see the sky because the roof has peeled off. The media has alarmed us with thoughts of terrorist attacks, shoe bombs, weather related crashes, but never have I heard a warning about being sucked out of a plane that loses its structural integrity.

Southwest and the FAA reacted quickly, pulling similar planes out of service until they were thoroughly inspected. Public relations staff went into overtime reassuring the public that Southwest was doing all they could to insure their passenger's safety. In a press statement, Southwest's executive vice president and CEO, Mike Van deVen, said: "What we saw with this flight was a new and unknown issue."

How well equipped is your business for "a new and unknown issue?" What plans are in place for handling press inquiries? Do you have a media policy or a spokesperson? Do they deliver the message you want the public to hear? Do you have a contact person who is assigned to handle customer complaints and do they have the authority to do whatever is necessary to handle a situation in the way they deem necessary?

What would you do if...

- You buried someone in the wrong grave?
- You discovered that a family did not disclose a relative

needed to sign consent paperwork?

- A natural disaster struck — leaving you without electricity or, worse yet, without a building?

In today's business environment, it is necessary to have plan of action for situations both expected and unexpected. You cannot afford to have an incident become a media frenzy. With Facebook, Twitter and other social media sites, what happens in your office can quickly explode out to an international audience. No longer is word-of-mouth the only way how you conduct business is discussed.

You must become proactive, not reactive to situations. When you wait until something occurs and then come up with a plan, valuable time is lost and unskillful messages may inadvertently be spoken. You certainly don't want to become like Henny Penny who exclaimed, "The sky is falling" and set off a panic around her. Neither do you want to be like the hare, in the Aesop fable of the tortoise and the hare, who naps while the race continues. Better to have a plan, work the plan when needed and analyze it afterwards for improvements.

The world is moving faster and today's consumers want answers quickly and to their satisfaction. They are unconcerned about your internal problems or issues. They require honesty, integrity and empathy in every interaction. In order to be ready, make sure you have done the following:

- Hired the best staff and trained them in every aspect of their job. Don't assume that they know how to do something, have a system of checks and balances in place to insure that errors are caught before the customer is affected.
- Designate a media relations spokesperson who can represent your business well. Public relations is not about telling the whole story — it is about telling the story you want the public to hear. This is not about lying or misleading, but it is about sound bites and being sure yours is clear, factual and "listener friendly."
- Establish a rapport with the local media. Invite them to cover positive events that take place in your building. Community remembrance services and special events are opportunities to build a bridge to the local press. You can then leverage this relationship when you need your message to get out.
- Have a written plan for every possible and impossible event that may take place. By becoming proactive, you can discover any flaws in your system and fix them fast. You are also not caught by surprise when the media comes to call.

- Have access to an attorney for competent legal advice. When questions arise about the legality of a situation you have not faced before, you need to be able to get the right answers fast.
- Monitor social media sites for mention of your company. Today people are turning to Facebook more and more to announce the death of a loved one and to receive messages of condolence. Within these interchanges may be mention of your company. When possible, you want to know what is being shared about your business. You can't stop a misconception from being spread, if you don't know about it.
- Have a natural disaster preparedness plan in place. In Buffalo, we complain about our long winters, but snow rarely creates a disruption in our work. If you live in an area of tornados, hurricanes, fires, even volcanoes — be ready. Have an alternate way for clients to reach you if phone service is disrupted. Can your calls be routed to a cell phone? Do you have an e-mail that can be checked remotely? Are you able to reach staff easily in case of emergency? Just like the Boy Scouts, you must "be prepared."

I pray that no one reading this article ever faces a situation like Southwest Airlines did recently. However, being ready for "your plane to become a convertible" will allow you to shift easily and react appropriately whenever the unexpected occurs. Your clients are depending upon you to be there for them, no matter what. Make sure you have a clear plan and message ready so that you can be.

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

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

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

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OAK BROOK, IL— More than 1200 family members grieving the death of a child are expected in Minneapolis, MN July 15-17, 2011 for **The Compassionate Friends 34th National Conference**. The event culminates Sunday morning with TCF's 12th *Walk to Remember*, where

names of thousands of children from across the country will be carried by family members and volunteers.

"The death of a child is probably the most traumatic experience most families will ever face," says **Patricia Loder**, executive director of The Compassionate Friends who herself is a twice bereaved parent, as well as a bereaved sibling. "This conference will be a safe-haven for those going through the grieving process and they will be able to spend time with others who are walking the same path."

Keynoters for the conference, the largest of its kind in the United States, are all bereaved parents: **David Morrell**, author of the poignant *Fireflies* but perhaps best known as the creator of *Rambo* (adapted to the big screen with Sylvester Stallone); **Carol Kearns** well-known psychol-

ogist who studied under **Elisabeth Kubler-Ross** and has written the book *Sugar Cookies and a Nightmare*; **Mary Rondeau Westra** who recently published her memoir *After the Murder of My Son*; and **Mitch Carmody**, author of *Letters to My Son* and a staff writer for *Living With Loss* magazine.

With the theme "Shining Stars – Guiding Hope," the conference will feature more than 100 workshops for parents, siblings, grandparents, and those who care about them. There will be a complete sibling program with 26 workshops, numerous sharing sessions, a memorial candle lighting, a complete book store, Reflection Room, Butterfly Boutique, and much more including the Sunday morning *Walk to Remember* where up to 1400 are expected to walk the

two miles in remembrance of children who have died.

Registration for the event can be made online, with early registration discounts ending June 10. The event will be held at the Sheraton Bloomington Hotel Minneapolis South and special conference rates are available.

The Compassionate Friends is the nation's largest self-help bereavement organization with more than 625 chapters including locations in every state plus Washington DC and Puerto Rico. To learn more about The Compassionate Friends, the national conference and the *Walk to Remember*, visit www.compassionatefriends.org or call 877-969-00100. The Compassionate Friends is also on Facebook at The Compassionate Friends/USA.

with the statute. JACAR's members are from both the Senate and House and it has a permanent staff. The review procedure for proposed agency rules in Illinois is similar to the requirements in most states.

During the review process, the Members and the staff of JACAR became aware of the significant problems in COA. Many members of the Illinois Legislature were also contacted by unhappy constituents about problems that could cause the closing and abandonment of cemeteries in the state. JACAR Members and Staff reviewed submissions and held a meeting. JACAR formally published an objection to the IDFPR Proposed Rules being enacted and indicated it was necessary to revise COA. Subsequently, IDFPR withdrew the proposed Rules while corrective legislation was being considered.

The Illinois Cemetery and Funeral Home Association ("ICFHA") and the author, as ICFHA's General Counsel, were active in commenting on the proposed Rules. ICFHA Members were active in providing information about the problems with COA to members of the Legislature. Finally, SB 1853 was introduced into the Illinois Senate at the behest of ICFHA. SB 1853 proposed major comprehensive modifications to COA, clarified the exemptions and removed most of the onerous provisions. SB 1853 also included a new law, title the Cemetery Consumer Protection Act that applied to all cemeteries and provided some basic requirements for contracts, notices and a dispute resolution procedure.

Concurrently, about 8 bills were introduced into the Illinois House proposing minor revisions to COA. There also is a probability that the authority over Cemetery Care Funds, Pre-need Funeral Funds and Pre-need Cemetery Funds will either be transferred back or retained by the Comptroller.

The Senate passed SB 1853 by a vote of 54-2 with one abstention. One of the Senators who voted against the bill indicated he wanted to repeal all of COA instead of revising it. The House will be considering SB 1853

and it is probable that changes will be made, but it is also probable that COA will not be as onerous as currently in effect. Unfortunately, this is a continuing saga, so there will be future columns about this situation.

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

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

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

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

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

Special Announcement: Future Issues of the *Cemetery & Funeral Business and Legal Guide* are now available in an electronic PDF version. The Subscription price will be \$99.00 per year. CB special introductory rate of \$75.00 to readers of *Funeral Home & Cemetery News* is being extended until June 15, 2011. Readers that wish to subscribe at the special introductory rate should indicate they read this offer and send a check in the amount of \$75.00 payable to CB Legal Publishing Corporation along with the name of the subscribing individual and the email address to be used.

Legal Speak

By Atty. Harvey I. Lapin

Burr Oak Cemetery Update

Hopefully, by the time this column is published the onerous law known as the Cemetery Oversight Act ("COA") enacted by the Illinois Legislature in 2010 in response to the Burr Oak Cemetery scandal will be revised. Many are in agreement that the legislative response to enact COA was too hasty and more problems may have been caused than were cured. Some of these problems related to over licensing, imposing impossible standards, difficult testing and continuing education requirements and the potential for imposing excessive fees have been discussed in previous columns.

One of the major steps the Illinois Legislature took in 2010 was to transfer oversight of cemeteries from the Office of State Comptroller ("Comptroller") to the Illinois Department of Financial and Professional Responsibility ("IDFPR"). IDFPR under its statutory authority proposed Rules for the administration of COA and imposing fees. Under Illinois Law administrative rules proposed by an agency are published so the public may comment on them. The proposed Rules then must be approved by the Joint Committee on Administrative Rules ("JACAR") whose authority is to determine that any Rules proposed are in accordance



Last year's *Walk to Remember* in Arlington, Virginia where 1200 walked in remembrance of their children. (Photo credit Michael Temchine)

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Observations

By Steven Palmer

There You Go Again

JIM LEHRER: Was "There you go again" a line that just came to you spontaneously, or was it something that you had worked on?

PRESIDENT RONALD REAGAN: No, it just seemed to be the thing to say in what he was saying up there, because to me it felt kind of repetitious, something we had heard before.

—PBS interview with President Ronald Reagan

After seeing the early releases of *Final Rights*, a new book, by Josh Slocum and Lisa Carlson, I am prompted to repeat the mantra of presidential candidate Ronald Reagan in the 1980 debate with Jimmy Carter.

Josh Slocum is the executive director of Funeral Consumer Alliance and Lisa Carlson is executive director of the Funeral Ethics Organization.

From their respective Vermont sanctums, what many funeral service practitioners consider the axis of evil, they have collaborated on another missal of misrepresentation.

This tome of half truths and slanted vision has not been released. We only can preview a "sample chapter." It is more than enough to define the flavor of the meal we are about to be served.

Pass the Roloids.

The preview "teaser" states, "*Final Rights* is the definitive book for consumers who will be in charge of caring for a family member at a time of death. It explains in detail the tricks of the funeral trade, and how to avoid being victimized. For those who wish to take charge of the process, the book goes through all of the steps."

When the first chapter is entitled "Circling the Hearses," you know it is going to be a bumpy ride.

Their story begins with a three year old Native American's death and the family's wish to take him back to the Reservation themselves. The new law in their state of Utah forbids a family from handling their own next of kin. "...the state law that made the dead in Utah hostages of the funeral industry."

A sympathetic funeral director signed the death certificate and refused a fee.

"The Utah Funeral Directors Association and the legislators who danced to their tune were responsible for this family's misery. In a brazen act of self-dealing, the UFDA told state lawmakers the slight change in wording in the death certificate law was part of a housekeeping bill to clean up technicalities."

Utah HB265 (2009), now law, provides that, "If a funeral service director is not retained, a designated agent or the next of kin of a decedent may sign and file the decedent's certificate of death."

Slocum and Carlson also review several other states' laws that "restrict family's rights to funeral privacy." Connecticut requires a funeral director's signature on the death certificate. Illinois' administrative code that defines "funeral director or person acting as such "to include only funeral directors or their employees or "associates." Indiana law says burial permits can be given only to funeral directors. Louisiana law "mandates funeral director involvement in obtaining all necessary permits and funeral director presence at the funeral disposition of the body." Michigan health department officials called "uncooperative" with home funeral families, require that death certificates be certified by a funeral director. Nebraska "requires a funeral director to supervise all dispositions" and issue transit permits for out of state transfers. New Jersey, according to Slocum/Carlson, took the regulations of allowing families to care for their own as funeral directors would "persons acting as such" and made them disappear. Minnesota still allows "family-directed funerals" but until 2010 still required embalming for a public viewing "religious or personal objections be damned."

State Boards of Funeral Directors of various states are castigated for their ineptness and obfuscation. Alabama was taken to task by the Alabama Examiner of Public Accounts for lack of transparency and lack of record keeping such as falsified inspection records, handwritten record and reports, no complete listing of licensed funeral homes, etc. Many improvements have been made. Oklahoma's 10th Circuit Court of Appeals upheld the state's right to "outlaw direct to consumer" casket sales.

The Slocum/Carlson pen begins to pontificate:

"The problem is that instead of protecting the public from deceptive sales practices and fraud, the laws and regulations too often protect the dismal traders from public accountability. The funeral business is so effectively insulated from free-market competition that many families can't even imagine a funeral home free of faux-Victorian sitting rooms and a fleet of Cadillacs".

(Slocum has successfully channeled Jessica Mitford from whatever world she was sentenced...er is in).

Restrictive trade is charged in reviewing some state laws: Massachusetts requires "a chapel sufficiently large...a minimum of 300 square feet;" have "an embalming room at least 12 x 14,"

and my favorite, not have any living space on the same floor as the funeral business unless the owner promises not to offer customer food or drinks (keeping the direct disposer or the strip mall provider from operating). Georgia was criticized for its "prep room raids" of improper inventory of embalming fluid, while the FTC found 13 out of 15 funeral homes in violation in 2007.

These authors offer ignorant statements such as "crematories in these states (that cannot offer their service directly to the public) are relegated to working as wholesale trade jobbers for full service funeral homes that purport to be selling cremation to their clients, but who do nothing but haul the body and file the death certificate. Most consumers would be shocked to find the out the average cost of the actual cremation at the crematory is just a few hundred dollars. You're unlikely to pay the undertaker less than a thousand."

I guess the funeral home with staff 24 hours a day, seven days a week operating, paying salaries, health insurance, workman's compensation, owning vehicles, insuring them and maintaining them, investing in several thousand dollar removal stretchers and other equipment, having facilities to safely house the deceased until cremation, plus the funeral home to meet with the family, obtain all information, to advise them of social security and veterans benefits to place obituaries, to assist with other paperwork, all of which (let me catch my breath) regulated by a state board, FTC, OSHA, ADEQ local city, county and state agencies. Yeah, Josh and Lisa, I can't see why they would charge one penny over the actual cost of the cremation procedure.

Funeral service is far from perfect. But many people who call upon funeral service in their need are usually well served by caring experienced individuals who offer the family a lot more than a burial or cremation.

These satisfied consumers far outweigh the relatively few memorial society members of Funeral Consumer Alliance.

I believe I am safe to say this collection of gripes will not be on the bestseller list.

"Don't mind criticism. If it is untrue, disregard it; if unfair, keep from irritation; if it is ignorant, smile; if it is justified it is not criticism, learn from it."

—unknown

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

Southwest Airlines closes acquisition of AirTran Holdings, Inc.



Southwest Airlines CEO Gary Kelly (Right) Presents AirTran Airways CEO Bob Fornaro with his own Southwest Airlines 787 Boeing Aircraft Statue. (Photo Courtesy Southwest Airlines)

DALLAS, TX— Southwest Airlines [NYSE:LUV] announced that it has closed on its purchase of all of the outstanding common stock of AirTran Holdings, Inc. [NYSE:AAI], the former parent company of AirTran Airways (AirTran).

“The successful closing of this transaction is a significant accomplishment and marks a great day in the history of Southwest Airlines. I want to thank the People from both Southwest and AirTran who helped us achieve this important milestone,” said Gary Kelly, CEO, Chairman, and President of Southwest Airlines. “Our first order of business is to welcome our new friends from AirTran to the family in a truly Southwest Airlines way.

“The acquisition of AirTran represents a unique opportunity to extend our network into key markets we don’t yet serve, such as Atlanta and Washington, DC, via Ronald Reagan National Airport. It gives us the opportunity to serve more than 100 million Customers annually from more than 100 different airports in the U.S. and near-international destinations, providing Customers more low-fare destinations as we diversify and expand the well-known ‘Southwest Effect’ to hundreds of additional low-fare itineraries for the traveling public. Today, we also celebrate the promise of expanding our presence at New York LaGuardia, Boston Logan, Milwaukee, and Baltimore/Washington, as well as extending our service to many smaller domestic cities that we don’t serve today, with access to key near-international leisure markets in the Caribbean and Mexico,” Kelly said.

“The timing of this closing in the current market environment could not be more important,” he continued. “With soaring fuel costs putting many airlines, yet again, in the red, Southwest brings many strengths to bear. Southwest not only brings profitability and financial strength to make this deal feasible, but it also positions the combined companies with an industry-leading investment grade balance sheet to weather the energy-price storm. In addition, it currently positions Southwest to offer improved job security, compensation, and benefits to AirTran Crew Members who join the Southwest family. Further, Southwest’s

Schoedinger takes delivery of two new Vehicles at Ohio FDA



COLUMBUS, OH— Schoedinger Funeral Home of Columbus takes delivery of two new units at the 2011 Ohio Funeral Directors Association Convention purchased from Muster Coaches, Calhoun, KY. With the new Federal Coach Cadillac Hearses and their new Dodge minivan first call/pick up unit, from left to right are Randy Garner, vice president of sales with Federal Coach, Randy Schoedinger, John Muster and Duane Shaul. This family owned funeral home operates 14 chapels in the Central Ohio area.

