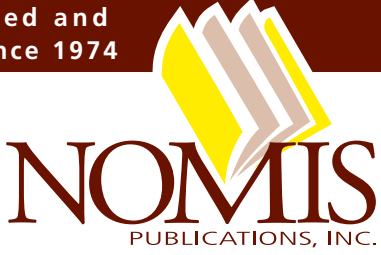


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NEWS

JULY
2009

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"It gives us great pride to honor the many brave men and women who have and continue to so gallantly serve our country."



See "Curlew Hill Memory Gardens holds Memorial Day Services" on Page A26



See "Dignity Memorial Traveling Vietnam Wall 2009 Tour" on Page A12

Kraft-Sussman offering Concierge Funeral Service™



LAS VEGAS, NV— Two women of diverse backgrounds have joined together to open a new funeral home in Las Vegas, **Kraft-Sussman Funeral Services**. **Wendy Kraft** and **Laura Sussman** are first generation funeral directors who want to carve out a niche for funeral care within the southern Nevada community.

Both Kraft and Sussman come to this new venture with strong backgrounds focused on service delivery and customer relations. "We have both been involved as leaders with a variety of nonprofit organizations and have been connected to end of life issues both professionally, personally and as volunteers. We took our years of experience,

CONTINUED ON PAGE A2

Iowa Veteran Cemetery: Honoring those who Served

By Steve Young, Director



The four honor detail teams, representing each military branch, waiting to commence their flag folding and presentation.



A US Air Force member presents a flag to a World War II veteran.

VAN METER, IA— The **Iowa Veterans Cemetery's** early history had a bookmark event on April 24, 2009 when it honored seven veterans in a single service. The veterans' remains were stored in funeral homes unclaimed by family and were located by the Iowa Chapter of the *Missing in American Project*, Veteran Recovery Program. At least one veteran had passed over ten years prior. The seven veterans'

service had covered WWII, Korea and Vietnam.

The mission of the MIA Project is to locate, identify and inter the unclaimed cremated remains of American veterans through the joint efforts of private, state and federal organizations. Unclaimed remains are then provided the full military honors they richly deserve.

CONTINUED ON PAGE A28



The painting, "Amor Honoro Officium Sacrificium" translates to "Love, Honor, Duty, and Sacrifice."

See "Simon to honor Fallen Law Enforcement Officers with new Painting for Police Week" on Page A23



See "Emblematic introduces Firefighter Magnetic Emblem for Mounting on Hearses and Coaches" on Page B2

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SEE PAGE B16 TO ORDER

HAVE YOU SEEN THESE CHILDREN?

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

Family Abduction

ANGELICA MARIE SANTIAGO-RIZO



Date of Birth: 11/28/2007
Date Missing: 5/28/2008
Missing From:
 Pleasantville, New Jersey
Age at Disappearance: 6 Mos
Age Now: 19 Mos
Sex: Female
Race: White/Hispanic
Height: 2'5"
Weight: 30 lbs
Hair: Black
Eyes: Brown

Circumstances: Both photos shown are of Angelica. She may be in the company of her mother, Maria Rizo. They may travel to Nicaragua. Angelica's ears are pierced. She may go by the nickname Nica. Maria may use the nickname Lourdes.

Companion
MARIA RIZO
Date of Birth: 2/11/1977
Age Now: 23 Yrs
Sex: Female
Race: White/Hispanic
Height: 5'4"
Weight: 135 lbs
Hair: Black
Eyes: Hazel

Endangered Runaway

ALEYAH CLICHE PORTER



Date of Birth: 10/23/1991
Date Missing: 10/13/2008
Missing From: Fort Lauderdale, Florida
Age at Disappearance: 16 Yrs
Age Now: 17 Yrs
Sex: Female
Race: Black
Height: 5'4"
Weight: 140 lbs
Hair: Brown
Eyes: Brown

Circumstances: Aleyah was last seen on October 13, 2008.

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

Dyer-Lake Funeral Home Founders receive Award



(L to R) Michael S. Lake, Central Council President Ronald Correia of the Society of St. Vincent de Paul and Timothy R. Nay.

NORTH ATTLEBORO, MA— Michael S. Lake and Timothy R. Nay of the Dyer-Lake Funeral Home and Cremation Services, Village of Attleboro Falls, North Attleboro were recently honored with the prestigious Top Hat Award from the Society of St. Vincent de Paul, Attleboro District Council, Diocese of Fall River, for outstanding Vincentian service by following in the footsteps of the society's founder, Frederick Ozanam by helping those in need and despair.

The recipients are the co-founders of the Dyer-Lake Charitable Foundation that donates generously throughout the year to local church, civic and social organizations.

The award was bestowed on Sunday, May 17, 2009 at the 53rd Annual Ozanam Annual Mass and Awards Brunch held at St. Mark Roman Catholic Church in Attleboro Falls.

Both also served as the guest speakers for the event and discussed the shared mantra and kindred spirits between the two organizations that seek to perform Christian charity work throughout the area.

Nay acknowledged all who "embrace the world in a network of charity" and follow their hearts in the spirit of the Gospel. He encouraged attendees to continue their efforts and each small task would accomplish a greater goal of a better world.



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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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Kraft-Sussman offering Concierge Funeral Service™

Continued from Front Page

as well as our sensitivity to people's needs and worked to develop a new model of funeral care that better fits today's society," shared Sussman.

As part of their Concierge Funeral Service™, they are committed to providing exemplary service to families at need. This may involve meeting with individuals to make arrangements at any location comfortable for them, whether it be a home, office or even a hospital room. Because Kraft and Sussman are operating the business themselves, they have the ability to work with their families throughout the entire process, from start to finish, without the use of outside staff. In addition, to assist the many people who live in Southern Nevada without local family, Kraft-Sussman will help coordinate travel, accommodations and food for extended family and friends who come to attend a funeral or memorial service; all at no additional cost to the families.

"We really believe we can be a positive choice for our colleagues across the country who have the need for a ship-out or cremation in the Southern Nevada area. We extend our personalized service to other funeral directors, working with each call in a professional, timely manner. We know how important it is for a funeral director to get answers quickly and accurately and we are committed to doing so for our colleagues," shared Kraft.

Their facility is different from traditional funeral homes. Armed with the knowledge that funeral homes can be intimidating and uncomfortable for many people, Kraft and Sussman built a full-service funeral home within a business park. The space is very similar to many other professional offices, both in location and decor. In addition, unlike many of the larger funeral homes in Southern Nevada, because they are not tied to any one cemetery, they provide families with all of the local options available and help them choose the one that best meets their needs. According to Sussman, "We strongly believe that our families should have the information they need to make informed choices at a time in their lives when, under other circumstances, they may make an uninformed emotional decision. We are committed to taking the time to educate our families and providing them the freedom to make a decision that they are most comfortable with."

As an environmentally sensitive team, Kraft-Sussman also offers a variety of green options including biodegradable caskets and urns as well as the option of shroud burials.



Wendy Kraft



Laura Sussman

"The bottom line is that we wanted to create an end of life experience that treats individuals and families the way we would want to be treated. After all, who better to take care of you or your loved one than a couple of middle-age mothers?" shared Kraft.