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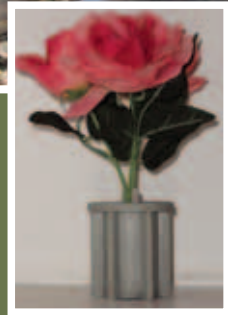
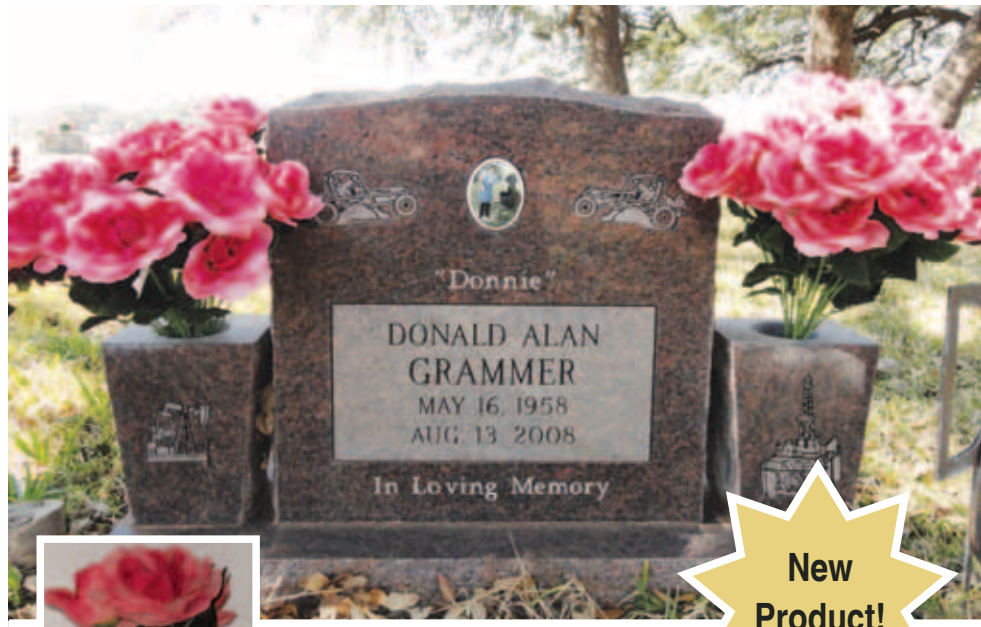


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Hundreds Hear from Historic Figures at the 125th Anniversary of South-View Cemetery in Atlanta



Winifred Watts Hemphill, president of the South-View Cemetery Association, Kenneth Morris, CEO of the Frederick Douglass Family Foundation, Lisa Borders, former Atlanta City Council president and William Allison, chairman of the Historic South-View Preservation Association.

ATLANTA, GA— More than 200 people gathered on a brilliantly sunlit Palm Sunday to celebrate the dream of six former slaves who founded the historic **South-View Cemetery** located on Jonesboro Road in southeast Atlanta. The occasion was the 125th Charter Day celebration of the hallowed grounds. The great-great-great grandson of famous abolitionist *Frederick Douglass* shared a personal story during his remarks at the celebration. He explained how during one event, he ended up standing next to the actual shoes of Frederick Douglass and he was tempted to try them on. But he didn't. "I decided that no one could ever fill the shoes of Frederick Douglass" he told the crowd.

Other speakers included **Lisa M. Borders**, former vice mayor of Atlanta and now head of the Grady Hospital Foundation. She also spoke of her grandfather, the late *Rev. William Holmes Borders*, who is buried at South-View. **Christine King Farris** and her daughter and granddaughter participated in

a special ceremony to honor those who are located on the grounds.

The president of the Historic South-View Cemetery Preservation Association, **William Allison** received the prestigious Phoenix Award presented by the City of Atlanta. Mr. Allison also announced the launch of an innovative cell phone tour that people can now take around the cemetery's historic location. Funding was provided in part by a grant from the National Trust for Historic Preservation and the Ford Foundation.

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

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

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OSHA Compliance

By Gary Finch

Staph, MRSA, and Best Prevention Methods

What we generally refer to as a "Staph Infection" is by definition, Staphylococcus bacteria. These bacteria can infect any part of the body. There are thirty different types. The most common is Staphylococcus aureus. The bacteria rarely cause disease, however, damage to the skin or other injury may allow the bacteria to overcome the natural protective mechanisms of the body, leading to infection.

The signs and symptoms of a staph infection in the skin can result in a localized collection of pus, known as an abscess, boil, or furuncle. The affected area may be red, swollen, and painful. When staff is in the blood (bacteremia or sepsis), it can cause high fevers, chills, and even low blood pressure.

Diagnosis is most frequently made via their appearance and without the need for laboratory testing. Skin irritations are treated with an over the counter antibiotic ointment. If abscesses are present, they might be surgically drained.

What is Methicillin-resistant Staphylococcus aureus, (MRSA)? This is a type of Staphylococcus aureus that is resistant to methicillin and other drugs in the same class, including penicillin, amoxicillin, and oxacillin.

MRSA is an example of a "superbug", a strain of bacteria that has become resistant to the antibiotics usually used to treat it. It first appeared in hospital patients, and is sometimes referred to as health-care-associated MRSA (HA-MRSA). There is also a community associated strain, known as CA-MRSA. In some communities, the infection rate reaches 12 percent.

MRSA infections are usually mild superficial infections of the skin that can be treated with proper skin care and antibiotics. Some cases can be difficult to treat and can progress to life threatening bone or blood infections because there are fewer antibiotics available for treatment.

There are hand sanitizers that claim to prevent MRSA. The FDA has sent warning letters to the manufacturers. These same hand sanitizer products claim to prevent infections Salmonella, E. coli, and the HiNi flu virus. In the letters, the FDA warns the companies that their products' marketing is in breach of federal law, and gives the manufacturer 15 days to correct the violations cited.

The FDA has not approved any products claiming to prevent infection from MRSA, E. coli, Salmonella or HiNi flu, which a consumer can just walk into a store and buy. The FDA's compliance director, Deborah Autor, reacted in a statement. "These products give consumers a false sense of protection."

The FDA warns consumers not to buy these products.

- Staphaseptic First Aid Antiseptic/Pain Relieving Gel (TEC Laboratories)
- Safe4Hours Hand Sanitizing Lotion and Safe4Hours First Aid Antiseptic Skin Protectant (JD Nelson Associates).
- Dr. Tichenor's Antiseptic Gel (Dr. G.H. Tichenor Antiseptic Co.)

- CleanWell All-Natural Foaming Hand Sanitizer, CleanWell All-Natural Hand Sanitizing Wipes, and CleanWell All-Natural Antibacteria Foaming Handsoap (Oh So Clean, Inc, doing business as CleanWell Company.)

Prevention is the key to avoiding staff infections. Taking the following steps will reduce the chances of infection.

- Practice good hygiene
- Keep hands and wounds as clean as possible
- Treat cuts, scrapes, and open wounds promptly
- Go to a doctor if you have a wound that looks infected or is not healing quickly.
- Anytime you have a patch of swollen, irritated skin, blisters filled with pus, or a high fever, contact a doctor. These are signs of Staph.

My own recommendations are simple.

1. Observe the remains. Check for signs of staph.
2. Wear PPE as a barrier.
3. Wash hands frequently with a good disinfectant soap.

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.

Funeral Divas and Gaea Bolender Create New Blog

PHILADELPHIA, PA— **Gaea Bolender** is the first blogger within the **Funeral Divas** social group. Gaea was accepted to *Cypress College's* Mortuary Science Program and began her first semester classes in Spring 2011. Gaea plans to use her creativity to help families plan moments they will cherish and remember forever.

Ever since Gaea heard about the career of a funeral director at a school job fair when she was sixteen, she has wanted to be an undertaker. After graduating high school, she quickly finished her general education and applied for Cypress College's Mortuary Science Program.

Gaea will blog about her experience as a first generation mortuary science student and about balancing her social life, family life and education.

If you are interested in reading Gaea Bolender's Funeral Diva Blog or becoming a Funeral Diva Blogger, Funeral Diva Director, Funeral Diva Video Blogger or Funeral Diva Blogtalk Radio Host please email FuneralDivas@EternalEnterprises-Inc.com. Funeral Diva Bloggers and Directors reap great benefits. Funeral Divas also have a video channel that can be found at www.YouTube.com/FuneralDivasInc.



Gaea Bolender

A Funeral Diva is a distinguished woman that contributes to the cre-

ation of a funeral ceremony. The Funeral Diva Corporation has over 350 members located in the United States, New Mexico, Canada, Germany, England, Australia, South Africa and Bermuda.

Eternal Enterprises, Inc. is the parent company of Funeral Divas Social Group, *First Generation Funeral Director Association*, the *Helping Hurting Hearts Network* and *Funerals Today Magazine*. To learn more about this social group for women visit www.FuneralDivas.com.

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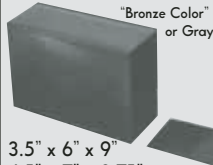
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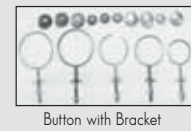
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Florida Cremations Services, LLC, opens new State-of-the-Art Facility serving all of South Florida



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OPA LOCKA, FL— Frank Matrunola, spokesman for Florida Cremations Services, LLC, is proud to announce the opening of their new 8,000 square foot facility. “It’s the most modern facility in South Florida,” he shared during a recent interview. “It is our goal to provide funeral homes in the area with high quality cremation services, at a reasonable cost. It is our intention to add to their bottom line, yet at the same time offer their client families reliable and respectful cremation services for their loved ones.”

Certainly the facility, located at 12830 NW 42nd Avenue, is large; but it’s the in-

ternal amenities which set it apart. “We’ve installed a cooler which is large enough to refrigerate 60 bodies. With a drive-in delivery entrance, and I.D. viewing room, Florida Cremations Services takes the concept of excellence in cremation service to a higher level than ever before,” he added.

“Currently we operate twin B & L retorts, and have four complete stations ready for additional units, to be installed at a later date,” commented Frank. “Anyone in the industry knows the high quality of B & L Cremation Systems which were the first design to incorporate the



Florida Cremations Services operate twin B & L Retorts, and have room for more units.

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true Hot Hearth System, now a part of most of the leading crematory manufacturers’ designs.”

In other words, Florida Cremations Services aligned themselves with a leader in cremation system design and production. “It’s just one example of how we are setting out to achieve our goal of being the best full-service crematory in South Florida,” continued Frank,

CONTINUED ON PAGE A29

New England Burials at Sea LLC introduces New Concierge Services and "Belated Burials at Sea"

MARSHFIELD, MA— To meet the needs of many new clients visiting Boston for memorial burial at sea services, **New England Burials At Sea**, (NEBAS) has recently expanded their range of hospitality and travel related services available. They have also launched a new service and website to help bring closure to families who wish to honor their loved ones with a *Belated Burial at Sea* (www.belatedburials.com).

In April, company founder **Captain Brad White** launched the new Concierge Program which includes priority hotel and restaurant reservations, meeting reception space, flowers, airport water taxi service and city trolley transportation. The captain has added these new programs in 2011 to meet additional demand for traveling families to the Boston area.

As part of the Concierge Program, NEBAS partnered with the pet friendly Fairmont Battery Wharf Hotel as its preferred accommodation choice in Boston. The hotel is located directly on the Harbor and features contemporary accommodations and state of the art event space as well as a new restaurant with a seasonal outdoor dockside terrace.

The Rowe's Wharf Water Transport Company provides on demand water taxi pick up service with direct routing from the airport across the harbor to the hotel dock aboard an efficient, convenient and comfortable green electric boat water taxi which is the regions only zero emissions boat.

In addition, NEBAS has selected Winston Flowers, Boston's premier florist to work with sea burial clients while visiting Boston because of their top quality of service and fresh ocean friendly florals said White. "Winston's entire staff is compassionate and knowledgeable as they truly understand the sensitive nature of our business while also being familiar with our vessels. They have fresh immediate access to quality flowers that will memorialize with dignity and respect our client's loved one."

NEBAS also affiliated with the CityView Trolley Company of Boston to provide group downtown city transportation with historic city tours also available for families.

"Our new concierge service allows our guests to be as comfortable as possible during their time of grief and mourning with one simple phone call that handles it all and we are proud to be affiliated with these four new Boston area partners to our company," said White.

The vast majority of cremations never have a proper, dignified "celebration of life" burial ceremony. Captain Brad

White recently announced a new service now offered at NEBAS – the Belated Burial – a memorial ash scattering that pays tribute to a loved one when a family is still holding onto their cremated remains and not knowing how to put them to final rest.

According to Capt. White, "Typically, during the first year following cremation, the remains are placed proudly on the fireplace mantel. As the years go by, the remains are eventually moved to the hallway closet behind a tennis racquet and by year five, or even year 10, someone has an epiphany that a burial at sea or other 'celebration' would be a great final and proper tribute."

NEBAS is the best known company in the USA for sea burials and it uses only properly insured and licensed captains with current U.S. Coast Guard (USCG) certifications who only use clean, safe and up to date vessels from Maine to Miami as well as San Francisco to San Diego. Vessels vary from vintage Maine down east style to sport or luxury level vessels accommodating up to 400 people.

NEBAS Burials at sea are legal, approved per USCG and EPA regulations and are easy to plan. For ash scatterings, NEBAS voyages out three nautical miles and the family scatters their loved ones cremated remains with a customized sea tribute service and returns to port all within about three hours. Traditional Ash Scattering rates include an official parchment sea burial certificate marking the latitude and longitude of a loved one's final resting place. NEBAS also offers full body ocean burials with their patent pending organic Atlantic Sea Burial Shroud®

For more information on concierge services or to make

arrangements for a Belated Burial, contact NEBAS toll free at (877) 897-7700, email OceanBurial@aol.com or visit the company websites at www.belatedburials.com or www.NewEnglandBurialsAtSea.com.

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National Academy of Sciences Report Finds That EPA's Formaldehyde Assessment Needs Revision

BROOKFIELD, WI— The *National Academy of Sciences* (NAS) recently concluded that the U.S. Environmental Protection Agency's (EPA) draft health assessment of formaldehyde required "substantial revision." The NAS disagreed with a number of the EPA's key findings, including that formaldehyde causes leukemia, specific cancers of the respiratory tract and other noncancerous health effects, such as asthma. The report also provided recommendations for the EPA to revise its draft, including a "road map" for generally improving the agency's risk assessment process. It is now up to EPA officials to decide how to address the NAS recommendations.

The **National Funeral Directors Association** closely monitors domestic and international formaldehyde studies since the chemical is widely used in embalming products. Last year, after more than a decade of study, the EPA issued a draft risk assessment of formaldehyde, which was intended to update

its Integrated Risk Information System (IRIS) with recent studies that assessed the health hazards posed by inhaling formaldehyde. Many of these studies have classified formaldehyde as a carcinogen; however, because of intense debate over whether inhaled formaldehyde poses a risk of nasopharyngeal cancer (back of the throat), leukemia or asthma, the EPA asked NAS to evaluate its draft IRIS assessment.

Key findings of the NAS report:

- The EPA's assessment was not prepared in a logically consistent fashion and did not document methods and criteria for selecting and evaluating the studies considered. This lack of clarity and transparency in the formaldehyde assessment has also been found in other EPA chemical assessments that the NAS reviewed. NAS recommended that the EPA change its risk assessment methodology.
- Humans and animals produce formaldehyde as part of the

normal metabolic process. Formaldehyde is typically present in all tissues, cells and bodily fluids. The naturally occurring presence of formaldehyde in the body complicates the evaluation of the health risks associated with formaldehyde inhalation.

- The EPA correctly concluded that formaldehyde is genotoxic, meaning that it impacts cell DNA. Formaldehyde is absorbed in the body at the site of first contact, meaning that formaldehyde is likely to remain in the body in the respiratory cells that line the airways. Although the NAS could not find support that formaldehyde exposure impacts cells far from the point of

inhalation, effects have been observed in highly exposed people.

- The EPA mistakenly grouped all leukemias and lymphomas together, but not all such cancers are closely related. The EPA's assessment properly concluded that formaldehyde can cause cancer in the nose, nasal cavity and back of throat (nasopharynx). The EPA's conclusion that formaldehyde exposure caused leukemia and other forms of cancer was not adequately supported.

The full report can be found on the NAS website, <http://nationalacademies.org/morenews/20110408b.html>.

Recent Research and NFDA Education Efforts

In 2004, the International Agency for Research on Cancer (IARC), the leading international cancer agency, reclassified formaldehyde as a Group I carcinogen after finding a link between formaldehyde and nasal cancer. In 2009, IARC found sufficient evidence to conclude that formaldehyde exposure may cause leukemia, a disease of the blood and bone marrow.

Following a 20-year study of embalmers, the National Cancer Institute published a report in 2009 that found a link between embalming and death from myeloid leukemia, with the greatest risk found among those who practiced embalming for more than 20 years and who experienced great formaldehyde exposure in the preparation room. This study was not mentioned in the NAS report.

In 2010, an expert panel of the National Toxicology Program (NTP) concluded that formaldehyde should be listed as a known human carcinogen in its "12th Report on Carcinogens." The NAS report noted, however, that some scientists disagree with the IARC and NTP conclusions and have published studies that raise questions about those findings. The NTP's determination for formaldehyde has not yet been finalized.

In spite of a lack of conclusive evidence showing a definitive link between various forms of cancer and formaldehyde, NFDA has used these appraisals of the health hazards associated with formaldehyde to educate funeral professionals and provide guidance on reducing exposure to the chemical in the preparation room.

CONTINUED ON PAGE A25

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Protecting Your Families and Business

By Jim Starks, CFuE, CCRe

Properly Managing Cremated Human Remains: A 10-Point Identification Verification Procedure for Cremation

With the national average of cremation registering just under 40 percent and rising each year, it is a large part of the death care industry. And in the death care business, cremation is also the area leading loss and litigation. Making a mistake could cost your firm \$1 million and advertising that you can't pay for and don't want.

To ensure that the deceased entrusted to your firm is the same as the cremated remains returned to the authorized agent, checks should be performed at 10 identification verification stages.

Both crematories that service funeral homes and funeral homes or societies that use third-party crematories should use this procedure. Crematories that perform cremations for other funeral homes or societies should verify that they have identification procedures in place within areas the funeral homes or societies do not control, as well as verify that the funeral home or society has identification verification procedures in place within areas outside of the crematory's control. The same is true for funeral homes and societies that use third-party crematories; they should verify that they are using identification procedures in each of the relevant stages, as well as verify that the crematory uses identification verification procedures in stages they control. Do not use a firm that does not have proper identification procedures in place. When the existing identification procedures are not sufficient, it is important to make a business decision to select a different crematory.