Kraft-Sussman Funeral Services is located at 3975 S. Durango Drive, Suite 104, Las Vegas, NV 89147. You can reach them at (702) 485-6500, info@kraftsussman.com or www.kraftsussman.com.

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SCITUATE, MA— Capt. Brad White, one of New England's most requested charter service Captains for excursion tours along the East Coast, now offers affordable, individualized and personal memorial ash scattering services and full body burials at sea from Maine to Delaware.

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As there is no cost to visit these lighthouses year-round, many families and friends like being able to go to their chosen lighthouse to visit with their loved ones from shore.

CONTINUED ON PAGE A22

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The Gift of Aftercare

By Sherry L. Williams

Don't Let the Rest of the Year Pass You By...

Did you make all kinds of New Year's Resolutions that you haven't yet been able to get your arms around? Did you set some goals and objectives for your business but keep putting them on the back burner? Is there something you really want to do to improve customer relations and your marketing edge? Have you been saying, I'm going to start my family follow-up service, and haven't done the first thing? Well, don't let 2009 pass you by! The year is half over and if you don't put things on the calendar and make plans to do them, you will be in the same old place you are now as you enter 2010.

Procrastination is nothing more than habitual postponement because you aren't sure where to start a project, or feel uncertain about what needs to be done. You just have to start. You'll be amazed at how quickly things fall in place when you just begin.

Take a paper and pencil or sit at your computer and outline what it is that you want to accomplish. List the things you want without getting caught up in the how to's. If you focus on the how's or who will do it, you limit your creativity. You may even want to include your staff in a brainstorming session.

After your list is made, prioritize things in the order you would like to see them accomplished. Once this is done, take the first thing on your list and focus on what information you need to get this project going. If you can involve your staff in the planning and the implementing, they develop ownership in the project and buy in to the ideas and goals. You might even delegate some of the projects to staff members so they feel invested in the project. When this happens you have a better chance of the project being successful.

Now I know you think this takes a lot of time, but if you took one project off your list weekly and work on it, you could move forward quickly. Just get started, particularly when it comes to customer relations and marketing strategies. Good follow-up and family service programs differentiate you from your competition and give you a marketing advantage. You don't have to have the biggest and best aftercare or family care program right away. You just need to be consistent in what you do, do the same thing or offer the same thing to every family you serve. In fact, it is most often better if you start out slowly and work the kinks out of what you are doing before adding the next phase of your program. It can even be something as simple as a timely phone call after the service offering information about support groups in your community. It could be a letter informing the families about what books on grief are available in your local library. It might be sending a series of cards such as; a card at six to seven weeks letting your families know you are thinking of them, then sending a card on the anniversary date of the death. You can even incorporate cards for Mother's Day, Father's Day or Valentine's Day. You can be creative. You might even consider a special remembrance program annually. It can be during

the holidays or at the beginning of spring around Memorial Day. You know things you have in mind, just do them.

Just pick a project and do something – don't just keep the ideas in your head as goals or things you want to do. If you just keep thinking about them, that is all you will ever do. Remember Albert Einstein's famous quote – "If you keep doing the same thing the same way, you will get the same results." Don't waste the last six months of this year and carry over your same goals or projects on the "To do list". You'll just keep rolling them over to the next year. Getting started is half of the battle. So, Get started!

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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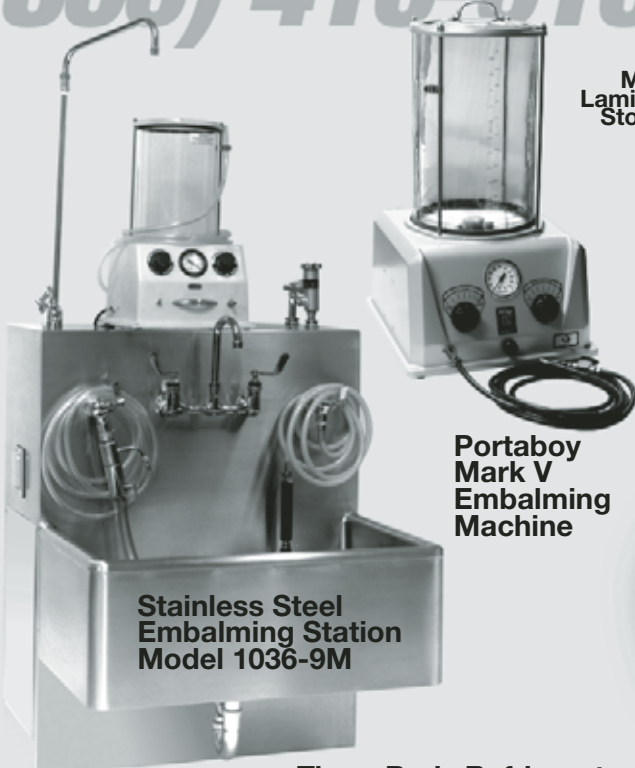
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Funeral Service Inflation Rate announced for 2008

PHOENIX, AZ— Daniel M. Isard, president of **The Foresight Companies, LLC**, a Phoenix based management and financial consulting firm, has announced the updated figures for the rate of indigenous inflation within the funeral profession for 2008. "The past several years of computations have been a quandary for us and because of several factors, we have recomputed the industry inflation rate for the most recent years," Isard said. "We have been watching this matter for more than 20 years and pioneered the very concept of a specific inflation rate for this industry," he added.

Foresight has computed that the inflation rate of the funeral profession, known as Funeral Service Inflation ("FSI") for 2008 was approximately 8.91%. This was the highest rate of inflation for the last 26 years studied. "When you contrast the industry inflation rate of 8.91% versus the CPI for the same period of 3.84%, you can see that this industry has a much higher cost of doing business than the general public can comprehend," Isard stated. Some of the key points which have driven up FSI this year include the increasing costs of caskets, health insurance, gasoline, and petroleum products.

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.

"Inflation in this profession is 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," Dan 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 of this money versus the amount of inflation could represent a problem for the industry as a whole and each individual funeral home," Isard explained.

Some of the other factors driving the cost of inflation include a decreased yield on preneed trust interest and reduced death benefit increases from preneed insurance. These two sources provide payments for about 30% of all funerals.

Furthermore, the increasing choice of cremation rather than burial is a factor in inflation, only because most funeral homes are not yet pricing their cremation services equal to those of burial for identical services rendered.

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 2008 versus 2007 include:

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

Consumer spending on funerals increased by \$165.15 on average over the previous year's average of \$6,199.01, which was 2.74% more, however profit went up \$13.44 over the previous year's profit. That demonstrates that consumer spending went up, but \$369.44 (96.5%) of it went to cover increased overhead.

Consumers purchased caskets which cost on average \$1,041.86 in 2008, which was an increase over the average wholesale casket cost in 2007 of \$1,024.29. This was a wholesale increase of \$17.57, while the average casket price on the wholesale level went up about 8% in 2008 over 2007. This resulted from several factors, the strongest probably due to consumers buying lesser priced merchandise due to reduced discretionary income as measured by the Consumer Confidence Index. Other factors could be a greater emphasis on negotiating prices with the casket manufacturers by some larger funeral homes and the importation of caskets from China to a very small degree.