Location	Process
Place of death by funeral director	<ul style="list-style-type: none"> • Verify ID tag on human remains. If there is no ID tag, place one on the ankle after an ID is made at the location.
Family identification at funeral home	<ul style="list-style-type: none"> • FD to verify ID tag before human remains are placed in selected container. • Family to do visual ID in selected container and sign identification form.
Identification before leaving funeral home to crematory	<ul style="list-style-type: none"> • Two employees to verify ID tag with paperwork. • Name of human remains on outside of container.
Identification at delivery to crematory	<ul style="list-style-type: none"> • Funeral home and crematory employees verify ID tag with paper work. • Verify correct name is on outside of container. • Assign pre-numbered stainless steel disk. • Receipt of human remains to funeral home.
Before placement in cremator chamber	<ul style="list-style-type: none"> • Verify name on container, disk number, and paperwork. • Place disk inside cremation chamber.
Cleanout of chamber	<ul style="list-style-type: none"> • Verify disk number to paperwork. • Place disk on top of cremated human remains in cleanout container.
Start of processing	<ul style="list-style-type: none"> • Verify disk number with paperwork and labels.
Before CHR are placed in urn/container	<ul style="list-style-type: none"> • Verify disk number, paperwork, labels. • Disk placed in bag or attached at top of bag with zip strips. • Labels attached to all layers of packaging.
When urn/container is given to funeral home	<ul style="list-style-type: none"> • Verify label on urn/container to paperwork. • Receipt signed by funeral home
Before urn/container is given to family	<ul style="list-style-type: none"> • Verify name on urn/container to paperwork. • Receipt signed by designated person on authorization, with copy of ID attached.

Following this procedure to identify human remains and cremated human remains at each of 10 stages reduces the chance of loss and allows the families you are serving peace-of-mind.

Whenever I write an article on cremation, I attempt to upgrade the cremation procedures that many of the death care providers are currently following. These procedures may take more time or may add cost to your firm. If they do, you may want to research what you are charging and adjust to reflect the dignity and respect that everyone needs to have when dealing with the consumers that chose cremation.

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

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

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

Carriage enters Miami-Dade County with acquisition of Stanfill Funeral Homes

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced that it has acquired **Stanfill Funeral Homes** (“Stanfill”) located in Miami, FL. For more than half a century, Stanfill has been an important and trusted member of the Miami-Dade community. The Stanfill business represents Carriage Services’ first entry in the Miami-Dade County market and a continuation of Carriage’s long-term acquisition growth strategy of affiliating with the best independent operators in mostly large strategic markets. **William (Bill) J. Martinez**, the President and General Manager of

Stanfill Funeral Homes, will stay on as the business’ Managing Partner. **J. Bradley Green**, Executive Vice President, Strategic Development of Carriage, said, “We are excited to have both Stanfill Funeral Homes and Bill Martinez join Carriage. With over 35 years at Stanfill, Bill has the knowledge and leadership to expand our presence in this new market. Bill personifies many of Carriage’s Guiding Principles through the shared belief that Carriage’s long-term success is driven by hard work, pride of accomplishment and quality in all that we do.”

Carriage Services is a leading provider of deathcare services and merchandise in the United States. Carriage operates 151 funeral homes in 25 states and 33 cemeteries in 12 states. A copy of the Company’s Form 10-K, and other Carriage Services information and news releases, are available at www.carriageservices.com.

Carriage Services Initiates Quarterly Cash Dividend

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced that its Board of Directors approved the initiation of a quarterly cash dividend policy for its Common Stock. The Board declared the first quarterly dividend of 2.5¢ per share payable on June 1, 2011 to common share record holders as of May 17, 2011. The Company is also preparing a dividend reinvestment program that will be available by the second quarterly dividend so that shareholders may elect to reinvest their dividends into additional shares of the Company’s common stock.

Melvin C. Payne, Chief Executive Officer, stated “I am extremely pleased to announce that our Board of Directors has elected to initiate a common share

dividend for the first time since Carriage went public in August 1996.”

“In 2010, we achieved Net Income of \$8.1 million and generated Free Cash Flow of \$18.6 million reflecting our strengthening financial position. Accordingly, we have the financial capacity to return value to our shareholders with a cash dividend policy that will initially pay out about \$1.8 million in annual dividends. Our future capital allocation strategy will continue to focus on growth by selective acquisitions and internal high return projects, while also improving the credit profile of the company by increasing the revenue and earnings from existing operations.”

Commenting on results for the first quarter ended March 31, 2011 Payne,

stated, “After two straight record performance years in 2009 and 2010, we have set our operational, financial and growth goals high for 2011, consistent with my challenge to our entire organization to make 2011, Carriage’s 20th year anniversary, a breakout performance year.

“Our acquisition pipeline remains active, enabling us to be highly selective and to allocate capital where we can achieve organic growth and superior returns over the long-term. With strong and growing Free Cash Flow, no long-term debt maturities until 2015, and no borrowings under our bank revolving credit, we have ample balance sheet strength and financial flexibility to capitalize on what appears to be an acceleration of con-

solidation in our industry compared to the last twelve years,” concluded Mr. Payne.

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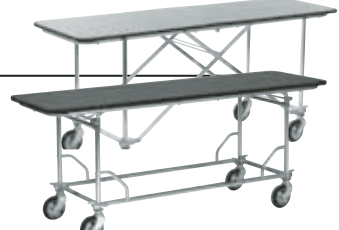
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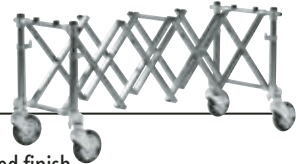
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Bio-Specialists LLC earns Accreditation from the APFSP

GORHAM, ME— **Bio-Specialists, LLC**, professionals in trauma and crime scene cleanup, announced that it has received accreditation from the Academy of Professional Funeral Service Practice to instruct Blood Borne Pathogens training to funeral personnel. The accreditation allows for 2 CEUs in APFSP category B.

Bio-Specialists LLC has been working for some time developing a curriculum to improve the awareness of Bio-Hazards and Blood Borne Pathogens in the funeral service

and in the public safety sector. Bio-Specialists currently is instructing classes in Maine, to fire, police and EMS personnel on a regular basis. "The addition of this accreditation enhances the ability for us to work with more providers and funeral professionals," says **Bill York**, Executive Director of Bio-Specialists, LLC. Every funeral attendant in Maine is required to receive OSHA blood borne pathogens training each year. This course will cover that requirement. Bio-Specialists LLC has future plans to develop an

accredited Chemical Suicide Awareness and Response class for the funeral service.

The next course scheduled is in June in Houlton, Maine. Bio-Specialists LLC will be working with **Fapco Administrative Services** to provide this course. For specific dates and times, Funeral Service providers may contact Fapco directly at 37 North Street, Houlton, ME 04730, or by calling (207) 532-1331

Bio-Specialists, LLC is the leading company in Maine, providing trauma, crime scene and bio-hazardous clean up and mitigation services. The personnel properly deal with the containment, removal and disinfection of blood-borne pathogen and biological hazards from scenes of homicide, suicide, traumatic injury or undiscovered death. Bio-Specialists responds quickly to cases of injury or death 24 hours a day, compassionately, safely and professionally cleaning and restoring each scene to its pre-incident state. To learn more visit www.bio-specialists.com.

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Funeral Service Inflation Rate announced for 2010

Continued from Page A6

of this money versus the amount of inflation could represent a problem for the industry as a whole and each individual funeral home," Isard advised.

The concept of the computation assumes a level profit margin and a level merchandise commitment, coupled by consumer spending and the overhead of the industry as a whole. While the death rate might increase or decrease on a national or regional basis; funeral homes mainly have a fixed cost of operation. Some of the key indicators observed by the data for 2010 versus 2009 include:

- Consumer spending on the average funeral in 2010 was \$6,457.19. This was an increase of \$139.49 on average over the previous year, or about 2.25%. Over the past 10 years the cost of the average funeral increased 78.16%.
- Profit on the average funeral in 2010 was \$356.28 which was less than the profit in 2001, just 10 years earlier, when the average profit was \$407.77. Profit margins continue to decline whether viewed over a 30 year period (down 248.87%), a 20 year period (down 156.82%) or as short as a five year period (11% decline) even though consumers are spending more.

The fact that FSI is less on non-casketed cases than it is on casketed cases demonstrates to us that funeral directors are not pricing their partial services and cremation services on par with the identical services rendered for burial cases. This inadvertent error is causing profit margins to decline across the board since so many families are choosing cremation disposition and in fact in more than 20 states today, cremation is the majority of dispositions.

The last 10 years have seen the following FSI versus CPI:

Year	FSI	CPI	FSI Compared to CPI
2000	3.36%	3.08%	109%
2001	3.81%	1.14%	334%
2002	3.71%	1.58%	235%
2003	3.70%	1.43%	259%
2004	3.12%	2.75%	113%
2005	3.81%	3.20%	119%
2006	2.96%	2.54%	116%
2007	2.73%	4.08%	67%
2008	5.86%	4.18%	140%
2009	6.08%	2.72%	223%

The ten year average of FSI was 3.92% versus the average CPI rate for the same period of 2.67%. Therefore, it appears that FSI has been 46% higher than CPI for the past 10 years; which is significant when it comes to the analysis of the preneed guarantee offered by many funeral homes. Many insurance companies and trust companies compare their account crediting rates to CPI. "The comparison of preneed death benefit increases or trust account yields to CPI is wholly fictitious and distorts the safety of providing a guarantee on preneed accounts," Isard affirmed. He added, "The components of CPI are market basket components that are not components of the operation of a funeral home so why would anyone want to compare their own operational needs to that of a consumer's household operations?" Isard queried.

Funeral home and cemetery owners and managers can learn more about FSI via the web sites of The Foresight Companies, LLC (www.f4sight.com) and the free informational and educational site Foresight sponsors (www.thefuneralcoach.com) as well as by subscribing to *Preneed Perspective* the long running newsletter with information on preneed related topics.



Let's Chat

By Kristan Dean

With 4th of July and Labor Day coming our way I wonder: Where are you going on your summer adventures? Yes our Season of Fun is back! This leads me to ask: how do you help the people you serve come together, have fun, and even better, give back?

Looking for ideas? Let the **Congo Funeral Home** in Delaware get you started. Like you, the Congos look for ways to improve how they reach out to their communities. They are leaders who give back. Before realizing his dream of opening the Congo "first-generation" funeral home, in 1975, **Sammy**, with his wife **Cheris'** support, served as a Community Outreach Leader with the YMCA. Today the family and the Congo staff brighten the summers of children throughout the communities they serve.

Even better, thanks to two generations working together, the Congos do more than create smiles. The Congos help strengthen the good in the children and adults they serve and, best of all, they have fun while they do it. According to their son **Trippi**, his dad's drive to do something and his mom's ability to create fun are the perfect combination for a second generation to grow from the ideas and legacy of the first. By combining their ideas, the Congos now use their sponsored events to engage adults and youth in projects that allow people to give back to the communities they live in.

It started decades ago when Cheris, thanks to the Congos' shuttle service, would bring Trippi and the neighborhood kids on Congo Funeral Home's amusement park trip. Year after year Cheris found a way to make their funeral home a source of fun for the kids in their community. Then the Congos discontinued their shuttle service and the park adventure stopped too, but not for long.

About five years ago, Trippi had an idea: "Let's restart the Congo Funeral Home adventure park trip with a twist. Let's make the trip a reward for kids who help clean up

a part of our city. Let's host Wilmington Community Cleanup Projects and encourage members of our community to join us. Then as a reward...let's take the kids to a theme park, chaperoned by parents, staff, and volunteers." Best of all, Cheris is still leading the kids, helping to organize and chaperone every trip.

Wondering what you need to do to host a cleanup project? Good news: Trippi's first project took less than two weeks to organize and over 50 people volunteered! He may have a leg up seeing that he hosts the Congo Hour every Sunday on their local cable channel, but no worries, you can enlist your local media as a part of your invitation team. Don't stop there; enlist your churches, youth groups, Boys & Girls Clubs, Rotary Club, Chamber of Commerce, and local merchants. Better yet consider letting them sponsor some of the food and supplies for the cleanup day and tickets and transportation for the adventure trip.

Let Sammy, Cheris, and Trippi inspire you to do some good and have fun with the people you serve. Choose your clean up location, design and print your flyers, (including all your sponsor partners) and tee shirts (including names of your most valuable sponsors), Help your invite team get those flyers out to those who will volunteer, buy the supplies, and come together with your group shirts on to clean up your neighborhoods. Then come together again, wearing your group shirts, and enjoy the park.

I look forward to hearing how you bring your community together to give back and have fun! 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.

Speaks holds Grief Workshop for Professional Caregivers



Dr. William G. Hoy (center) is pictured with David Speaks (left) and Brad Speaks of Speaks Family Legacy Chapels at the Grief Workshop presented by Dr. Hoy for professional caregivers.



INDEPENDENCE, MO— Speaks Family Legacy Chapels received rave reviews from the 160 professional caregivers who attended the funeral home's 5th Annual Grief Workshop.

Glowing comments and rave reviews were repeatedly bestowed on the "Writing the Last Chapter: Caring for the Dying and Their Families" program and its presenter, **Dr. William G. Hoy**. The day-long workshop was held on April 6th at the Hilton Garden Inn in Independence, MO.

Dr. Hoy is a noted educator and a professional grief counselor with more than 25 years experience. From 1996 until 2006, he directed the bereavement program at Pathways Volunteer Hospice in Long Beach, CA, and still provides oversight to the agency's counseling program today. From 1993 until 2004, he taught bioethics, counseling, and death studies on the health science faculty at *Cypress College* and now teaches in Marian University's graduate program in bereavement. As an invited speaker, every year he presents more than 70 continuing education workshops across North America to groups as diverse as school counselors, hospice nurses, funeral service professionals, and pastors.

The author of four books, two to be published in 2011, Hoy has written more than 100 journal articles and educational pamphlets dealing with bereavement--for professionals and grieving people alike. Hoy edits *GriefConnections*, the email newsletter read every month by more than 4,500 caregiving professionals and volunteers.

CONTINUED ON PAGE A23



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Griese honored by Association of Public Cemeteries

SAN JACINTO, CA— Carol Griese, General Manager of the San Jacinto Valley Cemetery District, is the recipient of two awards from the California Association of Public Cemeteries. Griese received the President's Award, for the second time in a row, and was named Cemeterian of the Year for her unquestioning willingness to take on a variety of projects and her outstanding leadership.

Mrs. Griese's family have been involved with the cemetery since her grandfather, **Walter Harvey**, took over management, upon the retirement of his wife's uncle, in 1934. When Walter passed, his son, **Edwin Harvey**, and brother, **Larry Harvey** took over. Upon Larry's retirement, **Terry Kling** and **Sandra Packham** acted as co-superintendents. Packham eventually accepted a job with the Helmet Unified School District. It was after Kling's death that Mrs. Griese became General Manager.

In addition to her duties as General Manager, Mrs. Griese is currently vice president of the CAPC board, where she has also served as secretary/treasurer during her four-year board tenure. Furthermore, she has accepted roles on multiple committees on a variety of topics, including: education, budget, conference, nominations, scholarships/grants, legislation, hospitality, honorary membership, and bylaws and procedures. Among her responsibilities is the coordination of biannual meetings for public cemetery directors in Riverside, San Bernardino, Imperial, San Diego and Orange counties.

Foundation Partners Group honors Manning with "Lifetime Achievement Award"



Doug Manning received the Lifetime Achievement Award

TAMPA, FL— Acknowledging an outstanding career of helping improve funeral service, **Foundation Partners Group** recently surprised **Doug Manning** with its first "Lifetime Achievement Award" at their first Annual Leadership Conference. "It was only appropriate that at our first annual leadership conference, attended by all key leaders of our young company, that we recognize the commitment, work, insights and perspectives that Doug Manning has brought to our profession over the years. Clearly, Doug has a burning passion for helping the professionals in funeral service help others," said **Steve Shaffer**, President and CEO.

Doug, a former minister became interested in writing and the aspects of grief and the funeral process. His first book, *A Minister Speaks About Funerals*, was written to his fellow pastors laying out the concept of having a family meeting while planning a funeral. Even in the early 70's Manning was a pioneer and forward thinker for our profession. His bestseller *Don't Take My Grief Away From Me*, in 1979, titled after a young woman who exclaimed those words after she had lost her child. Doug's interest in the grieving process had begun as he gathered people together to listen to their experiences in the grief journey. Doug and his wife **Barbara** began selling his books and achieved national recognition and thus, an author was born. He established his publishing company, **In-Sight Books**, and began the process of building an audience. Doug started traveling the circuit, speaking for funeral homes, nursing homes, hospices, community support groups, state and national conventions in grief and elder care. Soon, he was writing more books and was recognized nationally as one of the premiere speakers and professionals dealing with issues surrounding life's transitional journeys.

In the 80's Doug met **Arnold Dodge** of the **Dodge Chemical Company** and they formed a partnership that continues to this day. Arnold was a visionary who understood that even in the chemical business, the future demanded diversification and saw great value for the profession in Doug's message. Doug has written articles for *The Dodge Magazine* for the past 20 years, and was invited for speaking tours in New Zealand and Australia.

Doug has continued to write and has authored over 35 books, DVDs, CDs and bereavement cards. He has a blog named "The Care Community," in which he communicates with individuals in grief or elder care situations around the world.

In 1999, Doug and his daughter **Glenda Stansbury** began a new training program for Certified Funeral Celebrants. Since that time, together they have trained over 1,500 funeral celebrants from all over the world.

Jim Price, Executive Vice President and COO of Foundation Partners Group stated, "Doug is truly an icon to funeral service and has brought an entire new concept to the movement of personalized funerals. We are grateful to recognize him for his innovative life-changing approach and contribution to funeral service by presenting him our first "Lifetime Achievement Award."

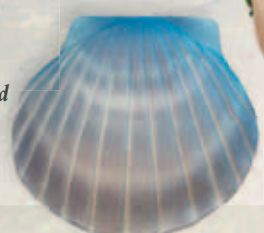
To view a tribute honoring Doug visit <http://www.golive-mediagroup.com/golive/dmanning.html>.

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Cremation Issues and Answers

By Ronald Salvatore

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Preparing for a Zoning Hearing (Part 3)

While the opposition is speaking someone should take notes for the rebuttal. You will be surprised how many people bring up issues already addressed in your presentation and you need to be prepared to discuss them again. When it is time for rebuttal, you probably won't have the time to respond to every objection, complaint, or comment. Instead review your notes and focus on the most important issues.

Your equipment manufacturer should address the technical, environmental and operational issues and questions. Your attorney is responsible for covering the legal aspects of the project: how your project complies with applicable codes and conditions, the master plan of the community and other local and state laws. Some of this may be redundant but it's necessary.