The average profit of a funeral home was about 6.17% of funeral revenue, which was only slightly increased from the 2007 figure of 6.12%. In 1983, some 25 years ago, the year just prior to the FTC regulations on funeral pricing, the profit was 13.73%. Therefore, long term profit margins in this industry have declined dramatically.

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

1999	4.43%	1.40%
2000	5.89%	3.08%
2001	5.72%	1.14%
2002	5.01%	1.58%
2003	4.12%	1.43%
2004	5.31%	2.75%
2005	2.97%	3.20%
2006	4.79%	2.54%
2007	7.84%	2.75%
2008	8.91%	3.84%



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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Leadership in Funeral Service

This month I have asked Mr. Thomas M. Folkert, Michigan Regional Development Director for The Outlook Group, Inc. to share his thoughts on leadership. I think you will find his insights interesting from someone who daily calls on family owned and operated funeral homes. Please feel free to share your thoughts and comments with him. He would love to hear from you. You can e-mail him at: Tfolkert@theoutlookgroup.com.

As I call on funeral homes, I find that one of the key elements missing in funeral service is the element of effective leadership. Leadership, as defined in Webster's Dictionary, is the office or position of a leader or the capacity to lead.

The leadership of a firm can no longer be passed on from generation to generation without regard to considering the ability of the next generation to lead. I know of a firm whose owner is preparing to name his son manager. The son isn't really employable himself and probably wouldn't be able to find a job in another funeral home, but because his dad and grandfather ran it, there seems to be an entitlement to having the third generation operate the business.

A funeral director once told me that he didn't believe in telling his employees that they had done a great job. He felt that because they received a check

last week, they should not expect any kind of verbal praise.

I heard of a funeral home owner who announced that they would not be having an employee Christmas party. He went on to tell the staff that the owners would be having a dinner at a local fine dining establishment to celebrate their successful year.

In all these instances, there is a void in the leadership of the funeral home.

Leadership reflects a sense of productive urgency to overcome complacency and inspire exceptional service. It demonstrates strategies to help you determine where you want to take your firm and how to communicate that vision to your employees.

How do you inspire your employees? Do you have a plan for your business and are you effectively communicating that plan to your employees? Are you as accountable as your employees are? Who will lead your firm in the future and are they prepared to do so?

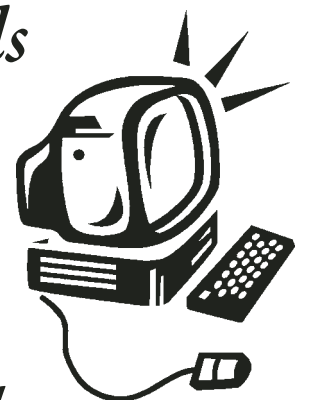
Christopher Kuhnen is Vice President of Marketing for The Outlook Group, Inc., Franklin, Ohio. Mr. Kuhnen has considerable experience in the field of funeral prearrangement planning sales, training and marketing. He provides comprehensive consultation and support to funeral directors nationwide to help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

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

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

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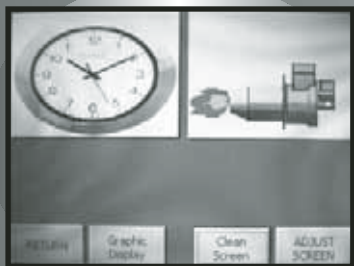
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Cell Phones for Soldiers honors Veterans & Family Memorial Care with Special Recognition

SANIBEL, FL— More than 150,000 troops are serving overseas and are away from their families. *Cell Phones for Soldiers* and **Veterans & Family Memorial Care**, a nationwide network of family owned funeral homes, are calling on all Americans to support these brave men and women by donating used cell phones.

"We're asking Americans to make a small sacrifice of support by donating their used cell phones, providing families with a much-needed connection to their loved ones overseas," says *Brittany Bergquist*, Cell Phones for Soldiers co-founder.

"Cell Phones for Soldiers has honored Veterans & Family Memorial Care with special recognition on their website www.cellphonesforsoldiers.com. VFMC Providers have collected thousands of cell phones which have turned into hundreds of hours of free talk time for our troops overseas" says **Mark Davis**, President/CEO of **ValMark Memorial Group**, parent company of Veterans & Family Memorial Care.

People in communities nationwide can donate their old cell phones to the cause at any one of the over 600 Exclusive VFMC Providers in 44 states and Guam. The goal of the collection drive is to collect 5,000 phones in three months. To find a drop-off location near you visit www.VeteransFuneralHomes.com and go to the Veterans Funeral Home Directory.

"We're proud to show our support for U.S. soldiers, and to work with our Pro-

viders and employees to contribute to a worthy cause like Cell Phones for Soldiers," says Mark Davis.

Cell Phones for Soldiers was founded by teenagers *Robbie* and *Brittany Bergquist* from Norwell, MA, with \$21 of their own money. Since then, the registered 501(c)3 non-profit organization has raised millions of dollars in donations and distributed more than 500,000 prepaid calling cards to soldiers serving overseas.

"We have been overwhelmed by the generous support of thousands of Americans who have helped our troops speak with their loved ones," says the teens' father, *Bob Bergquist*. "However the need for support keeps growing as more soldiers are sent to the Middle East or are asked to serve extended tours of duty."

Through increased fundraising efforts, the Bergquist family hopes to raise more than \$9 million in the next five years to fund new programs, such as providing video phones to allow soldiers abroad to see their families on a regular basis.

The phones are sent to ReCellular, which pays Cell Phones for Soldiers for each donated phone—enough to provide an hour of talk time to soldiers abroad.

Approximately half of the phones ReCellular processes are reconditioned and resold to wholesale companies in over 40 countries around the world. Phones and components that cannot be refurbished are dismantled and recycled to the highest environmental standards.

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For Keep Sakes

By Adrienne Kalmes

Since January of 2007, I have been writing about keepsakes and what they say about human relationships. We've walked through history and seen the attempts of peoples of all ages and places to leave their mark on the world. Likewise, we have seen the efforts of those left behind to remember their loved ones. In this last year, the column necessarily turned to modern funeral directors and their dual task of helping families cope with grief *and* of developing strategies to keep their businesses fiscally sound. Having now researched and written about the topic I am convinced more than ever that keepsakes are critical to both functions. Based on your responses I know that more and more of you have come to that conclusion as well.

At this writing I find myself having less and less time to devote to the research and writing of a monthly column. Meadow Hill now has a presence in all fifty states and six Canadian provinces and my travel schedule leaves little time to explore libraries and study the history from which spring our contemporary keepsakes. The timing works well as *Funeral Home & Cemetery News* has a new columnist in the wings for this space.

In determining what to say in these last two issues, I decided it high time to talk about my own company and how our work with keepsakes is earning for Meadow Hill a small mention in the history of funeral service. Perhaps some aspiring writer decades from now will do research and learn about a product called "Thumbies."

Our company began simply. David Gordon, Meadow Hill's founder and president, received from his mother—an artist—charms of his daughters as they were born. These charms captured their tiny fingerprints and were made with a process long known as lost wax casting. (David wears them to this day, and his girls are in their thirties!) Always the entrepreneur, he started a company that would bring these charms to the marketplace through mail order gift catalogs. The idea worked. What mother or grandmother could resist a beautiful piece of jewelry that captured such a tender moment as the birth of her new child or grandchild?

David hired me just about the time he was outgrowing his home office. While he was focused on new life, I was at the opposite side of the spectrum. I was in my blue period as I like to call it: I had recently lost my mother and was in pursuit of bereavement training so as to better help others in my position.

Soon after joining Meadow Hill, a close friend of mine lost her only child—a high school senior—in a diving accident. The connection between Thumbies and grief hit me like a thunderbolt. Jacob's parents needed something of his to hold on to. What could be better than his touch, forever captured on something both of them could wear. With the help of the local funeral home, we captured the fingerprints of my friend's son and made our first castings for the funeral industry. The pieces turned out beautifully and the reaction of his parents moved all of us to tears. It

was incredibly powerful. They wear their Thumbies to this day.

And thus Meadow Hill began its relationship with the funeral industry, helping funeral directors help the families in their communities. The fall of 1998 we traveled to Boston to attend the NFDA Convention and brought back our first accounts; those nineteen are still with us. How timely that we return to Boston this year with our Thumbies program now part of the keepsake offering in more than 5,600 locations around the country, having served more than 140,000 families, who, in their darkest moments, needed something of their loved ones to hold.

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

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

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

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



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Funeral Service Foundation awards Professional Women's Conference Scholarships

BROOKFIELD, WI— The **Funeral Service Foundation (FSF)** awarded five scholarships to qualified individuals for attendance at the *2009 NFDA Professional Women's Conference*, held April 17-19 in Austin, TX.

2009 recipients included **Sarah Leikness**, funeral director with **Leikness Funeral Home** in Wautoma, WI; **Tammy Miles**, funeral director with **Roseberry's Funeral Home** in Friendship, WI; **Valerie Oliver**, funeral director with **McGuire Funeral Service** in Washington, DC; **Madison Salisbury**, an intern with the McLean Country Coroner and mortuary science student at *Carl Sandburg College* in Bloomington, IL; and **Patricia Trowbridge**, intern at the **Holley Funeral Home** in Canyon, TX and a mortuary science student at *Amarillo College*.

Recipients were recognized by FSF Trustee and Grants



Scholarship Winners (L to R) Tammy Miles, Valerie Oliver, Patricia Trowbridge, Madison Salisbury and Sarah Leikness.

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Committee Chair **Alan Creedy** at an awards luncheon on April 16. Bios of scholarship winners are posted on FSF's Web site, www.funeralservicefoundation.org.

"The Professional Women's Conference is an outstanding opportunity to bring women from all aspects of funeral service together to learn, collaborate, and network together," said FSF Executive Director **Celi Clark Haga**. "Together, these women get the opportunity to address the challenges and opportunities of working in funeral service today, get valuable continuing education, and make valuable and career- and life-long connections with their peers. The Funeral Service Foundation is proud to help make attending this conference possible, and grateful to those sponsors who continue to support this important work."

This year's Funeral Service Foundation Professional Women's Conference schol-

arships were made possible through the generous support of **Messenger, Nomis Publications, The Omega Group, Trigard, and Wilbert Funeral Services, Inc.**, as well as attendees of FSF Fund Day, a pre-conference program that supports both the PWC scholarships and the FSF Women's Fund.

Applications for scholarships to attend the 2010 NFDA Professional Women's Conference in Savannah, GA will be available from FSF in January, 2010.

The Funeral Service Foundation, through grants, scholarships and research initiatives, supports career and professional development in funeral service, the advancement of funeral service and allied professions, public awareness and education, and the improvement of children's lives. For more information, visit www.funeralservicefoundation.org.



Legal Speak

By Atty. Harvey I. Lapin

What Was He Thinking?

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

Recently, the Ohio Court of Appeals affirmed a decision of a trial court that the author believes falls within this area. The case involved a situation that seems to occur more often in the industry than it should. The Court of Appeals case is titled *Winkle v. Zettler Funeral Homes, Inc. et al* and the decision can be found at 20091 Ohio 1724, 2009 WL 975752 (2009).

According to the Court the following occurred:

On April 27, 2007, Deborah Reed died as a result of a house fire. Her remains were transported to the Butler County Coroner's Office. After an autopsy, her remains were placed in the morgue cooler by a long-term employee. On April 28, 2007, Paula Webb died of a drug overdose. After an autopsy her remains were placed in the same cooler by the same employee. Reed's relatives applied to the City of Hamilton, Ohio for an indigent burial and after it was approved they contacted Zettler for a casket and transport of her remains to Greenwood Cemetery.

On May 1, 2007 an employee of the funeral home went to the morgue to pick up Reed's remains. The morgue employee that had placed the bodies of both Reed and Webb in the cooler took a body out of the cooler without checking and the funeral home employee transported the body to the

cemetery where after a short service it was buried. Later that day another morgue employee inquired about the location of Webb's remains and after a little investigation it was determined that Reed's body was still in the cooler and Webb's body was missing. After the situation was discussed with the office administrator at the Coroner's Office, the cemetery was contacted and Webb's body was disinterred, identified and return to the Coroner's Office in the early evening of the same day. Reed's remains were transferred the next day to the cemetery and buried.

Reed's survivors filed suit against the Coroner's Office, various Butler County employees, Zettler Funeral Home, Inc. and Greenwood Cemetery for tortious interference with a dead body, gross negligence, and fraudulent concealment. All of the defendants moved for summary judgment that was granted by the trial court and that decision was appealed to the Appeals Court.

The Appeals Court reviewed the law and the evidence applicable to each class of the defendants and affirmed the trial court's decision. The first class was the Coroner's Office and some of its employees. The Court reviewed the governmental immunity law and determined that while they were negligent, neither the Coroner nor the employees sued had engaged in any activity in "perverse disregard of the risk" as required by the immunity law.

The Appeals Court then reviewed the claim against the funeral home for tortious infliction of emotional distress. The Court noted that while the Plaintiffs had presented evidence they were upset and saddened by their mother's death they were not prevented from engaging in productive work or seeking professional help. The Court also determined that the funeral home was not grossly negligent or that it had a statutory duty to conclusively identify the remains of a deceased person. Accordingly, the trial court's decision was affirmed.

The Appeals Court then reviewed the claims against the cemetery and reached the same conclusion about the lack of evidence concerning the claim for tortious infliction of emotional distress and the gross negligence claim. In addition, the Court denied the fraudulent concealment claim because the cemetery had no statutory obligation to inform them of the disinterment of Webb's remains to whom they were not related. Accordingly, the Court affirmed the decision of the trial court.

Even though the funeral home and the cemetery were successful in this case they really lost a great deal because of the time wasted and the legal expenses incurred. This situation could have been easily avoided if the funeral home employee picking up the body had taken the time to check the identification and not relied on the Coroner's employee.