When they are finished, you should end by reiterating why you are adding a crematory. Explain the hardships your families suffer when the control of their loved ones is given to others, the chain of custody issue. You may want to share with the board what happened in Noble, Georgia and Seabrook, New Hampshire to explain why your families want you to control the cremation process: they know you will handle their loved one with all due respect and dignity, it ensures they will receive the right remains, and it gives them tremendous peace of mind knowing everything is done at the funeral home under your control.

You should also share with the zoning board a simple fact: Why would you make a sizeable investment in the future of your business if it was going to cause problems and negatively affect your neighbors and community? The answer is you would not. Explain that if the addition of a crematory caused problems, the person most affected would be you. After all, why would families select your funeral home if you have a crematory that is causing problems?

Remind the board that you have been in the community for years, and would not do anything that would be disruptive to neighbors or affect your business or reputation.

When finished, the zoning board will often ask questions of the presenters. Again, you may find yourself answering some of the same questions. Most of the time the board will vote that evening. Some members may provide reasons for why they voted yes or no; others vote without comment. Usually a simple majority is all that is needed to approve or deny a use permit.

If approved, you're ready to go. If denied, you have to decide whether to accept the decision, appeal it locally (if there is such a provision) or take the matter to court. Only you can decide what is in the best interest of your firm, but remember that those opposing your project do not represent the community as a whole or the families you serve. To be sure, there may be a few objectors that you have served in the past and understandably you don't want to lose their business. But, the demand for cremation continues to increase, and if you don't provide the services your families are requesting, they will go elsewhere.

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.

Speaks holds Grief Workshop for Caregivers



The agenda topics included: Anticipatory Grief... if it exists, what does it include?; The six key needs of the dying; Watching out for the "Forgotten Mourners"; Sorting through memorial options; and Resources to help.

Brad Speaks, President of Speaks Chapels, welcomed the attendees and prior to

introducing Dr. Hoy, he asked for a show of hands, how many had attended a previous Speaks Grief Workshop? Over half the audience raised their hands. The largest number indicated they were hospice providers, social workers and nurses, but the audience also included counselors, nursing home administra-

tors, educators, psychologists, clergy, chaplains, lay ministers, and others caring for bereaved people. This program qualified for CEU credits.

While there was a raised speaker's platform, Hoy quickly went to the floor and moved between the tables to interact with the audience. He shared nu-

Continued from Page A21
merous captivating, real-life stories about how people, young and old, in different life situations, dealt with the loss of a loved one, struggled with their grief and moved on with their lives. He used these stories to illustrate situations that

CONTINUED ON PAGE A27

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John Hudson - Marketing Director

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Continued from Front Page



The Basics of 21st Century Temporary Preservation Technology (Part 20)

By John A. Chew

There are many underlying conditions that can possibly cause fluid retention in the body. We refer to these as the body being edematous. There are those that are commonly classified into four specific major groups or types. These are cardiac, renal, inflammatory and obstructive.

During pre-analysis observations, the existing conditions can be under one of the basic pathological groups. It is important that we, as embalmers, treat the many underlying causes that we cannot visually identify which cause fluid retention. Such conditions can be generalized or specific in their effect. It is the hidden causes of edema which may affect the preservation process due to neutralization or tertiary dilution of the embalming formulation.

In order to overcome the unknown causes of tissue moisture retention, I recommend the use of a triple base pre-injection formulation. These chemical formulations saturate the body tissue without adverse effects to the permeability. The toxic effects from some diseases and medications can break down capillary walls thus allowing tissue proteins to pass through and create retention and distortion from albumin. This will lower osmotic pressure and create interference with venous circulation and has an effect on moisture balance.

Our concern is hypostasis of fluids to dependent

parts of the body. We then have yellow blisters containing albumin and fat, clear blisters containing plasma and reddish purple blisters containing a combination of body fluids and blood. All of these blister fluids can gravitate to the dependent parts of the body resulting in desquamation (skin slip) within two or three days.

Desquamation separates the dermis from epidermis releasing moisture providing a media for microbial growth supporting decomposition. This should be treated topically. Weight of the fluid gravitating to the dependent parts of the body creates pressure on capillary beds hindering adequate depth preservation.

Our other concern is how much dilution occurs when dealing with the dependent parts of a body and what percentage of the preservative will be necessary to overcome the neutralizing agents. While injecting a body, continuous observation and massage is important to achieve the best preserved tissue.

During the injection our best approach will be to use step-up methodology and treat all affected areas on an individual basis. Next month I will concentrate on specific area treatments.

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, Medicis, UPR, ESCO/OMEGA, and the Academy of Restoration and Embalming.

cial circumstances, and strive to create personalized funeral services that are meaningful both to the family and those attending the service. Aftercare services are offered to all families and professional councilors are provided to families that have lost a young child at no cost.

The Gannon family's commitment to community involvement also demonstrates their high ideals. They are active in the Usher's Society, The Father Baker's Knights of Columbus in Lackawanna, The Knights of Equity and Friendly Sons of St. Patrick in South Buffalo, and serve with the Lackawanna Jaycees and Chamber of Commerce. They serve on fundraising committees for the "Santa Is For Everyone" toy giveaway for underprivileged children and the "Baker Victory Nite" for Our Lady of Victory Infant Home. They are also involved with "The Hillery Foundation" and the "Kaleidoscope Committee" of Bishop Timon.

In recognition of their service, the Better Business Bureau awarded them the 2004 "Torch Award for Marketplace Ethics", which was created to recognize companies in the Western New York area that demonstrate a commitment to "doing the right thing." They are proud to be the only funeral home ever bestowed this honor.

Recognition of their service has also come from the Vatican. In 1999, they were appointed The Official Funeral Directors of Father Nelson Baker for his move from Holy Cross Cemetery to Our Lady of Victory Basilica in Lackawanna, New York; with Brenden Gannon being appointed Special Counsel to the Vatican for The Cause for The Canonization of Father Baker.

Norman E. Gannon & Sons, Inc. Funeral Home is a full service, independent and family-owned funeral home with state-of-the-art embalming facilities. All of their professional embalmers have a minimum of 34 years of experience. Traditional and direct cremation services are also available.

They offer complete ship-in/ship-out services and consular services for international shipping. They are Buffalo and Western New York's only TSA "Certified Cargo Screening Facility" and a "Known Shipper" to all domestic and international airlines and air cargo services. Located just 10 minutes from Buffalo-Niagara International Airport for domestic flights and 90 minutes from Toronto's Pearson International Airport, they provide service to Buffalo, Niagara Falls and Rochester, New York; as well as Northwest Pennsylvania and Southern Ontario, Canada.

CONTINUED ON PAGE A27

Wilbert Foundation presents \$65,569 in Grants to 12 U.S. Children's Hospitals

BROADVIEW, IL— The **Wilbert Foundation** and multiple Wilbert Licensees have presented a total of \$65,569 in grants to 12 U.S. children's hospitals between January and April. The funds will be used to benefit various programs supporting bereaved children and their families.

In addition to the grants, the Wilbert Foundation sent 25 teddy bears to each of 14 different children's hospitals that applied for but did not receive a grant.

"The Wilbert Foundation is diligently continuing its efforts to provide pediatric chaplains with the tools and resources needed to support children coping with the trauma of grief and death," said Wilbert Executive Vice President and Secretary **Terry Whitlock**. Mr. Whitlock is also the treasurer for the Wilbert Foundation.

- The foundation's 12 grant distributions have included:
- \$5,000 to Connecticut Children's Medical Center in Hartford (presented in April by **Thomas Abbate**, president of **Elm-Cap Industries, Inc.**, West Hartford);
 - \$5,000 to Arnold Palmer Medical Center in Orlando, FL (presented on February 17 by Vice President of Operations **Keith Lodge** and Territory Sales Representative **Christine N. Clementz Elrod** of **Florida Wilbert, Inc.**, Jacksonville and Leesburg);
 - \$5,000 to Cincinnati Children's Hospital Medical Center (presented on February 14 by **Darren Baxter, Trevor Baxter, and Holly Baxter Bridgers** of **Baxter Burial Vault Service, Inc.**, Cincinnati, OH);
 - \$5,000 to Children's Healthcare of Atlanta (presented on February 2 by multiple representatives of **Wilbert Burial Vaults of Georgia** and its statewide distribution network);
 - \$4,754 to Seattle Children's Hospital (presented on January 21 by Sales Representative **Christie Winter** of **Automatic Wilbert Vault Co.**, Tacoma, WA);
 - \$5,500 to Kosair Children's Hospital in Louisville, KY (presented on January 20 by **Victoria Vogt** of **Vogt Vault Co., Inc.**, Louisville);
 - \$7,800 to Children's Hospital Los Angeles (presented on January 18 by **Chan Hunt** of **Legrand Wilbert, LLC**, Los Angeles);
 - \$1,798 to Akron Children's Hospital in Akron, OH (presented on January 13 by **Akron Vault Co.** President **Martin Ebie** and his wife, **Donna**);
 - \$7,450 to Children's Hospital & Medical Center in Omaha (presented on January 12 by **Jason Elmore**, president of **Omaha Wilbert Vaults, Inc.**, Omaha, NE);
 - \$4,267 to Banner Health Cardon Children's Medical Center in Mesa, AZ (presented on January 11 by **P.J. McCloskey**, vice president of **Mickelson & Ray, Inc.**, Phoenix);
 - \$9,000 to St. Mary's Healthcare System for Children (presented in January by **Mark Bates**, CEO of **Norwalk Vault**

- **Company**, Bridgeport, CT); and
 - \$5,000 to Children's National Medical Center in Washington, DC (forwarded in January by **Chris Wood**, vice president of **Washington Wilbert Vault Works, Inc.**, Laurel, MD).
- Formed by **Wilbert Funeral Services, Inc.** in September 2002, the Wilbert Foundation provides crucial funds and resources for children and their families coping with the trauma of grief, death, or preparation for surgery.
- By the close of 2011, the foundation will have distributed \$535,000 in total grants, including 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 a total of 2,750 teddy bears to grieving children at 86 hospitals.
- To learn more about the Wilbert Foundation, please call Terry Whitlock at 1-888-WILBERT.

Null & Son Funeral Home purchases new Eagle Coach



ROLLA, MO— **Rick Miller** and **Roger Lickliger** of **Null & Son Funeral Home** in Rolla, MO, take delivery of their new 2011 Eagle Coach. Null & Son Funeral Home has been giving dedicated funeral service to the Rolla community since 1924. **Gary Broenneke** of **Jones Coach Sales** in Bowling Green, KY, congratulates them on their newly purchased Eagle Coach.



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National Academy of Sciences: Formaldehyde Assessment needs Revision

Continued from Page A18

In 2009, NFDA issued its "Formaldehyde Best Management Practices," which offer guidance on risk-reduction practices that funeral directors should adopt to lessen their exposure to formaldehyde and thus minimize associated health risks. The "Formaldehyde Best Management Practices" can be found on the NFDA website, www.nfda.org/additional-tools-embalming.

Last year, NFDA issued its groundbreaking ventilation study, which identified the features of a ventilation system that will effectively remove formaldehyde from the embalmer's breathing zone and reduce risk of formaldehyde inhalation. Ventilation has been found to be the single most effective way to reduce formaldehyde vapor levels and thus control associated health risks. NFDA undertook this study because there were no consensus formaldehyde ventilation standards applicable to funeral homes. Information about the ventilation study can be found on the NFDA website, www.nfda.org/ventilation.

Funeral homes that carefully follow NFDA's "Formaldehyde Best Management

Practices" and the recommendations of the ventilation study can reduce formaldehyde exposure in the preparation room. Careful control of formaldehyde exposure in the preparation room continues to be the strong recommendation of NFDA for protecting the health and safety of embalmers.

NFDA will soon begin a comparison study of formaldehyde-free embalming products.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and 43 countries around the world. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA is the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity. For more information, visit www.nfda.org.



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Todd Mahn voted Chairman of Missouri State Board of Embalmers and Funeral Directors

DeSOTO, MO— Todd Mahn, who was appointed to the State Board of Embalmers and Funeral Directors in 2007 was voted by his peers on the board to serve as the Chairman. This board is the oldest in the State of Missouri, beginning in 1895. Todd is the first board member from Jefferson County and is proud to serve the public of the State of Missouri.

The Mahn family has been committed to serving and helping the community and the public for more than 150 years. Todd is the third generation owner of **Mahn Funeral Home** in DeSoto and has since expanded with the opening of **Peaceful Ridge Cemetery** in 1998 and **Mahn Funeral Home Twin City Chapel** (formerly the **Lemme Funeral Home**) in Festus in 1999.

A few of his community involvements and awards include: Chairman of the Traveling Memorial Wall in Jefferson County to DeSoto in May and October 2008, Elks distinguished Citizenship Award for outstanding service to humanity 2008, National Guard Appreciation Certificate 2009, organized construction of a full masonry Grill for the handicapped and disabled veterans at Jefferson Barracks Hospital 2009, Harry S. Truman Award from the East Central Elks District 2010, and created the Line of Duty Policy.



Chairman Gary Fraker (Right), Fraker Funeral Home, Marshfield, MO, passes the gavel to Todd Mahn, Chairman Elect.

Todd is married to Rita who is a Financial Advisor for Wells Fargo and has three children; Daniel, Kyle and Alex. The Mahn family plans to continue helping the communities in which they live and work by being involved in other activities and events.

Southwest closes acquisition of AirTran

Continued from Page A13
profitability and financial strength, along with the United States' largest Low Fare network, puts AirTran Crew Members in a position to be part of a growing company again, once AirTran is integrated into Southwest."

Bob Jordan, Southwest's Executive Vice President of Strategy and Planning, will serve as President of AirTran. **Bob Fornaro**, who has served as Chairman, President, and CEO at AirTran, will move to a new key role today as a full-time consultant for the integration of the two airlines, working closely with Kelly and Jordan to ensure a smooth transition. As previously announced, Southwest Airlines' headquarters will remain in Dallas, with plans for AirTran's operations and presence in both Orlando and Atlanta still under review. Additional announcements during the integration will be made as plans unfold.

Jordan will continue to serve on the joint Integration Board consisting of Kelly, Fornaro, **Mike Van de Ven** (Southwest Executive Vice President & Chief Operating Officer), **Loral Blinde** (AirTran Senior Vice President Human Resources and Administration), and **Jeff Lamb** (Southwest Senior Vice President of Administration & Chief People Officer). The Integration Board will continue to provide overall direction of the integration efforts.

Until a Single Operating Certificate (SOC) is secured from the Federal Aviation Administration, AirTran operational Departments will continue operating under the AirTran operating certificate with the full authority of its operating teams led by **Klaus Goersch**, AirTran's Executive Vice President Operations and Customer Service. Goersch will report directly to Jordan, and will work closely with Mike Van de Ven. The remainder of the leadership structure will be communicated at a future date.

In the near term, Customers can expect to interact with each carrier as they always have. Customers flying on AirTran will continue to make reservations or check in at airtran.com or by calling 800-247-8726, and visit AirTran kiosks and ticket counters. Customers flying on Southwest will continue to make reservations or check in at southwest.com or by calling 800-435-9792, or at Southwest kiosks and ticket counters. Customers will continue to earn and redeem through the respective frequent flier loyalty programs, as they do today, until those programs are combined over time.

CONTINUED ON PAGE A28

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Norman E. Gannon & Sons, Since 1947

Continued from Page A24

In fact, their close proximity to the Canadian border makes them the preferred provider for most Ontario funeral homes and funeral service facilities.

Being the only "Certified Cargo Screening Facility" in the area, they can ensure that any human remains shipments will be processed immediately, without any additional Homeland Security inspections or TSA screenings. Norman E. Gannon & Sons guarantee your scheduled departing flight. Additionally, their entire staff have been screened and certified by Homeland Security and U.S. Customs and Border Protection, so transfers to and from Canada are guaranteed. Their affiliations with Canadian and Pennsylvania funeral services give them a clear advantage over other "trade"

services by having a much larger service area.

"We realize the importance of making the right choice when selecting someone to represent you, in your name. We guarantee your satisfaction," Brian Gannon, Co-owner and Business Manager of the firm, promises.

Norman E. Gannon is a 1945 graduate of the *Simmons School of Embalming & Mortuary Science* of Syracuse, New York. He served for two years as a commercial embalmer before establishing Norman E. Gannon & Sons, Inc. Funeral Home. Currently, the master shipwright model ship builder, and avid golfer, is enjoying his retirement with his wife of 64 years, **Elizabeth Donahue Gannon**, their 20 grandchildren and 11 great-grandchildren.

Brenden Gannon, husband of **Maureen Cray Gannon**, is a 1978 alumnus of the *Hudson Valley Community College* Mortuary Science program and is Licensed Manager of the firm.

Brian Gannon, husband of **Julie Wilkie Gannon**, is a 1977 graduate of the *Hudson Valley Community College* Mortuary Science program and is Business Manager of the firm.

Norman E. Gannon & Sons, Inc. Funeral Home, "Known for Quality, Remembered for Service, Since 1947", is located at 1075 Ridge Road, Buffalo, New York. They may be reached by phone at 716-824-4000, by fax at 716-824-6825, or via e-mail at gannonfuneral@verizon.net. Additional information is also available at their website: www.gannonfuneral.com.

Speaks holds Grief Workshop for Professional Caregivers

Continued from Page A23

involved the topics he was presenting and generated comments and ideas from the audience. It was a workshop program that offered practical ideas and tools the attendees could use every day in helping the patients and families they serve.

One of the attendees was **Harold Ivan Smith**, a noted grief educator, author and a faculty member of the American Academy of Grief who teaches continuing education courses for caregivers throughout the United States. A gifted storyteller, Smith has pioneered the use of children's books with adult grievers and leads Grief Gatherings—innovative storytelling groups at Saint Luke's Hospital in Kansas City, MO, where he is a member of the teaching faculty. His primary research is on the grieving of the U.S. Presidents and First Ladies.

While discussing how people grieve differently and how story telling helps in the healing process, Dr. Hoy introduced Smith to the audience and invited him to share a story. Smith spoke about how when planning the funeral procession for President John F. Kennedy, First Lady Jacqueline Kennedy told the Secret Service she wanted to walk behind the casein, which for security reasons they didn't want to happen. When she insisted, she was joined by her brother-in-laws, Senators Bobby and Ted Kennedy and 70 heads of state. The only ones that rode in the family car were 6-year-old daughter, Caroline, 3-year-old son, John-John and their nanny. As the procession moved slowly along, Caroline rolled down the window of the car and stuck her hand out so the Secret Service agent walking along side could hold her hand. It was a story that no one at the workshop will ever forget.