This column is going to end in a similar way to previous columns on this subject because these statements still apply. When

you make a mistake deal with it then. Do not cover it up, because the situation is usually discovered. Contact a family when necessary. Examine the alternatives before proceeding. Sometimes the cost of a lawsuit or responding to a complaint is more than it costs to deal with a situation even if you feel the consumer is being unreasonable or you are not legally required to do something. Monitor your employees and make sure they understand it is important to deal with problems, not cover them up. Monitor the other members of the industry that you deal with and if you see something that is questionable do something about it. Report it to the authorities or a licensing board and make sure that appropriate action is taken.

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

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

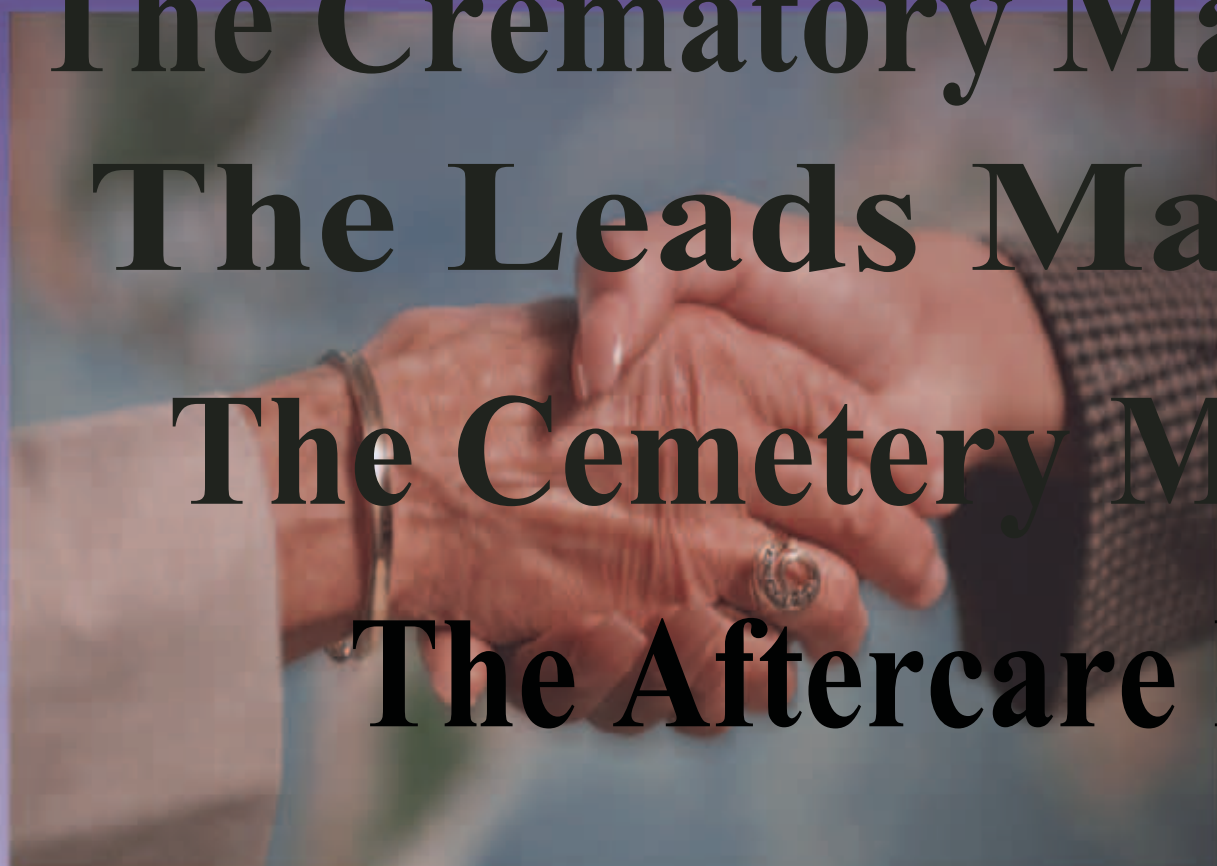
He has written numerous articles on the subject of taxation, funeral and cemetery law.

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

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

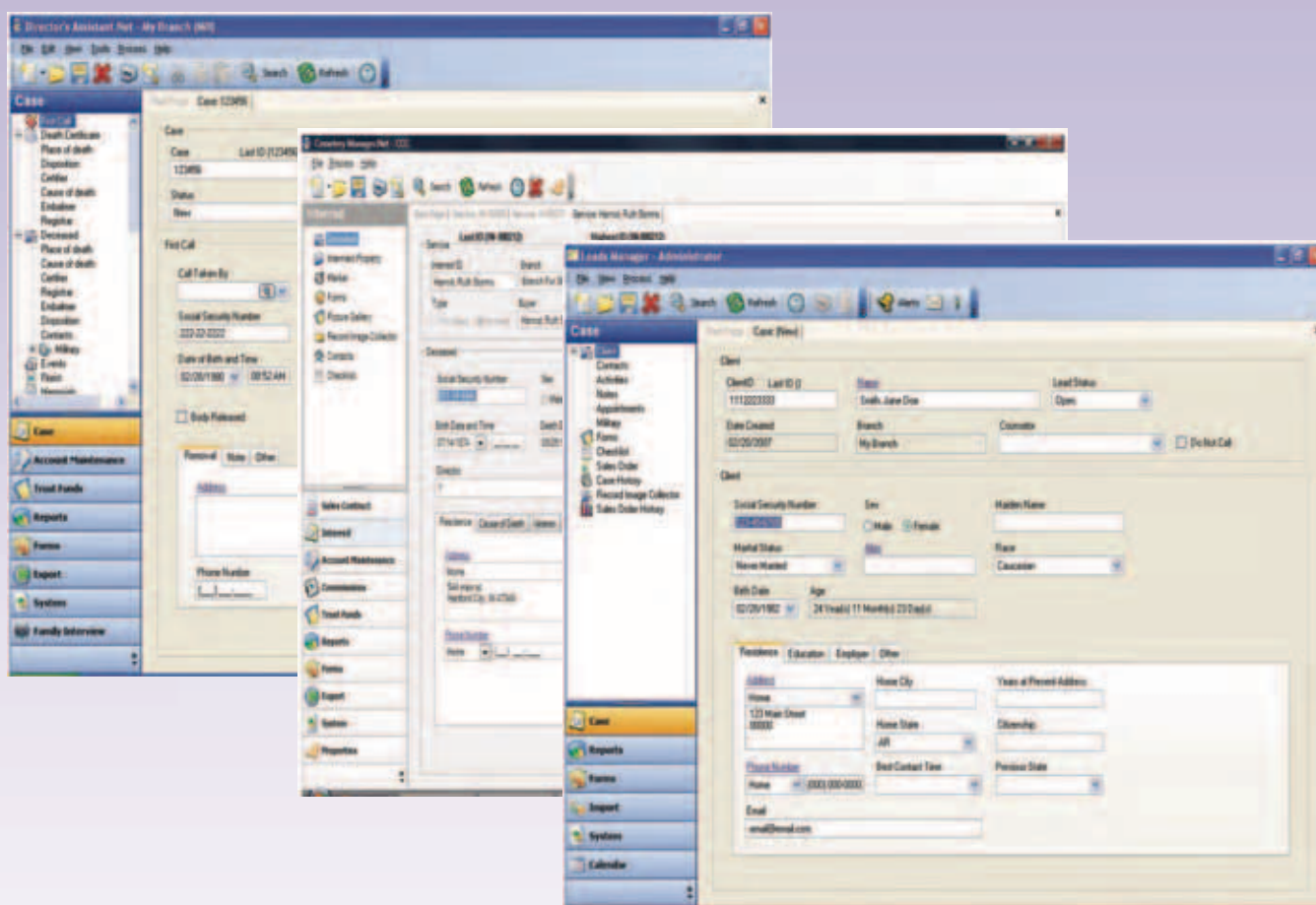
The author also writes more extensive articles on subjects of interest to the industry in a newsletter, the Cemetery and Funeral Service Business and Legal Guide. Subscriptions to the Guide cost \$110 per year for ten issues on different topics. New subscribers are usually eligible for introductory rates.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

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Dignity Memorial Vietnam Wall 2009 Tour

HOUSTON, TX— The Dignity Memorial® network of funeral, cremation and cemetery service providers has announced the 2009 tour schedule of the *Dignity Memorial Vietnam Wall*, a three-quarter-scale traveling replica of the Vietnam Veterans Memorial in Washington, DC.

Free and open to the public 24 hours a day during the exhibit dates, the replica stands eight feet high and 240 feet long. Its black, reflective surface is inscribed with the names of more than 58,000 servicemen and women who died or are missing in Vietnam.

“The Dignity Memorial Vietnam Wall is dedicated to all Americans who served in Vietnam and honors all veterans of the U.S. military,” said **Chris Sasso**, a director with the Dignity Memorial network. “The replica offers visitors a chance for healing and reflections, and we are very pleased to be able to share it with the citizens of these communities,” he said.

The Dignity Memorial network of funeral, cremation and cemetery service providers created the replica in 1990 as a service to those who might never travel to the nation’s capital to experience the original Vietnam Veterans Memorial firsthand. To date, the Dignity Memorial Vietnam Wall has traveled to more than 200 cities across the country and has been visited by millions of Americans.

The Dignity Memorial Vietnam Wall will travel to the following U.S. cities on its 2009 tour:

- Piedmont, OK – July 3-5, Piedmont High School, OK Hwy. 4 and Edmond Road
- Seattle, WA – August 14-16, Acacia Memorial Park, 14951 Bothell Way NE
- Westlake Village, CA – September 4-7, Pierce Brothers Valley Oaks Memorial Park, 5600 Lindero Canyon Road
- Phoenix, AZ – September 18-20, Phoenix Memorial Park, 200 W. Beardsley Road
- Pasadena, TX – September 25-27, Grand View Memorial Park, 8501 Spencer Hwy.
- Brandon, FL – October 30-November 1, Hillsboro Memorial Gardens, 2323 W. Brandon Boulevard
- N. Lauderdale, FL – November 6-8, Bailey Memorial Gardens, 7801 Bailey Road



The Dignity Memorial Traveling Vietnam Wall

- Yonkers, NY – November 13-15, Fleming Field, Prescott Street
- Paoli, PA – November 20-22, Alleva Funeral Home, 1724 E. Lancaster Avenue

Activities and ceremonies planned in conjunction with each exhibition include a motorcade of Vietnam veterans and other riders to escort the replica to its exhibit location, opening and closing ceremonies, and programmatic elements throughout each weekend designed to commemorate and honor the sacrifices of the U.S. servicemen and women who served in the Vietnam War.

“Dignity Memorial providers consider it an honor to serve those who served our country,” Sasso said. “The Dignity Memorial Vietnam Wall is just one of many efforts of the Dignity Memorial network to honor and support our nation’s veterans and active military personnel,” he said. Other initiatives and programs include the Veterans Planning Guide, the Dignity Memorial Homeless Veterans Burial Program, the Dignity Memorial Military Family Careline, educational veterans’ seminars and special pricing and benefits for members of three veterans’ service organizations.

The Dignity Memorial network of more than 1,600 funeral, cremation and cemetery service providers is North America’s most trusted resource for funeral and memorialization services. Dignity Memorial providers offer an unmatched combination of products and locations serving families with care, integrity, respect and service excellence. For more information, visit www.DignityMemorial.com.

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Observations

By Steven Palmer

There is No Place like Home

“I suppose people whose loved ones are missing in action or lost at sea envy the rest of us, for whom death typically leaves a corpse, or in the polite language of funeral directors, “the remains.”

—Max Alexander

“I can tell you right, when old Uncle Duck Crouse died, me and his grandson, we had to lay him out, shave him, and put his clothes on and put him in a coffin. That’s right, laid him right down on the floor in a wagon seat. We got us a tub of water and shaved him. We bobbed his hair and fixed him up the best we could. You couldn’t make ’em look natural like you can now. I don’t want to go over those days at all. Don’t want any part of them,” (The late Davis) Wilson stated.”

Elwin Goolsby, county historian and director of the Grant County (Arkansas) Museum related this story to Melody Moorehouse in her article “Early Funerals”.

Out of this sentiment, the undertaker was born. The furniture/cabinet maker was commissioned to construct a casket, arrange for a horse drawn hearse and carriages, arrange with the cemetery sexton for the grave opening and obtain the black funeral wreath for the house, and on and on.

The desire for a home like building, other than their own, became the next desire of the bereaved family. Thus the funeral parlor now the funeral home was created.

Back to the future brings us families that wish to return to simpler times and to handle their own lost family members.

Max Alexander, former editor and now author, had the unenviable experience of dealing with the deaths of a father and a father-in-law. In an article in the Smithsonian Magazine, Alexander tells his tale of a father-in-law, a left wing journalist dying at home in Maine, under hospice care and his father dying in a hospital in Michigan, seventeen days apart.

Alexander could experience a clear difference between a “home funeral” (his father-in-law) and a funeral home funeral (his father).

Both had been devout Catholics, Alexander states. “One was buried, one was cremated.”

Alexander and his son built the casket for his father-in-law for a total cost of \$90.98.

“When Bob died, on a cold morning in late November, Sarah, her sister Holly and I gently washed his body with warm water and lavender oil as it lay on the portable hospital bed in the living room.

Later that night, with the help of a neighbor, we wrestled the coffin into the living room, filled it with cedar chips from a local pet store and added several freezer packs to keep things cool”.

One observation Alexander had was, “Movies always show bodies getting casually lifted like a 50-lb bag sack of grain, in real life (or death?), it strained four of us to move him.”

“The next night,” Alexander continues, “we held a vigil. Dozens of friends and family trailed through the living room to view Bob, surrounded by candles and flowers. He looked unquestionably dead, but beautiful.”

The disposition continued as this, “But we finally managed to satisfy the bureaucracy {of the town to get a cremation permit} and load Bob’s coffin into the back of my pickup truck for an on time delivery [to the crematory].”

Alexander had to suddenly attend to his own father’s death. His father was a very traditional executive who had preselected the funeral home he wished to have handle his final wishes.