"Dr. Hoy was the presenter at last year's workshop and the reviews we received urged us to bring him back," stated David Speaks, chairman for the event. "Based on the audience response, we are extremely pleased that we did. We are delighted to have Dr. Hoy as our presenter for the second year in a row."

"The events hosted by the Speaks family," stated Dr. Hoy, "demonstrate the extraordinary commitment they are making, not only to the families they serve

but to the caregiving community as well. Regardless of their discipline, few caregiving professionals get much training in the principles of how best to support the dying and bereaved. In fact one of the hospice professionals in attendance told me that this all-day workshop represented more actual training in counseling the dying and their families than she received during her entire graduate education in social work. I hear a similar refrain in every city I speak from nurses, clergy, physicians and psychotherapists."

"My hat's off to the Speaks family," added Dr. Hoy. "Events like this are certainly not inexpensive affairs to produce, but I believe a commitment like this demonstrates an incredible investment in the entire community."

In commenting on the value of the Speaks workshop, Smith said, "There are some continuing education experiences that try the soul and leave one wondering, 'Do I really need the CEU's this bad?' There are others that are okay, but are really a rehash of what you already knew. But the experience that Speaks offered with Dr. Bill Hoy was incredible. You walked out, your handouts marked up, scribbled notes to 'explore this further.' You knew you had been challenged and given material that you can use with clients and in groups."

"Bill Hoy offered up a buffet of new ideas and challenged some old ideas. His material, especially on rituals, nudged me. I need to think about this some more," added Smith. "Bill offered material that you do not just stick in a file. Hoy offered material from his many years of practice that I will go back to, again and again."

During the workshop, David Speaks announced that based on the requests for the attendees, Speaks Chapels will sponsor a second seminar and professional workshop in 2011. On September 14, **Dr. Kenneth J. Doka**, will present "Contemporary Challenges in Grief Work: Gender Issues and Disenfranchised Grief." Dr. Doka is a professor at The College of New Rochelle and Senior Consultant with The Hospice Foundation of America. For more details on that program, you can email david.speaks@speakschapel.com.

Beckett-Glaves: Four Generations of Service

Continued from Page A2



Siblings Jeff G. Glaves, Meg Glaves, Beth Glaves-Bradley and D. Todd Glaves stand with a portrait of their father, the late Gordon Glaves.

io, a third generation, family-owned business. The Beckett family had been in business in Brant County just eight years prior to the arrival of Cornelius Glave in 1919, although their business' roots reach back to 1871. The Beckett family established Western Ontario's first funeral home in 1913 and had moved to the current site of the **Beckett-Glaves Family Funeral Centre** in 1933. Mr. and Mrs. Glaves operated the facility until Mr. Glaves untimely death in November of 1991.

Shortly before his passing, Mr. Glaves asked his daughter **Meg Glaves** to assist in running the business. After his death, Meg's twin sister, **Beth Glaves-Bradley** left her position at a Guelph accounting firm to assist in running the business. Twin brothers **D. Todd Glaves** and **Jeff G. Glaves**, joined their sisters in the fourth generation of the family business after earning their licenses as funeral directors.

Honoring the tradition of teamwork and incomparable service begun by their Great Grandfather, the Glaves family has dedicated themselves to maintaining an unparalleled level of service. They were the first funeral home to offer on-site catered receptions and the first chapel attached to a funeral home in the area. They were also the first to offer a Memorial Forest program in 1985. They hold annual dedication services in Memorial Forest at Brant Park and host an annual Christmas candle lighting ceremony, known as "Candles of



One of the Visitation Suites

Love." Additionally, they also provide seminars and information on prearrangement, estate management and fraud prevention. Recently, they have become the first funeral home in Canada to offer Live Webcasting of funerals at no charge to all families.

Meg Glaves is an honors graduate of the University of Guelph with a B.A.Sc. in Consumer Behavior. She has achieved the Canadian Securities Course Designation from the Canadian Securities Institute and serves as Marketing Manager of the funeral home.

Beth Glaves-Bradley is a graduate of the University of Guelph with a B.A. in Psychology. She received designation as a Certified Management Accountant in 1994 from Wilfrid Laurier University and currently serves as Financial Manager of the funeral home.

Jeff Glaves is an alumnus of *Humber College* in Toronto and the *Simmons Institute* of Syracuse, NY. He has completed both the National Board Examinations for the United States and the Ontario Board of Funeral Services Examinations.

Todd Glaves is also an alumnus of *Humber College* and the *Simmons Institute*. He is the owner of Millennium Alarm Response and Investigation and serves on the board of directors of the Brantford Chamber of Commerce. He is also one of the few Canadian funeral directors with a degree in Funeral Service.

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Southwest Airlines closes acquisition of AirTran Holdings

Continued from Page A26

Southwest plans to provide the ability for Customers to connect across the networks and integrate key Customer Service policies for a more consistent Customer Experience, in the fall or early next year, depending on both companies' readiness. Any changes to the Customer Experience on either carrier will be communicated in advance via southwest.com, airtran.com, and in direct Customer communications.

"Today's closing is an important first step to fulfilling our mission to spread low fares farther and increase competition throughout the airline industry," Kelly said. "Our progress, to date, on integration planning has been outstanding. Without our Employees' hard work and enthusiasm about this acquisition, we would not have reached this point. As we now take it to the next level and begin to implement our integration plan, their continued efforts will be key to our success. I have confidence in our People and their ability to successfully execute these plans."

In its 40th year of service, Southwest Airlines continues to differentiate itself from other low-fare carriers--offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, serving 72 cities in 37 states.



2010 African American Funeral Home Hall of Fame

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

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



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

Diehl-Whittaker Funeral Service: A History of Commitment

Committed to serving Columbus, Ohio since 1905, Diehl-Whittaker Funeral Service is Columbus' oldest African-American, family owned and operated mortuary.

Mrs. Dollie A. Whittaker was born into slavery in Washington County, Virginia. At the age of 18, she moved with her family to Columbus, where she enrolled in *The Columbus Training School for Embalmers*. In 1905, she established the **Whittaker Funeral Home**, which later became known as the **Mrs. D.A. Whittaker & Sons Funeral Home**.

In addition to her duties as president of the mortuary and ambulance service, Mrs. Whittaker was dedicated to a life of civic service and was an advocate for social justice. She was an honorary member of Delta Sigma Theta Sorority, and was a charter member of the Knights and Daughters of Liberty, the Urban League, Vanguard League, the Good Samaritans, and the Willing Workers Club; in addition to teaching Sunday school for 50 years at the St. Paul A.M.E. Church, where she was an active member for 71 years and namesake of the Dolliettes Club. She is also noted as co-organizer of the Isabelle Ridgeway Care Center, named for and inspired by the dear friend, with whom, she had collaborated on the project. In June of 1943, Mrs. Whittaker succumbed to injuries suffered from a fall earlier that year. At the time of her death, she was the oldest active funeral director in Columbus.



Dollie A. Whittaker



The Original Whittaker Funeral Home

For three generations, the funeral home continued to be an important business and social institution in the Columbus community as her son, **Forrest F. Whittaker**, daughter-in-law, **Bonnie M. Whittaker** and grandsons, **Franklin H.** and **Lawrence L. Whittaker**, sustained her legacy. In 1969, the business was purchased by the Diehl family of Youngstown, Ohio, who had owned and operated the Diehl Funeral Home of Youngstown since its inception in 1947. Shortly after the death of its founder, **Andrew J. Diehl**, in 1973, the Youngstown location was closed as Andrew's son, **Richard J. Diehl**, a licensed funeral direc-

CONTINUED ON PAGE A32

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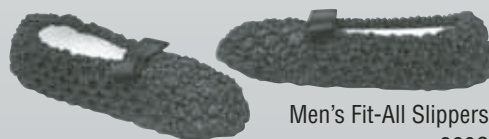
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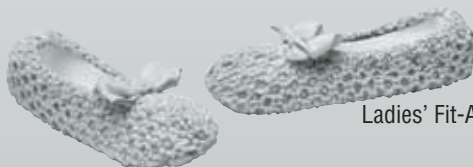


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TAMPA, FL— Foundation Partners Group, LLC is proud to announce that another prestigious funeral service company, **Bring Funeral Homes** of Tucson, AZ has chosen to join the Foundations Partners Family.

“Bring Funeral Home has served families in the greater Tucson area since 1928 and has a great reputation for outstanding service,” says **Steve Shaffer**, President and CEO. It is an honor to partner with a funeral home and owner with the reputation of **Susan Bring**.

Jim Price, Executive Vice President and COO adds, “Susan Bring and Bring Funeral Home is a premier funeral home serving over 900 families annually with an impeccable reputation.” A ten year consecutive,

NFPA “Pursuit of Excellence” award winner and inductee into their “Hall of Excellence”, Bring Funeral Home was also the winner of the first annual Southern Arizona Better Business Bureau’s Business Ethics Award and a four time recipient of the *Arizona Funeral Directors Association* Funeral Home of the Year Award.

“Succession of an 83 year old family owned and operated funeral home is not easy. With Foundation Partners Group I feel they will not only continue the legacy of service to the Tucson Community but bring new leadership and innovation; at the same time offering additional opportunities to my professional, dedicated and caring associates” said Susan Bring.

Foundation Partners Group, LLC, with its home office in Tampa, Florida, was established in June of 2010, owns and operates 24 funeral homes and five cemeteries in 13 states. To learn more about Foundation Partners Group and how they can help with succession planning, please contact **Paul Haarer** at (813) 225-4680 or by email at phaarer@foundationpartners.com, or visit www.FoundationPartners.com.

Florida Cremations Services opens new Facility

Continued from Page A16

“to ensure that funeral homes in South Florida have access to a cremation provider that will meet their needs, at costs they can afford.”

Florida Cremations Services also has ample parking for 20 vehicles, spacious offices, and a comfortable conference room. It seems that most funeral professionals are amazed by what they see. “I hear it time and again, when prospective funeral home partners come to tour the facility. They turn and look me straight in the eye and say, ‘you’ve got to be kidding me – this is exactly what we’ve needed, for so long.’”

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I just finished reading a recent overview of a high level educational session concerning the future of funeral service.

Throughout my career, the subject of the future of funeral service has definitely been popular. This subject has dominated many issues of our professional journals and has been the fodder for the prophets and pundits of our profession to share their expert observations and predictions. It has certainly been the topic of many continuing education seminars, and many a written word has been devoted to the never ending topic of what is in store for the future of funeral service. What does the crystal ball have in store for us?

I have been asked now and then to put in my two cents worth concerning this subject over the years. For the life of me, I could never, and still can't, figure out why my opinion was ever solicited. Almost everything I have predicted about



Todd W. Van Beck

funeral service has been wrong, which just seems to be the way of prophecy. In fact, in my undergraduate, liberal arts education I was taught, very clearly, in philosophy class that almost every prophecy has one thing in common: (except of course for certain religious prophecies) the prophecies have been wrong, they have missed the mark, they have terribly exaggerated or understated the realities of what the future, in the end, did hold. In other words, "crystal balls" only work well for carnival fortune tellers.

I believe that things like telepathy, mind-reading, and gifts of prophecy are real, but rare. When it comes to the world of funeral service, I have not encountered many clairvoyant undertakers, embalmers, morticians, vendors, or funeral corporations. I am sure they are out there, but I have not encountered them.

I have, however, concluded that the prophecies made concerning funeral service are different than prophecies made about other professions. It strikes me that most of the prophecies concerning funeral service end up being negative and, in the end, frightening. I would like to suggest that this is not a good thing.

What I mean to say is, I have read, in other professional journals, reports concerning and pertaining to the future which read in a very positive light. This type of information is uplifting. The future looks shiny as the prophets and pundits forecast good tidings for the future. This type of positive prophetic information typically has nothing to do with money or financial wealth. If the futurists in any profession focused only on money or financial gain, the news would be pretty shaky for most of us. They focus on another form of wealth. These positive futurists focus almost exclusively on predictions of the "worthy ideal". I have concluded that by focusing on a "worthy ideal", the prophecy takes a truly positive spin: there are really no other options when the future is viewed as possessing a "worthy ideal."

The "worthy ideal" always has, at its core, one premier concept: being of service to others. For example. One evening, a few years ago, a buddy told me that the members of the local garbage collectors union were making more money annually than he earned working for a well-respected law firm. In the course of our conversation, my friend looked at me and said, "But I love the law. I know people knock and ridicule being a lawyer all the time, but I don't care - I'm different - I just love the law and I want to serve people." No matter what happened, my friend made accurate prophecies that he would succeed at being a good, honest, mission driven lawyer, helping to serve people regardless of his financial wealth. He had the "worthy ideal" in mind, so his future looked good and that was all that mattered. His attitude towards serving others through his profession

simply made him immune to the prophets and pundits who looked into the future of the legal profession and declared doom and gloom.

Throughout my career I have watched our beloved profession go through trial after trial, and the future looked uncertain. First there was Jessica Mitford; then the Federal Trade Commission; then there was the interference of the United States Government with OSHA, ADA, and a slew of other regulations; then the cremation rate took off. Each time the prophets and pundits predicted our doom. However, in all these prophecies of "doom and gloom", I don't remember one instance of the prophets and pundits in our great profession raising the professional bar and talking about the "worthy ideal" of being a funeral professional, or how a funeral professional having the "worthy ideal" made the issues of "doom and gloom" not look so terrifying, permanent, and uncontrollable.

A nonstop doom and gloom approach to anything in life, almost universally, results in scaring the hell out of people. While fear is indeed a motivator, it is a very poor motivator and never is it a helpful or permanent motivator. There are better options. Holding on to the "worthy ideal" of service to others, no matter what happens, is one.

Years ago, while giving OSHA compliance seminars, I tried to take a careful approach and make some simple points about OSHA being a good thing. Who can argue against a safe work place for our employees and clients? I tried to assure them that OSHA was not a demon and the chance of ever being inspected was slim; unless a disgruntled former employee, motivated by vengeance, turned them in. The points were not all inclusive, but I was careful not to put fear into their hearts. I did not want to scare them, because there was absolutely no reason to scare anybody about OSHA. During a break, one funeral director approached me and said that after he had attended a past OSHA seminar, he went home so worried and scared that he had seriously thought about selling his funeral home to get a jump on the evitable "doom and gloom" which was sure to befall him and his wonderful funeral home. I asked him a simple question: "Do you love funeral service?" He responded, without hesitation, that he did. I followed with this question: "Why would you want to sell something you love before it is really your time to sell?"

There are two beliefs that help me to avoid any all-consuming, irrational fear for the future of funeral service. First, I firmly believe funeral service, no matter what, is a "worthy ideal." Hence, I believe, and always have believed, that the future is good for our profession. Finally, I work consistently in the field with thousands of hard working, active funeral professionals who truly love funeral service. Their attitude of service to others is enough for the "worthy ideal" to prosper and expand.

This is not to say that any type of "Pollyanna" attitude will win the day for our great profession. "Pollyanna" was made on celluloid with memorized lines, costumes and make-up. There was nothing real about that movie. Funeral service, the death of a human being, and grief are real, terribly real. I see scores of funeral professionals, daily maintaining the "worthy ideal" of selfless service to humanity, regardless of financial gains or reverses. I believe that the "worthy ideal" of being of service to others is the very definition and substance of success. From this sole perspective, there are many successful funeral professionals across the globe.

Funeral service has its challenges. That will never change. I never once saw fear improve things. In fact, fear almost always has the opposite effect. Fear has never made funeral service better. Fear has produced jaded attitudes, generated sweeping criticisms of our own people from within our own ranks, and created the type of cynicism that tears down our profession instead of building it up. Fear is a horribly limited form of motivation. However, the concept of a human being working to progressively realize a "worthy ideal" is a tremendous motivator. Almost every funeral director I have encountered is motivated by this "worthy ideal", even if they do not call it by this name.

It is clear that the buying habits of the public and the historic financial structures of funeral service have changed, and it is clear that attitudes toward rituals and ceremonies have changed. All this is true. But, what is also true is that, no matter what the negative prophecies preach about how funeral directors "really are", funeral service and funeral professionals are also changing and improving. No doubt, from the prophets and pundits point of view, the good people who actually make up the true working force of funeral service are not changing and improving fast enough; but, I can assure you, change and improvements are happening. I can also attest to changes in both attitude and practice on a monumental scale in my personal career. If somebody like me can change and improve his attitude, skills, knowledge and vision of the future of funeral service, then scores of others in our great profession have already or will soon accomplish this task, because TVB has always been the slow boy in the class.

I would suggest that funeral professionals who believe that funeral service is a premier example of living up to a "worthy

CONTINUED ON PAGE A32

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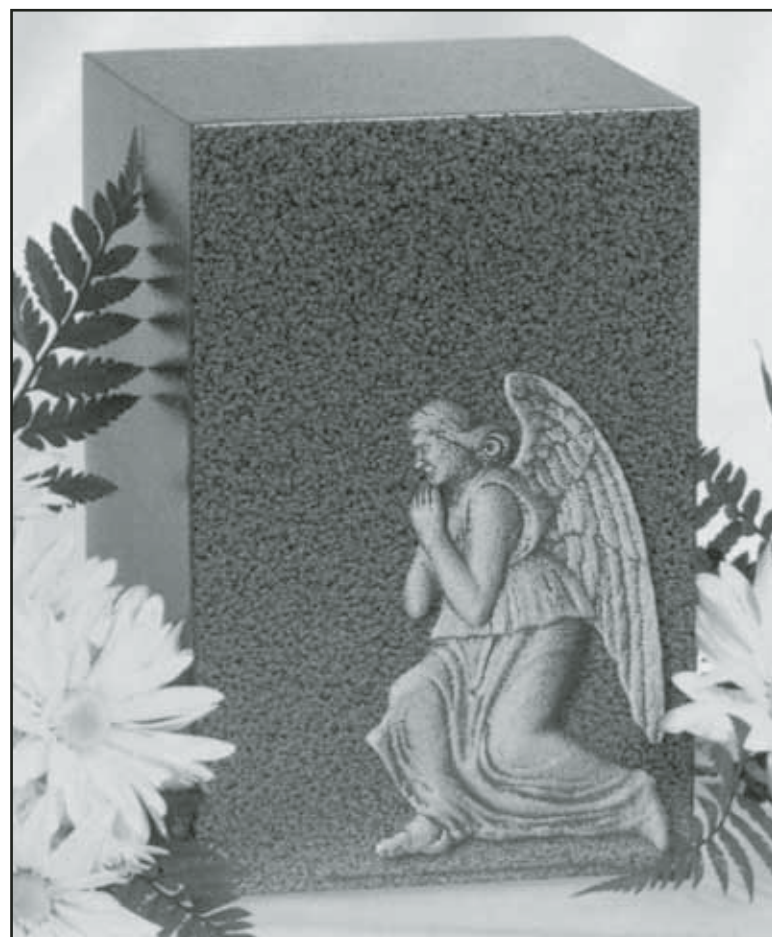
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Diehl-Whittaker Funeral Service: A History of Commitment

Continued from Page A28

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tor and embalmer, relocated to Columbus. In 1977, Mr. Diehl built the existing facility on the site of the original Whittaker establishment and changed the firm's name to **Diehl-Whittaker Funeral Service**. He is currently the firm's owner and president, as well as an active funeral director. **Ingrid M. Diehl**, Richard's daughter and licensed funeral director, joined the firm in 1995. She is the third generation of the Diehl family to serve the needs of families in and around the Central Ohio area.

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The Diehl family has been fortunate to work with an enthusiastic, highly skilled team of professionals who are dedicated to maintaining the tradition of caring service that has been the hallmark of the firm for more than one hundred years. In addition to Richard and Ingrid, the staff currently consists of licensed personnel, **Kelley J. Hubbard** (Pre-Need FD&E), **Arlene J. Lawrence** (At-Need FD&E), **Monica R. Brown** (At-Need FD&E), bookkeeper **A. Christy Johnson**, receptionist **Linda Roberts**, and twelve part-time attendants.



Andrew Diehl

In the late 1990's, the funeral home underwent a complete renovation and expansion project, adding more viewing rooms, office space, and a second garage to the existing structure. Since then, the interior and equipment has been consistently updated, making it one of

Prophets and Pundits: One Person's View

Continued from Page A30

ideal" do change, improve and alter course on their own timeline. This is how it should be. In fact, if a person carefully examines the history of our great profession, this is how the future has always been handled. The power and influence in funeral service rests with the "worthy ideal" of human service, held by the local funeral homes across this country. It does not rest with some writer like me. The future of our great profession rests on every breath taken by the multitude of active, involved funeral professionals (licensed or not) that make up the real substance of our ministry to the bereaved.

tion behind behaviors, beliefs and actions. However, people who are concerned with the disapproval of their peers rarely, if ever, contribute to making any "worthy ideal" a reality. "Worthy ideals" and independent thought seem to go hand in hand.

Some readers, no doubt, will conclude that what I have just written is the problem. They would make the quick accusation that funeral professionals have a good old-fashioned case of "the slows". I would suggest just the opposite, that most funeral directors have a good old-fashioned case of "the worthy ideal". That is the great strength which has cautiously guided funeral service through its challenges. For I believe, our profession learned long ago that change just for the sake of change is, sometimes, going from nothing to nothing.

The "worthy ideal" of ethical and reverential care of a dead body has great depth and ancient substance, even if some of the public has lost this connection. The "worthy ideal" of a funeral professional helping a bereaved person has immense depth and substance, even if the legal next of kin is not all that bothered about the death. The "worthy ideal", I would suggest, is needed more than ever in these cynical times. I believe we need people who can see the ultimate worth of the tenets and principles of the funeral service profession. Funeral service has a positive future, because funeral service possesses worth. Caring for the dead, and comforting the living, is indeed a high ideal. Funeral service will never be like it was, but it will never cease to exist. The strength of funeral service is what is in most funeral professionals' heart: kindness, dedication, graciousness, and compassion. We need more funeral directors in the world... Anyway that is one old undertaker's opinion.

Holding on to any type of "worthy ideal" is not easy. It seems that "naysayers" are in the ascendancy in these complicated times, and some of them make big money tearing down and criticizing the work that others are honestly and sincerely attempting to accomplish. Many times the rewards, particularly financial rewards, are illusive. The "worthy ideal" concept and big money are sometimes incompatible. At times, few people may seem to understand or appreciate another person's "worthy ideal". "Worthy ideals" can easily cause political trouble when others do not understand or share the motiva-

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

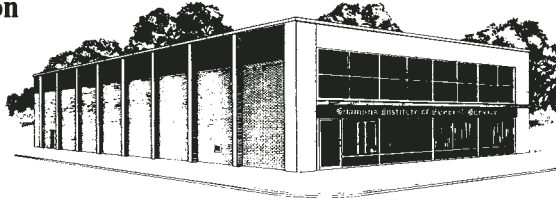
Todd W. Van Beck has written over 200 articles and 65 books and manuals covering every possible topic of interest to funeral directors, cemeterians and clergy. His extensive training and experience spans over 35 years at every level of the funeral and cemetery profession and the church. For more information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

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Educational NEWS

2011 WIFS Empowerment Conference Scholarship Recipients



Zarinah Shakir



Adriana Ruiz de Velasco



Dion Richardson-Trower

LONGWOOD, FL— The 100 Black Women of Funeral Service— Women in Funeral Service Empowerment Conference has announced the selection of three outstanding students as the 2011 recipients. They were chosen from the 31 students who attended the conference which was held March 20-23, 2011 in Dallas, TX. The conference tuition fees were covered in full as well as housing being made available to those who traveled from outside of the immediate Houston area by the 100BWFS.

The Lottie K. Weldon Mentoring program honors funeral service matriarch **Lottie Weldon**, owner of the **George H. Weldon Sr. Funeral Home** of New York City. Lottie is a founding life member of the 100BWFS and has served as a beacon of faith in both the Mentoring and Gatekeepers Programs.

“If we had the opportunity to give all the students scholarship, we would have,” stated 100BWFS Executive Director and Founder **Eleanor Starks**. The students represented the best of the best in Texas. Many had to overcome obstacles to get to the conference but each of them brought their “A” game to the conference, dressed in professional attire, exhibited a positive attitude, were knowledgeable about educational content, carried themselves as seasoned industry members, asked the right questions, introduced themselves to their peers and networked to get their careers on the right path. “You would have not known they were students unless they told you,” stated President **Dottie Hector**. These students were able to interact with professionals, educators and suppliers one on one and to get a look at the professional level from a student perspective.

Recipients were **Zarinah**

Shakir, Adriana Ruiz de Velasco and **Dion Richardson-Trower**. New to the funeral service indus-

try, Ms. Shakir is currently attending *San Antonio College of Mortuary Science*.
CONTINUED ON PAGE A36

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Educational NEWS CONTINUED

Pittsburgh Institute of Mortuary Science holds Annual Easter Party



PITTSBURGH, PA— Students from the Pittsburgh Institute of Mortuary Science held their Annual Easter Party for the Patients at the Rehabilitation Institute of Pittsburgh.

This annual event has been a PIMS tradition for the past 28 years, and was initiated by dean, **Joseph Marsaglia** and faculty member, **M. Roger Walker**.

PIMS students supplied candy, games, events, and dancing for the children and patients. PIMS student **Jessica Bowser** (class #143) was the Easter bunny for the event.

PIMS students also sponsor an annual Halloween party at the Institute and a Christmas Food Drive for the Needy during the holidays. Congratulations to PIMS students for continuing this proud PIMS tradition.

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Alumni returns to Ivy Tech to present Seminar

EAST CHICAGO, IN— Ivy Tech Community College Northwest Mortuary Sci-

ence program welcomed the return of one it's very own, **Jon O'Hara**, to present at a Continuing Education seminar.

Mr. O'Hara, 2009 graduate, spoke to licensed funeral directors, mortuary students, and administrators on April 12 regarding the evolution of the obituary.

Mortuary students are exposed to current trends in funeral service. Today's family is tech-savvy and demand options when it comes to celebrating the lives of their loved ones.

Mr. O'Hara has been involved in funeral service for over 12 years starting in a funeral home in the Metro Detroit area. Following graduation from Albion College in 2006, he was hired as a Sales Consultant for **Aurora Casket Company**, where he was responsible for covering West Michigan. In 2008, Jon enrolled at Ivy Tech Community College for Mortuary Science and began working for **Young Funeral Home** and **L.C. Friederichs & Son Funer-**

al Home, located 45 miles north of Detroit. Following graduation from Ivy Tech's Mortuary Science program, Jon was hired by **Tributes.com** as the regional director of sales.

"The funeral industry is evolving every day. It is imperative that the mortuary student is educated on current and upcoming trends in funeral service. Even how we notify the community on the passing of a loved one is changing," adds **Nhemya Ward**, mortuary science program chair.

Jon travels the United States consulting funeral homes on the "Evolution of the Obituary" and the opportunities ahead in the coming years. Tributes.com was founded in 2008 by **Jeff Taylor**, creator of Monster.com, in efforts to put funeral service back in the driver's seat when it comes to the obituary.

"Tributes.com is a Media Company that distributes obituary information – both local and national, current and historical – and is quickly becoming the online resource for obituary related news, added O'Hara.

Tributes.com has partnered with thousands of funeral homes to enhance their online obituary offerings – from multi-media obituary and tribute products; to national distribution services; to helping families create beautiful, permanent me-

morials that can be shared with family and friends, regardless of where they live. One can even create a pet online tribute as a way to preserve a pet's life story in words, pictures, video and music.

"We are so proud of Mr. O'Hara's accomplishments since graduation from our program. I remember him as a student in my Mortuary Law class. He is a testament of what we do as a quality institution," added **Rick Soria**, dean for the school of public and social services for the Northwest region.

For more information on Tributes.com visit their website at www.tributes.com or contact regional director, Jon O'Hara at johara@tributes.com.

Ivy Tech Community College is the state's largest public postsecondary institution and the nation's largest singly accredited statewide community college system serving nearly 200,000 students annually. Ivy Tech has campuses throughout Indiana. It serves as the state's engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its community along with courses and programs that transfer to other colleges and universities in Indiana. It is accredited by the Higher Learning Commission and a member of the North Central Association.

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Educational NEWS CONTINUED

Worsham College of Mortuary Science holds Commencement



The Official Worsham Tartan

WHEELING, IL— Commencement exercises for the three hundred twenty-sixth graduating class of **Worsham College of Mortuary Science** were held on March 9, 2011 at Cafe La Cave in Des Plaines, IL. Funeral director and renowned speaker, **Todd Van Beck**, delivered an inspirational and thought provoking commencement message to the over 250 guests and graduates in attendance. This particular graduation was significant as it is the first class to graduate in the Centennial Year. To commemorate the event, the students designed and presented the College with an official tartan, which they framed and is displayed in the foyer of the College. Additionally, each instructor received a scarf made from the tartan material and embroidered with the Worsham College Logo.

Marissa Adrienne Colvin received the Albert Worsham Memorial Award for the highest overall average in the class, the Dr. I.M. Feinberg Memorial Award for the highest overall average in Pathology, the Richard G. Reichle Restorative Art Award for the highest combined average in Restorative Art Laboratory and Theory, and the Magna Cum Laude Award for attaining placement in the upper ten percent of the class.

Roger Cox received the Karlton A. Koball Award for his unwavering professional attitude and demeanor in the estimation of his classmates.

Howard G. Giese received the Laura Worsham Memorial Award for achieving the highest overall average in Small Business/Funeral Home Management.

Yolanda Goldman Mitchell received the Funeral Directors Services Association Award for achieving the highest combined average of Funeral Directing and Business Law and Funeral Service Law, and the Robert L. Sciaraffa Memorial Award, for achieving the highest average in Accounting. Yolanda also received the Magna Cum Laude Award for attaining placement in the upper ten percent of the class, as well as the Ernest A. Griffin Memorial Scholarship and the Epsilon Nu Delta Scholarship.

Robert K. James, Jr. received the Northeastern Funeral Directors Association Award for achieving academic excellence and demonstrating an unmistakable ability to meet the public relations demands of funeral service.

Emily Eileen Mott received the Magna Cum Laude Award for attaining placement in the upper ten percent of the class.

Alexander P. Nolan received the American Institute of Embalmers Award for achieving the highest

combined average in Embalming Theory and Laboratory, and the Magna Cum Laude Award for attaining placement in the upper ten percent of the class.

Timothy J. Plaisier received the Jack Adams Dodge Award for achieving the highest combined average in Restorative Art and Embalming Laboratories.

David G. Bowerman, II received the Bruno B. Bak Memorial Scholarship. **Aaron Michael Kerr** received the Joan Tomczak Memorial Scholarship. **Dana Rose Lucchese** received the Commemorative Rosaries Scholarship. **Alice Belinda Spencer** received both the Ernest A. Griffin Memorial Scholarship and the Epsilon Nu Delta Scholarship.

Other members of the class include: **Joseph R. Carbonara, Matthew J. Cress, Hector O. Cruz, Allyse Dolas, Mallory Lauren Dummer, Bryce Chakkrit Henry, Casey J.E. Hepker, Tayna Hernandez, Holly J. Hinderland, Prentice St. Mark Hudson, Mary Johns, Drew T. Johnson, Pamela Jeanne Kludac, Rachel Ann Krish, Cara Rose Lewis, Christina Jo Miller, Ronald Lee Olthoff, III, Christopher J. O'Malley, E. Robert Pape, IV, Tasia Perry, Nicholas R. Polly, Alma R. Tavares, Steven Jon Vredevel, Crystal Lynn Woodworth and Kelli Renee Wright.**



Todd Van Beck gives Commencement Address

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John A. Gupton College hosts CANA Program

CHICAGO, IL— The **Cremation Association of North America (CANA)** recently conducted their acclaimed Crematory Operator Certification Program (COCP) April 1 at the **John A. Gupton College** in Nashville, TN where 75 attendees heard from industry experts on everything from the basics of operation, environmental issues and cremating problem cases, to how to protect themselves from lawsuits.

"I can't thank **Matthews Cremation Division** and CANA's legal counsel, **Chris Farmer**, enough for helping me design this program for anyone involved with cremation," stated COCP Chairman **Mike Nicodemus**. "Over the years, this program has evolved from strictly being an operator's program to becoming the premier program in the industry for owners, managers, support staff and operators."

Nicodemus was also impressed with the hospitality of everyone at John Gupton. "President **B. Steven Spann, Tracy Allen** and **Donna Collard** went above and beyond welcoming CANA and hosting this program."

"As a current student and funeral service intern, this course is imperative for funeral home and crematory practices today. It should be a part of every mortuary school curriculum and a requirement for continuing education by state licensing boards. It was worth every penny," attendee **Casey Jones** said.

CANA will provide this program at the **Kates-Boylston** program in Philadelphia on June 15 and prior to the CANA/NFDA joint convention on October 22 in Chicago.

For more information on any of these programs please visit the CANA website, www.cremationassociation.org.

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Educational NEWS CONTINUED

100 Black Women of Funeral Service Partners with NFDA to offer Certified Preplanning Consultant Course

HOUSTON, TX— It is with great pride that **100 Black Women of Funeral Service** President **Dottie Hector** congratulates the recent Certified Preplanning Consultant graduates. Under the leadership of **National Funeral Directors Association** Director of Development, **Colleen Murphy-Klein**, the CPC class was held March 21-22, 2011 at *Commonwealth Institute of Funeral Service* during the recent 100BWFS Women in Funeral Service Conference. The 100BWFS, through its educational partner NFDA, was able to offer participation in the only national credentialing program in the specialized field of advance funeral planning.

Since 1996 more than 1,200 pre plan-

ners in the United States, Canada and now South Africa have earned the distinguished Certified Preplanning Consultant (CPC) designation.

The following students received the CPC Designation: **Cynthia Johnson Reid**, CFSP-CPC, **Emmanuel Johnson Funeral Home**, Philadelphia, PA; **Dr. Carol T. Williams**, CFSP-CPC, **Carl Williams Funeral Directors**, Atlanta, GA; **Jerri Reed**, CMP, CPC, **Wallace Broadview Funeral Home**, Broadview, IL; **Ida R. Muorie**, JD-CPC, **Coker & Norton Consultants, Inc.**, Tampa, FL; **Karen Jones Smith**, CFSP-CPC, **Royal Funeral Home**, Huntsville, AL; **Pamela Motlhabi**, LFD, LE, CPC of Johannesburg, South Africa; and **David Smith**, LFD, LE, CPC, **Royal Funeral Home**, Huntsville, AL.

The 100BWFS and *National Funeral Directors and Morticians Association, Inc.* have partnered with NFDA to sponsor a summer 2011 CPC Class during the 74th NFDMA Annual Convention of the to be held July 31 through August 4 in downtown Atlanta, GA. The class will be held at the Omni Hotel on Thursday, August 4, from 9:30am to 5:30pm. If you want to set yourself apart from the competition and show your professional commitment contact **Colleen Murphy-Klein** at nfda@nfda.org or call 1-800-228-6332 to join the CPC Designation Class in Atlanta.

Elleanor Davis Starks, Conference Coordinator and Executive Director of the 100BWFS sends a special thanks to NFDA's **Colleen Murphy-Klein**, Director of Development and Instructor as well as **Jason Altieri**, Program Director at CIFS for their assistance in putting the program in place.

Tell them you saw their Ad here.

FUNERAL HOME & CEMETERY NEWS

Fall 2011 Service Class of the Women in Black Social Club at Dallas Institute



The Women In Black Social Club

DALLAS, TX— **Dallas Institute of Funeral Service** has introduced its Fall Funeral Service class of distinguished students and staff that make up the *Women In Black Social Club*.

The social organization was created to promote excellence among women who have chosen the funeral service profession at the Dallas Institute. The organization provides an

opportunity for women in the profession to network and share experiences at all levels. This encouragement allows students and faculty to share information that can help others avoid certain pitfalls of the business. The organization can identify resources, field trips within the state of Texas, and help students stay informed of the updated standards of an ever-

changing profession.

The Women in Black is open to all women at Dallas Institute of Funeral Service under the watchful eye of a great staff of instructors and board members. Future students can contact instructor **Christie Redmon** to come on board. The founding members **Christie Redmon**, **Pam West**, **Sarah Wilson**, **Amanda Vanston**, **Kenney Kuehler**, **Barbara Whitlock**, **Dominique Sampson**, **Jada Ortiz**, **Iona Williams** and **LaKisha Bailey** provide their insight to a much needed organization in a very demanding profession. Enrollment of women in the profession has surpassed men, and is now at about 60%. The goal of Women In Black is to match those enrollment rates with graduation rates – this social network is a great tool for meeting that goal.