His father died in a hospital and due to a questionable cause of death, underwent an autopsy. Alexander wished to see his father unembalmed, despite the fact that embalming would be done and a casket was to be selected. When the funeral director advised Alexander about the cranial exploration, the son deferred to the scheduled open casket viewing. A casket and burial vault were selected.

“The next day I got to see my dad,” Alexander related, “embalmed and made up, with rosy cheeks and bright lips. Clearly an attempt had been made to replicate his appearance in life, but he looked more like a wax museum figure.”

The American public created the need for the “undertaker.” Now a segment of the population wishes to return to these roots.

Let us, in final care, not lose this responsibility. As the previous generation turned to the funeral director to lead them through the process of death to disposition, we should not lose this sacred honor now because we want to say “no.” Think long and hard about your approach to these families, reach out, let them know that you are here to provide any type of final care that they need.

As we can see two hundred years ago, they can and will do it themselves.

“It occurred to me that if more Americans spent more time with their dead—at least until the next morning—they would come away with a new respect for life, and possibly a larger view of the world.”

—Max Alexander

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

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Bocken Funeral Home purchases an Eagle Coach



HAMMOND, IN— Pictured with his new 2009 Cadillac Eagle Ultimate Elite Funeral Coach is **Jose Corona** of **Bocken Funeral Home**, Hammond, IN. The new coach also included Eagle's Oval Windows and brand new drapery. **Butler Coach** would like to thank the Bocken Funeral Home for the purchase.

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OSHA Compliance

By Gary Finch

*All Hail the
New King of
Preparation Room Exhaust:
Anything Else is
Simply Second Rate*

Tres Hewell Mortuary, located in Seguin, Texas, had a problem. Last year, they built a million dollar facility. It was well accepted by the community from day one. The first year goals were all exceeded. They boasted the newest and nicest facility in the area and are now the premier funeral home in Seguin. All of this was apparent to anyone and everyone.

Behind the scenes, there was a problem. A late decision during the construction period had led to changing the location of the embalming table so that the end was next to an interior wall. This was done to give them room for an eventual second table. They realized a bit late that this was going to compromise ventilation.

While some funeral homes use an overhead exhaust, this avenue was blocked by light fixtures and cabinets. During the first year, embalmer **Bonnie St. Clair** consulted both mortuary and restaurant suppliers for a possible solution. Nothing was to come of it.

Bonnie took it upon herself and consulted the Internet. There, she discovered an exhaust system that is manufactured in Sweden. You can find them as nederman.com. Click on "Products", then on "Applications and Systems", then on "Chemical and Pharmaceutical Industries" and then on "Extraction Arm Nex D". They have a US distributor. I have not talked to him and do not know where he is located. Compliance Plus is not



Ceiling Mount Pivot Exhaust

associated with the product.

The unit shipped to Tres Hewell Mortuary has some special bells and whistles. One of them was a large acrylic vent hood. This allows an embalmer to work on an infectious TB case with their hands below the vent hood, and their head above it. It pivots and shifts and moves like a dental work station.

Since the motor is mounted in the attic, there is virtually no noise. I would compare it to the sound of an air conditioning system on a nice car that is set to low. You really don't notice it. Don't let the quietness lead you to think this is not a strong exhaust. The same system with a mounted suction cup is used to lift mounted automotive windshields out of their mounting and onto a workbench.



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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.



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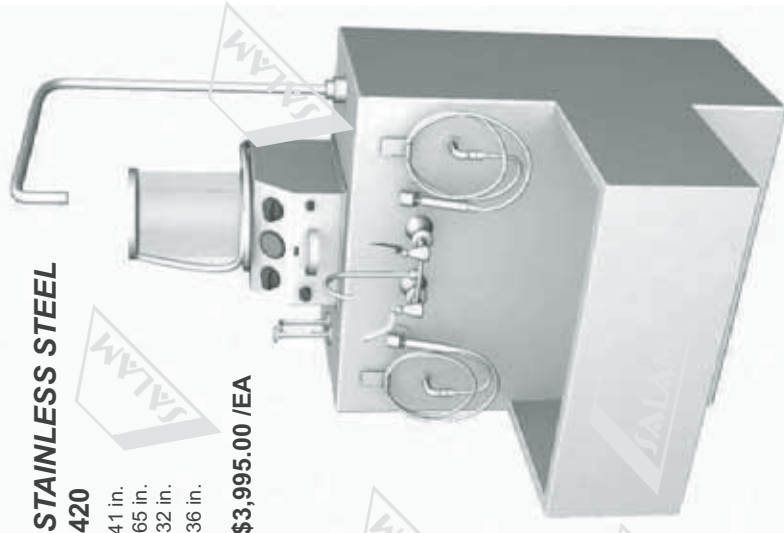
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Kelli Watson Blankenship

VILLA RICA, GA— Jones-Wynn Funeral Home of Villa Rica and Douglasville has announced that Kelli Watson Blankenship of Villa Rica has earned the title of Licensed Funeral Director and Licensed Embalmer for the State of Georgia. Kelli has been a member of the Jones-Wynn Funeral Home Family for more than eight years. Her credentials were achieved through the Mortuary Science Program at Gup-ton-Jones College of Funeral Service, where she graduated in August of 2006 and was a member of the Pi Sigma Eta National Honor Fraternity.

Women of Distinction



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

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



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

June R. Williams
 Stinson Funeral Homes, Detroit, Michigan

"A woman is the full circle. Within her is the power to create, nurture and transform. And always remember don't give up trying to do what you really want to do"

It goes without saying that in funeral service, relationships are everything. We build them as we go along—relationships between funeral director and embalmer, relationships between funeral director and families, relationships between manager and staff. Some are all business and others have a social basis. There are many aspects that build great networks and others that build lifetime relationships. We all know that first impressions can make or break a relationship. Sometimes it's the first 10 or 15 minutes that can be very critical—it lets you know almost immediately if things will work for the right business or personal reasons.



June Williams

June Williams is the type person that you like immediately when you first shake her hand. She lights up a room like a glowing candle. She's sassy with a lot of class and possesses a very contagious smile. She's very confident and knowledgeable and I liked her style the first time I met her. She was a Detroit home girl, so you knew she was down to earth and that we probably knew a lot of the same people, since that was where I was born and raised. She amazed me because we had so much in common, such as the love of funeral service, and a commitment to the educational process for students entering the funeral service profession.

In 1982, June graduated from Wayne State School of Mortuary Science as I was completing my studies at the UK-Kentucky State University in Frankfort, because Wayne State was too close to my Detroit home. She later returned to Wayne State in 1989, where she would receive her Bachelor of Science Degree. After graduation, she served her apprenticeship with the Cantrell Funeral Home, where she received very valuable training that prepared her for a career in funeral service. In 1985, June stepped out on faith and left the Cantrell funeral family to manage a new firm in nearby Mt. Clemens, MI. It was the only black funeral home in the city and she hoped she could help it grow and take the business to the next level.

In 1992, June's career took a different turn and Hospice of Michigan offered this multi-talented female a position as a bereavement counselor. June states, "This was going to be a challenge but it ended up being one of the best experiences of my funeral service career. It gave me a completely different view of funeral service and why planning and families have to be treated with kid gloves. I learned the importance of a self-help program for the terminally ill and the wonderful things they do to prepare a family for the inevitable. The hospice program is a savior for families faced with death. They come in and become a part of the extended family."