2011 WIFS Empowerment Conference Scholarship Recipients

Continued from Page A33

ence, with a goal to own her own funeral business. She brings years of business experience to the industry as she has been serving the San Antonio public since 1990 via various business endeavors. She has been recipient of numerous awards including *Minority Business Development*, *Community Service*, and the *San Antonio Business Journal Under 40 Award*. She is celebrating 32 years of marriage having three adult children and two beautiful grandchildren. She will be a great asset to the San Antonio funeral community.

Adriana Ruiz de Velasco is a student at *Dallas Institute of Funeral Service*. A licensed cosmetologist, Adriana has been work-

ing in the funeral industry for two and a half years. Adriana stated "You cannot help being touched by some of the families you meet with. It is definitely a blessing, because you never know whose life you touch or whose life you change. At the same time these families are making an indelible mark on you and sometimes change your life. Funeral service is truly my calling. I want to give back what I know is lost and that is love for the funeral industry and love for the families we serve."

Dion Richardson-Trower is the mother of two beautiful daughters and currently a student at *Commonwealth Institute of Funeral Service*. Her goal after graduating from CIFS is to work for her family business, **The Braxton Funeral Home** in Oberlin, LA.

Having worked in corporate America for the past 20 years she has had the opportunity to incorporate her vast educational background in psychology and criminal law into her funeral service profession in many different ways. She exhibits great leadership skills and always strives for excellence in everything she does. "My love and compassion for people and the ability to have sympathy as well as empathy, brings forward my wonderful tracts of professionalism, honesty, integrity and passion for beauty are just a few tools that will hopefully give me an edge as a licensed funeral director and embalmer," says Dion. "I want to be a role model and trailblazer for others in my family and community to follow if they also select funeral service as their career."

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Association NEWS

North Dakota Funeral Directors Association elects Officers



LAVEEN, AZ— Officers of the **North Dakota Funeral Directors Association, Inc.** were installed at the 106th annual convention held at the Ramada Plaza in Fargo, ND on April 6, 2011. The installing officer was NFDA Treasurer **Robert T. Rosson Jr.** from the **Waller Funeral Home** in Oxford, MS on the far

left. Others in the photograph, continuing from left to right are **Charles Armstrong**, outgoing Past President from Lisbon, ND; **Paul A. Sannes**, NFDA Policy Board Representative from Linton, ND; **Michael Lerud**, President-Elect from Valley City, ND; **Jon Stevenson**, President, Dickinson, ND; **Seth Coughlin**, Immediate Past President, Williston, ND; **Philip Amundson**, Northeast District Governor, Grand Forks ND; **Jeffrey Nathan**, Treasurer, Valley City, ND and **Larry Urbanec**, Southwest District, Governor, Mandan, ND.

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Funeral Directors and Morticians Association of North Carolina to hold Annual Convention

ALBEMARLE, NC— The 84th Annual Convention of the **Funeral Directors & Morticians Association of North Carolina, Inc.** will be held from June 13-16, 2011 at the Embassy Suites Winston-Salem, located at 425 North Cherry Street, Winston, NC.

For more information, email the association at fdmanc@aol.com, call 704-982-0347 or visit their website at www.fdmanc.org.

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

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Association NEWS CONTINUED

CFSA's Winter Seminar Rated a Success



LAS VEGAS, NV— About one hundred people participated in the **Casket and Funeral Supply Association** 2011 Winter Seminar, held March 10-12 at Mandalay Bay Resort and Casino in Las Vegas, NV. The weather was ideal, the educational programs were informative, the conversation was lively, and the President's Banquet was murder.

Murder Mystery Dance attendees, many portraying col-

orfully suspicious characters, interacted with actors to solve the fictitious murder of a nefarious bootlegger/gangster with numerous rivals. Working in teams, two groups successfully solved the mystery and were exalted for their keen, Holmes-like power of deduction.

Advisa's Bob Wilson put his powers of observation to a much different use during his session, *Understanding What Drives Employees to Increase Bottom Line Results*. Using the Predictive Index Survey, his company's assessment tool to measure what drives people, he read audience members like a book, simply by reviewing their responses to a few questions. For instance, respondents labeled "Highest B's," referring to the segment in which they scored highest, are likely to make a good first impression on customers because they are driven to be friendly and outgoing, observe what drives others, and are natural communicators. For more information about the Predictive Index Survey and analysis, contact Bob at 317-574-1550 or bwilson@advisausa.com, or visit www.advisa.com for more information.

Thomas A. Rogers, Ph.D. spoke about creating an environment in which employees will take charge of their actions in his session, *How to Build a Culture of Personal Accountability in the Workplace and Beyond*. Dr. Rogers emphasized that organizations must form a "freedom based" environment that enables employees to take ownership of their work. To make such an environment work, employers must communicate clear expectations and the company's vision, encourage constant feedback and express compelling consequences for good work. For more information about creating a culture of accountability, contact Dr. Rogers at 847-561-9766 or tom@drtomrogers.com.

For additional information online, visit www.therogers-group.com or www.drtoomrogers.com.

CFSA's 4th annual *Stephen K. Newcomer Memorial Golf Tournament* took place Friday at Silverstone Golf Club. The scramble tournament offered several skill contest prizes, including the famed "Pink Lady" contest.

The winning team of **Jason Barrott (Aurora Casket Co.)**, **John Brownlow (Commemorative Caskets)**, **Jim Hiester (W & M Manufacturing)**, and **John Malone (Mac Machine & Metal Works)** will have their names added to the Stephen K. Newcomer Memorial Golf Tournament First-Place Team plaque.

In a very close second place was the team of **Billy Emrick (Astral Industries)**, **Bill Jones (Aurora Casket Co.)**, **Scott Soper (Tiedemann-Bevs Industries)**, and **Jon Waltz (Waltz Casket Co.)**.

Closest to the Pin awards went to **Craig Dolby (Commemorative Caskets)**, **Billy Emrick (Astral Industries)**, **Bob Galletly (Tiedemann-Bevs Industries)**, and **Dennis McEntire (Capital Casket Co.)**.

The "Pink Lady" contest winning team of **Bob Galletly (Tiedemann-Bevs Industries)**, **Mike Mims (Cherokee Casket Co.)**, **Rodney Robinson (Southern Craft Mfg.)** and **Kevin Thompson (Dixline Corp.)** retained its pink golf ball through eight holes of play.

In a random drawing, **Jon Waltz** received a voucher for a round of golf for four, and **Mike Mims** received a putter.

CFSA extends its appreciation to Bob Galletly for coordinating the golf outing and donating golf balls.

Friday afternoon afforded those not participating in the golf tournament an opportunity to visit Lake Mead, the largest reservoir

CONTINUED ON PAGE A40

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Association NEWS CONTINUED

NFDA Professional Women's Conference Inspires Attendees

BROOKFIELD, WI— The 2011 NFDA Professional Women's Conference, which was held April 1-5 at the Hotel Monaco in Alexandria, VA, offered attendees a unique opportunity for learning, networking, and personal and professional growth in an intimate setting.

The 2011 conference attracted 81 attendees.

Attendees offered many positive comments about their experience at the conference: "A wonderful conference as

always. Some of the industry's most dynamic women really inspire!" "Thank you for such a wonderful experience. I always feel refreshed and energized after this conference." "I so enjoyed the energy and enthusiasm of the group. There

were so many people in this organization who happily exchange important information."

The Funeral Service Foundation (FSF) awarded five scholarships to help **CONTINUED ON PAGE A44**



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Association NEWS CONTINUED

CFSA's Winter Seminar Rated a Success

Continued from Page A38



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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.

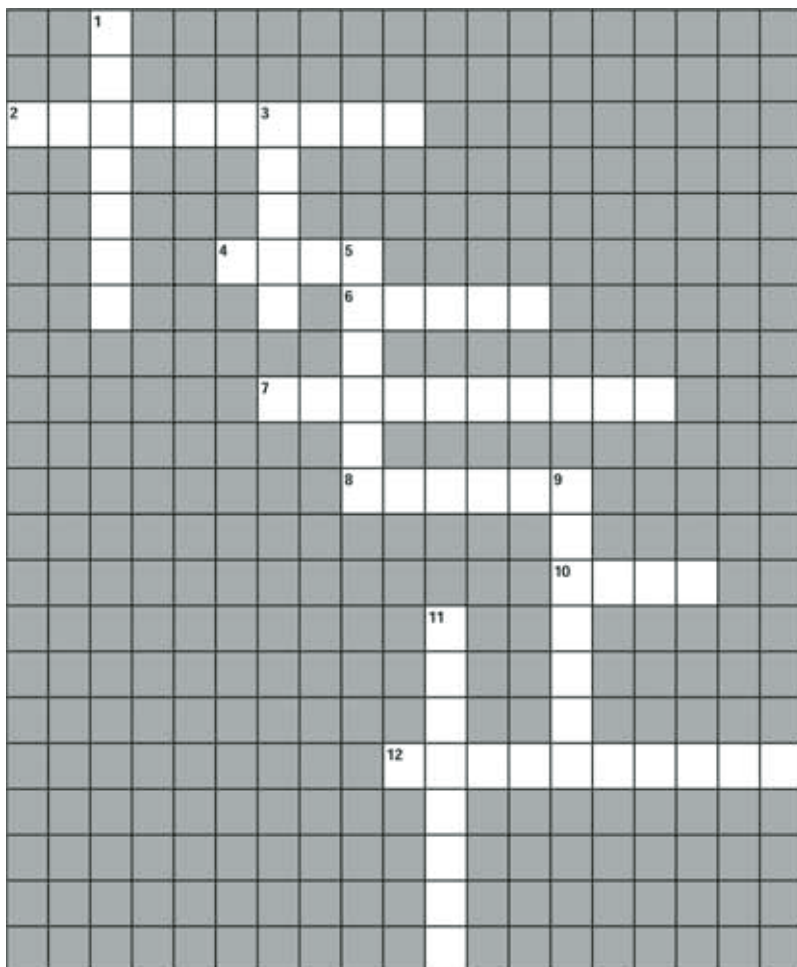
For information, contact him at Thanos Institute, PO Box 1928, Buffalo, NY 14321, (800)742-8257 or send an e-mail to Thanosinst@aol.com.

ACROSS

- 2. Remove from will
- 4. Rim
- 6. Hardwood casket
- 7. Killing of brother
- 8. Remove from grave
- 10. Place for the dead
- 12. Visiting hours

DOWN

- 1. Type of Catholic candle
- 3. A poem for the dead
- 5. One's possessions
- 9. No longer existing
- 11. Killing of women



ANSWERS ON PAGE A44



in America, and take a guided tour of Hoover Dam, one of the most inspiring man-made wonders of the world.

On Saturday afternoon, attendees toured Red Rock Canyon National Conservation Area, an area with scenery so dramatic it is often selected as the backdrop for movies and commercials. Along the 13 mile scenic off road tour, attendees were treated to the impressive Wilson Cliffs, the fossilized sand dunes of the brilliantly colored Calico Hills, beautiful desert wildflowers, and ancient Native American pictographs.

According to evaluations received, 100 percent of attendees were satisfied with the networking opportunities they had with potential business allies. The educational program presented by Bob Wilson, *Understanding What Drives Employees to Increase Bottom Line Results*, and the President's Reception/Banquet and Murder Mystery Dance tied as the highest-rated aspects of the Winter Seminar.

Winter Seminar attendees who normally attend the ICCFA's Convention & Exposition were highly favorable of scheduling the two events back to back. Three out of four were interested in coordinating the event's schedules again.

CSFA would like to thank the following Winter Seminar sponsors for making the event a success: Astral Industries, **Aurora Casket Co.**, **Cherokee Casket Co.**, **Dixline Corp.**, **Keith M. Merrick Co.**, **Mac Machine & Metal Works.**, **Matthews International Corp.**, **New England Casket Co.**, **Nomis Publications**, **NorthStar Industries.**, **Schuylkill Haven Casket Co.**, **Southern Craft Mfg.**, **Tiedemann-Bevs Industries**, and **W & M Manufacturing Co.**

Be sure to save the date for the CFSA 2011 Fall Conference and Trade Show, November 14-15, Crowne Plaza Hotel at Union Station, Indianapolis, IN. The CFSA 2012 Winter Seminar will be held March 8th-10th at the Omni La Mansion del Rio, San Antonio, TX.

Association NEWS CONTINUED

International Order of the Golden Rule holds Annual Conference

AUSTIN, TX— The **International Order of the Golden Rule** (OGR) installed **Jeffrey Wages** as president for 2011-2012 during the OGR 2011 Annual Conference & Supplier Showcase at Loews Atlanta Hotel. Wages is funeral director, president and owner of **Wages & Sons Funeral Home & Crematory** with locations in Lawrenceville and Stone Mountain, Georgia. Mr. Wages grew up in the funeral home business, working summers and weekends with his father. After graduation from *Gupton-Jones College of Funeral Service* in Atlanta, he returned to the family funeral business.

Wages has been a member of the OGR Board of Directors for the past four years, having been installed as secretary-treasurer in 2009 and president-elect a year later. His father, **Billy K. Wages**, served as OGR president in 2003.

Michael S. Lewis, funeral director and co-owner of the **Lewis Funeral Home, Inc.** of Milton, Fla., was installed as president-elect. Following graduation from the *Gupton-Jones College of Funeral Service* in Atlanta, Lewis returned to Milton and obtained his Florida embalming license and funeral director's license. Mike and his brother, Sam, operated the business with their mother, until her death, in 1996, when they became co-owners. 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, Florida.

Lewis is a past president of the *Independent Funeral Directors of Florida* and has served as regional chair and a member of the OGR Board of Directors.

Catherine A. Tattrie, funeral director/embalmer of **Smith Funeral & Memorial Services** of Warren, Rhode Island, was installed as secretary-treasurer.

Mrs. Tattrie, a fourth generation funeral director/embalmer, was trained by her grandfather and continues a strong Smith Family tradition of service and caring. In 1989, Mrs. Tattrie took over the bookkeeping and began the process of obtaining her funeral director/embalmer's license.

She is a lifetime member of the Warren Fire Department Rescue as a Cardiac EMT where she has served as a truck steward, treasurer and a lieutenant. She has served on the Warren Town Council as well as the Board

of Directors for the *Rhode Island Funeral Directors Association*.

William Brock, Jr., owner/partner of **Vandermaat Funeral Home** of Wyckoff, New Jersey, and **Ed Pearce**, owner of **Pearce Funeral Services, Inc.** of Marshall, Illinois, were installed as members of the Board of Directors

Robin Williams of the **R. Lee Williams & Son Funeral Home and Crematory**, St. Petersburg, Florida, won the 2011 Golden Light Award, OGR's most prestigious honor for an individual. The Golden Light Award salutes professional excellence exemplified by an individual member who has inspired others through a clear commitment to service. Mr. Williams was recognized for his lifetime contributions to the association, his profession and his community. His firm has been a member of OGR for 40 years. He served as OGR president, as has his father 28 years previously, as well as serving on numerous committees including two terms on the OGR board of directors.

Williams graduated from *John A. Gupton College* with a degree in Mortuary Science and Business in 1978, after which, he joined his father as a second-generation funeral director. He became a partner of the firm in 1990.

Mr. Williams is a founding member of the *Florida Independent Funeral Directors Association*, where he has also served as president. He is a past president of the Lake Seminole Rotary Club, a Paul Harris Fellow, and past president of the Seminole Chamber of Commerce.

The 2011 Golden Rule Community Service Award was presented to **Martin Funeral Home**, Mt. Morris, Michigan. The award recognizes a member firm for outstanding service to the community performed during the calendar year. President **Adam Martin** accepted the firm's award. This year's winner was selected for taking a challenging leadership position in organizing and operating the Vassar Yuletide and Tree of Lights Remembrance Ceremony after three community service groups said they would no longer organize the event. The Yuletide event is a free, family-focused afternoon of fun with a multitude of activities, a holiday movie, school artwork displays hosted at local businesses and a visit from Santa. Families get to

enjoy holiday time together while businesses and organizations involved increase their visibility. The event culminates with the lighting of the Tree of Lights and Remembrance service. For each light lit on the tree, a donation is made to the local Coats for Kids program.

Exemplary Service awards were presented to three North American, independent funeral homes. **Falconer Funeral Home, Inc.**, of Gilbert, Arizona, received the Gold Exemplary Service Award. The Silver Winner is **Askew-Houser Funeral Home, Inc.**, with facilities in Ebensburg and Nanty-Glo, Pennsylvania. The Bronze Award went to **Kyger Funeral Home, Inc.**, with facilities in Elkton and Harrisonburg, Virginia. Exemplary Service awards recognize professional excellence achieved by a funeral home as demonstrated through comments from client families responding to OGR Family Contact Program surveys.

OGR also announced the recipients of the 2011

Award of Excellence scholarships. This program provides assistance to students about to graduate from mortuary school and enter the funeral profession. Applicants must be enrolled in an accredited mortuary degree program, be scheduled to graduate in the current calendar year, and have a cumulative GPA of 3.0 or higher. The scholarships help to defray the cost of tuition for these students and shows OGR's pride in their commitment to the funeral profession. Winners are selected based upon essay submission, academic performance and community involvement.

The \$3,500 Gold Award of Excellence scholarship went to **Jacob M. Penwell** of Norwood, Ohio, a student at the *Cincinnati College of Mortuary Science*. **Tashya Ann Polites** of Elgin, Illinois, a student at *Worsham College of Mortuary Science*, received the \$2,000 Silver Award of Excellence scholarship.

OGR, the world's leading independent funeral service association, is af-

filiated with some 800 independent funeral homes that share common goals: exemplary service, uncompromised care and com-

passion to families in their time of need. To learn more about the organization, visit their website at www.ogr.org.



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Association NEWS CONTINUED

Reserve Your Hotel Room for the 2011 NFDA Convention

BROOKFIELD, WI— Funeral professionals planning to attend the 2011 **National Funeral Directors Association (NFDA) International Convention & Expo**, hosted in conjunction with the **Cremation Association of North America (CANA)**, can make their hotel reservations and lock in exclusive room rates just for convention attendees. The first-ever NFDA and CANA joint convention will take place October 23-26 in Chicago, IL.

Reserving a room at one of the official convention hotels gives attendees access to a complimentary shuttle service. The shuttle is only available to guests staying at official convention hotels; a shuttle pass will be provided to guests upon check-in and will be required for boarding the shuttle. The

complimentary shuttle service will help attendees save time and money. Taxi fare in Chicago is time-based, not mileage-based; a taxi trip from the hotel to the convention center could cost \$20 or more depending on traffic patterns.

There are three hotel properties with discounted convention rates from which attendees can choose, the Hyatt Regency Chicago; The Fairmont Chicago, or Sheraton Chicago Hotel & Towers.

"If you're planning to come to the NFDA/CANA Convention, I encourage you to reserve your hotel room and make your travel arrangements as soon as possible," said **Connie Smith**, NFDA senior vice president of professional development. "October is a really busy month for meetings and conventions in Chicago and travel costs will increase the longer you wait. I especially encourage you to reserve your room at one of the three fabulous convention hotels so you can take advantage of the complimentary shuttle. Staying at a convention hotel also gives you easy access to social events and allows you to connect with fellow attendees on the shuttle. It's the best way to go."

NFDA International Convention & Expo attendees should visit www.nfda.org/Chicago2011 and click on the "Hotel/Travel" link to learn more about the hotels and to make reservations.

Chicago's great magic lies in its mix: sophisticated yet friendly, bustling city streets adjacent to long stretches of green parks and sparkling blue Lake Michigan, and a stunning year-round array of things to see and do unique in all the world.

Chicago is more walkable than most global cities, and visitors of all ages enjoy the proximity of such attractions as Navy Pier, Millennium Park, the Art Institute of Chicago and other treasures.

The city's explosive performance art scene delivers audience-thrilling theatre, music and dance in historic venues. And, of course, an endless assortment of restaurants, shopping and nightlife are all at visitors' fingertips, ready to match every taste, budget and mood.

More information about all that Chicago has to offer can be found by visiting www.choosechicago.com.

Founded in 1913, the Cremation Association of North America is an international association of more than 1,500 members, comprised of funeral directors, cemeteries, crematories, consultants, and suppliers.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and 43 countries around the world. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA is the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity. For more information, visit www.nfda.org.

SIFH announces the acclaimed "Lest They Be Forgotten" Series has released New Edition

DEERFIELD, IL— Documentary filmmaker *Larry Cappetto* announced the upcoming release of the latest in his acclaimed series capturing the first-hand accounts of our nation's veterans. "*The Battle of the Bulge*" is a 97-minute film retelling of events by those who experienced the battle also known as the Ardennes Offensive, which took place toward the end of World War II. "*Lest They Be Forgotten*" is a film series consisting of 12 documentaries on DVD, all of which recount various battles or episodes in U.S. military history, ranging from Iwo Jima to Vietnam.

"These are my role models and my heroes," said Cappetto. "I'm honored to be working with these brave veterans and capturing their memories to carry on their legacies for future generations," he added.

It's been widely reported that World War II veterans are dying at a rate of more than 1,000 per day, making it all the more critical to capture and share their first-hand accounts of these important milestones in U.S. history. Doing so has also provided the impetus for a community service and a chance for the veterans themselves to congregate and share their stories.

Since 2004, Cappetto has partnered exclusively with **Selected Independent Funeral Homes** to provide the Lest They Be Forgotten Veterans Memorial Outreach Program to its members and the communities they serve. The program includes such opportunities as:

Veteran interviews at the member funeral home – an opportunity for Cappetto to capture and document stories from local veterans for potential use in future films.

Outreach to local schools – a one-hour presentation teaching our young people that "Freedom is NEVER free," along with a lesson of thanking and honoring our veterans and being truly grateful for the freedoms we share in our country.

Film presentations at a local venue – this is a community outreach program that has been extremely well received throughout the country in which a film from the series is presented to the general public free of charge, followed by a discussion panel with Cappetto and local veterans.

"Selected is proud of its continued support of the 'Lest They Be Forgotten' program providing access to these films to the general public and to our member firms" said **Robert Paterkiewicz**, executive director of Selected Independent Funeral Homes. "These works are important tributes to the men and women who have served, and the newest edition will be a great addition to the series."

Individual copies of the "The Battle of the Bulge" DVD are available for purchase along with any of the other editions of the "Lest They Be Forgotten" series at www.veteranshistory.org or by calling 1-800-323-4219. For more information, or if you or someone you know is a veteran who would like to schedule an interview with Cappetto, please visit www.veteranshistory.org.

Founded in 1917 as *National Selected Morticians*, Selected Independent Funeral Homes (www.selectedfuneralhomes.org) is the world's oldest and largest association of independently owned funeral homes. Members of the association are expected to operate according to specific standards and best practices in order to provide the public with reliable, high-quality funeral services and funeral-related information.

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SALAD OLIVIER

- 2 cups cooked chicken, diced
- 3 potatoes, boiled and diced
- 3 hard boiled eggs, diced
- 2 dill pickles, diced
- 1 tomato, diced
- 1 cucumber, peeled and diced
- 1 Tbs dried dill to taste
- 1 cup mayonnaise
(or 1/2 mayo and 1/2 sour cream)
- Garnishes: sliced green onions, black olives

In a large bowl, lightly toss all ingredients except garnishes, being careful not to mash the ingredients. Add more mayo or sour cream if necessary to make a moist, creamy salad. Mound on a serving plate and garnish. Serves 6. Maybe a light supper?

OPEN SESAME CHICKEN

- 1/4 cup (1/2 stick) melted butter
- Juice of 1 lemon
- 1/3 cup freshly grated parmesan cheese
- 1/3 cup breadcrumbs
- 1 3-pound chicken, skinned and cut into serving pieces
- 2 Tbs (1/4 stick) melted butter
- Paprika
- Sesame seeds

Preheat oven to 325 degrees. Grease a 2-quart rectangular baking dish. Combine 1/4 cup melted butter with lemon juice in shallow bowl. Mix cheese and breadcrumbs in shallow dish. Dip chicken pieces in butter mixture and then roll in breadcrumbs, coating well. Arrange in single layer baking dish. Drizzle remaining butter over chicken. Sprinkle generously with paprika and sesame seed. Bake for 1 hour, basting frequently (cover dish with foil if chicken browns too quickly). Makes 4 servings.

Good Eating!

Association NEWS CONTINUED

The AAFP announces availability of Rosemary C. Stacey Memorial Scholarship

BOULDER CREEK, CA— Kim Stacey, Executive Director of the Association of Women Funeral Professionals proudly announced the first scholarship for 2011, available through the organization. The Rosemary C. Stacey Scholarship an example of a memorial scholarship, and privately funded by Ms. Stacey, in honor of her mother.

“Rosemary led a very unfulfilled life, and died of the effects of acute alcoholism in 1985,” shares Kim. “I remember feel-

ing relief at her passing,” she said, “because her life was fraught with resentment. She was never able to pull herself out of the downward cycle of self-abuse, and yet I know if someone had really offered her opportunities to excel in her chosen career, she could have turned things around.”

“In founding the AAFP, my intention has always been to strengthen the presence of women in funeral service. Part of that mission includes developing a strong Scholarship Program, aimed at supporting women new to the field, as well as the continued professional growth of women currently working in the field,” explains Kim. “This memorial scholarship is the first available through the AAFP, and I see it as a seed, planted in fertile ground. I’d love to see our Scholarship Fund grow, as the awareness of the value and importance of women in the profession is growing. I can’t believe the amount of wonderful press attention we’ve received lately, and I’m so pleased to have the opportunity to help journalists writers shine a spotlight on the work women are doing in the field.”

Applicants for the Rosemary C. Stacey Memorial Scholarship should submit a Letter of Recommendation to the Scholarship Committee. Once selected, an applicant will receive the second stage application, which defines the intended use of the funds.

“We invite applicants who are gathering resources to attend Mortuary College or accredited program, as well as licensed professionals pursuing continued career development,” com-

ments Kim. The deadline for applications is July 31, 2011. The scholarship will be awarded on August 31st of this year.

For more information on the Rosemary C. Stacey Memorial Scholarship, visit the AAFP website, at www.wfpconnect.com, or send an email directly to Ms. Stacey at kim@wfpconnect.com.

National Concrete Burial Vault Association elects 2011 Officers

LONGWOOD, FL— The National Concrete Burial Vault Association (NCBVA) elected its 2011 officers at its annual meeting in February aboard the Allure of the Seas. President-Elect **Hubert McQuestion**, President of **Lake Shore Burial Vault Company**, Brookfield, WI, automatically assumed the position of NCBVA President. New officers elected by the membership are: President-Elect **Michael Crummitt**, President of **Crummitt & Son Vault Co.**, Martins Ferry, OH; and Secretary/Treasurer **Jerry Russell**, President of **Southern Ohio Vault Co.**, Portsmouth, OH.

NCBVA Directors: **Mark Bates** of **Norwalk Wilbert Vault Co.**, Bridgeport, CT, was elected to complete the unexpired term of former Director Jerry Russell (who was elected Secretary/Treasurer), and **Steve Handley**, **Handley Precast Systems, Inc.**, Glendale, AZ, was re-elected to a two-year term. Affiliate Representatives re-appointed for one-year terms were: **Steve Vincent**, **Doric Products, Inc.**, Marshall, IL; **Dave Long**, **Eagle Burial Vault Association**, Joliet, IL; **Blake Swinford**, **Trigard Vaults/Greenwood Plastics**, Danville, IL; and **Paul Cooper**, **Wilbert Funeral Services**, Forest Park, IL.

NCBVA is a professional membership association comprised of burial vault manufacturers, franchisers in the deathcare industry, and supplier companies that provide products and services to burial vault manufacturers. NCBVA provides a forum through which manufacturers of concrete burial vaults cooperate for the purpose of developing high standards of quality; promoting the use of concrete burial vaults through approved advertising and ethical sales methods; encouraging fair trade practices among its members; and engaging in such research and educational activities that contribute to the growth and improvement of the concrete burial vault industry.

Through its publications (*The Bulletin*) and website (www.ncbva.org), NCBVA provides educational information to the general public regarding reasons to buy a lined concrete burial vault.

NCBVA’s next annual meeting will be held in January 2012 in conjunction with the World of Concrete (January 24 - 27) in Las Vegas, NV.

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Association NEWS CONTINUED

NFDA Professional Women's Conference Inspires Attendees

Continued from Page A44

ally," said scholarship recipient **Aubry Sartori** of Dallas, TX.

The 2011 NFDA Professional Women's Conference was generously sponsored and supported by **Nomis Publications Inc., The Dodge Company, Homesteaders Life Company, Worsham College of Mortuary Science, Kelco Supply Com-**

pany, Messenger, Remembrance Keepsakes and Final Touch.

The 2012 NFDA Professional Women's Conference will take place April 27-29 at the Crown Plaza Hotel at Bell Tower Shops in Ft. Myers, FL.

NFDA is the world's leading funeral service association, serving 18,500

individual members who represent more than 9,900 funeral homes in the United States and 43 countries around the world. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA is the worldwide source of expertise and professional resources

for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity. For more information, visit www.nfda.org.





Death Notices



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RANDERSON IVY "RANNY" STEPHENS SR., of Manning, SC died April 15, 2011 at the age of 63. He was **Clarendon County Coroner** from 1984 until 2004, and was the owner and operator of **Stephens Funeral Home & Crematory**. He was a graduate of the *Simmons School of Embalming and Mortuary Science* in Syracuse.

ROBERT B. FACKLER of Messiah Village and formerly of Camp Hill, and Harrisburg, PA died February 18, 2011 at the age of 88. He was a fourth generation funeral director. He retired as the owner and operator of the **Robert B. Fackler Funeral Home** in 1983. He was a graduate of the *Eckles College of Mortuary Science*, and a member of the *National, Pennsylvania and Dauphin County Funeral Directors Associations*.

ROBERT M. "BOBBY" BRUNSON SR., of Richmond, VA died April 20, 2011 at the age of 68. He was the owner and operator of **Brunson Funeral Chapel**, which he founded in 2002. He was a member of the *Virginia Morticians Association*, and the *Richmond Funeral Directors Association*. He graduated from *John Tyler Community College of Mortuary Science* in 1976.



to Salisbury and to his wife's family business, **Summersett Funeral Home**. He served as president of the Board of Directors from 1988 until his health declined recently. He graduated from the *Cincinnati College of Embalming* in 1947. He was a member of the *National Funeral Directors Association*, *North Carolina State Funeral Directors Association*, and the *Select Independent Funeral Homes*. He served as District Director in Districts Number Eight and Twelve of the association.

DONALD MORRIS CARTER of Salisbury, NC died May 2, 2011 at the age of 88. In 1941, he became associated with **Summersett Funeral Home**, serving as an apprentice. He later worked at **Townsend Funeral Home** in Murphy for 8 years. He was a funeral director, embalmer and co-owner of the **Murray-Carter Funeral Home** in Greensboro. Shortly after, he returned

WILLIAM K. "BILLY" RUGGLES of Arkadelphia, AR died April 19, 2011 at the age of 83. He and his wife, Ramona, are former owners of **Murry-Ruggles Funeral Home**, now known as **Ruggles-Wilcox Funeral Home**. He was past president of the *Arkansas Funeral Directors Association*, and member of the *Arkansas Burial Association*. He graduated from *Dallas Institute of Mortuary Science* in 1950.

SAMUEL KEELS BROCKINGTON SR., of Lake City, SC died April 21, 2011 at the age of 85. He founded **Brockington Funeral Home** in 1951, and served the community for over 60 years. The firm is now being handled by his son, Sam, as well as his grandson, Aaron. He was chairman in the *Pee Dee Funeral Directors Association*, and was later elected to the *Board of South Carolina Funeral Directors Association*, serving as its president, and served on the *South Carolina Board of Funeral Service*. He was a member of the *Mortuary Response Team* for the state of South Carolina. He was a graduate of *Temple University* and *Eckles School of Mortuary Science* in Philadelphia.

FRED JACKSON GRADY of Arcadia, FL died May 1, 2011 at the age of 88. He was the owner and operator of the **Robarts-Grady Funeral Home** for more than 30 years. He has been associated with the firm since the age of 13, beginning as a lawn man and eventually working himself up to owner in 1963. He has devoted 75 years of funeral service to the Desoto County community. He graduated from the *Gupton-Jones College of Mortuary Science* in 1948. He was a member of the *Florida Funeral Directors Association*, and the *National Funeral Directors Association*. He was a charter member of the *Florida Pre-Need Burial Association*, and was past member of the *Board of Directors*.

JAMES V STEWART of Akron, OH died April 18, 2011 at the age of 85. He was a licensed funeral director and embalmer for 56 years. In 1963, he founded **Stewart Funeral Home**, later partnering with **Lehman E. Black** and **William Calhoun**. After 10 years, Black left the firm, starting his own funeral home. Afterwards, He and Calhoun took over as sole partners, renaming the firm **Stewart & Calhoun Funeral Home and Cremation Service**. He was a member and past president of the *Summit County Funeral Directors Association*. He graduated from the *University of Cincinnati College of Mortuary Science*.

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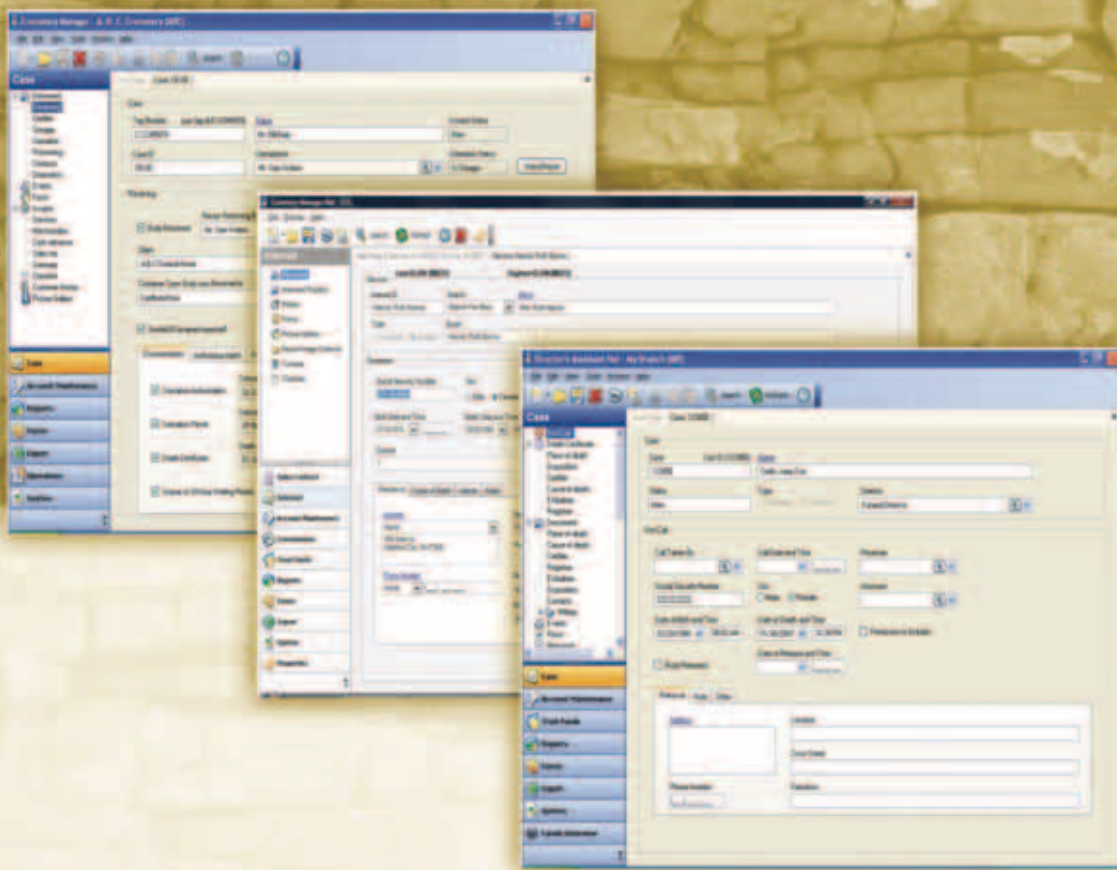
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