The hospice program, as we all know, sets high standards and great training in bereavement and grief. June eventually helped develop a program between Hospice and Wayne State University's Mortuary Program that enabled students to spend time at Hospice as part of their bereavement learning curriculum.

But June Williams had a natural passion for funeral service and missed the funeral home environment and all the wonderful things that go along with it. She left Hospice in 1998 and returned to Cantrell Funeral Home more committed to the profession. Her funeral directing skills were sharpened,

CONTINUED ON PAGE A21

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Tim Conley started **Conley Funeral Trade Service, LLC**, in October 2007, and by month's end was covering funeral homes from Northeast Ohio to Southeast Indiana. His goal was simple: Provide funeral homes the versatility of another staff member, anytime they need one.

Conley Funeral Trade Service provides funeral homes with full or partial coverage including single funerals, embalming, arrangements, as well as weekend or multi-week vacation coverage. Since he holds licenses in both Ohio and Indiana, his Lawrenceburg location is central to both states.

Conley has remained an active full-time professional for more than twenty years. Having started in funeral service in 1973, experience, professionalism and confidentiality are the key factors he takes into any location. He has served full-time at funeral homes ranging from 100 to 400-plus calls annually. He is currently a member of the *Ohio Embalmers Association*, the *Ohio Funer-*

al Directors Association, and Ohio's Mortuary Response Team (OFDA-MRT).

Rich Traunero, of the **Traunero Funeral Home** in Tiffin, OH, stated, "We are very pleased whenever Tim comes to our funeral home. We can leave knowing he is operating our funeral home as we would. We have always had positive feedback from families upon our return and are most comfortable having Tim cover our business in our absence."

Conley began his funeral service career in his home town of East Liverpool, OH, and attended Kent State University and the *Pittsburgh Institute of Mortuary Science*. He and his wife, the former **Judie Fabilli**, of Struthers, OH, moved to the Cincinnati area in 1990. Tim has been continually active in community service, including Kiwanis, and in 1996, helped form the first Aktion Club in the state of Ohio, giving adults with developmental disabilities an opportunity to join their own Kiwanis club.

Conley's experience and community service make him a natural at helping other directors cover their business in their absence, during staff shortages and for at-need services. Conley Funeral Trade Service, which carries full professional liability insurance, can be reached at 513-317-1252, or at theconleys1@comcast.net.

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How We Started

Veterans Funeral Care was started in Clearwater, Florida in 2000 with the sole intention of marketing funeral services to veterans. Our area has many veterans and retired military in addition to two National Cemeteries and two VA Hospitals. Almost immediately we began to get phone calls from veterans around the country asking if there was a funeral home in their area that offered services like ours. We would call funeral homes out of the National Yellow Book and find a "Veterans-friendly" funeral home to help them.

Last year alone, our website produced in excess of 2,000 services for us, including our Licensees and the trade services we hired when we didn't have a provider. Veterans Funeral Care is owned by funeral service consultant Jim Rudolph, President of www.CremationConsulting.com.

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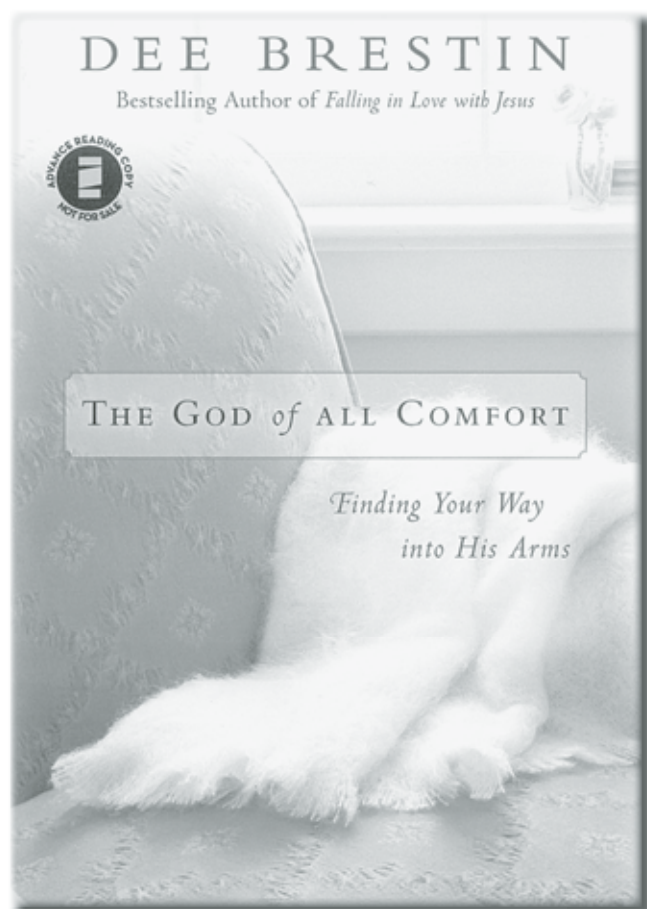
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New Book shares Raw Emotional Journey through the diagnosis and loss of a Loved One



GRAND RAPIDS, MI— In her newest book, *The God of All Comfort: Finding Your Way into His Arms*, published by Zondervan Books, author and speaker **Dee Brestin** shares the details of her late husband's battle with and eventual death from colon cancer. *The God of All Comfort* offers readers a balm of empathy, rest and hope in the midst of suffering and sorrow. Brestin shares her own journey and how she found comfort in the loving arms of God.

Brestin draws on psalms and classic hymns that spoke truth through her searing emotional pain before and after her husband's death. Citing music as the anchor and secret that pulled her through the dark period of mourning, she notes, "grief comes in like waves...I believe that's why God gave us the psalms as music—prayer songs we can sing when other words

are not possible." Exploring the implications hymns can have on our spiritual lives, Brestin uncovers "how deep and wide" Christ's love is and the pain He bore to demonstrate it to us.

Writing as someone who truly understands the questions, anger and seemingly insurmountable grief that accompanies the trials or death of a loved one, Brestin offers honest, sensitive insights to readers who are suffering, as well as to those who are unsure how to bring comfort. She discourages the easy answers frequently offered to the hurting and instead, encourages "sitting shiva" where you mourn with them. "You listen, you respond briefly, you pray briefly and *you don't try to fix it*," Brestin writes.

Dee tells her own story of grief and recovery with stark honesty and undefiled hope. She describes her and her family's innermost thoughts through the past few years, and readers will feel deeply privileged to share a glimpse into such a sacred and raw personal experience. The Brestin family's personal venture through the deep sea of grief will inspire, comfort and challenge readers.

Each chapter concludes with reflections for personal or small group study, as well as a corresponding hymn, making this an excellent book choice for those looking for a beacon of hope in the midst of a very black night.

Dee Brestin is a writer, speaker, and teacher. Her book *The Friendships of Women* has sold over a million copies and will be released this July in a 20th Anniversary Edition. *Falling in Love with Jesus* has sold over 400,000 copies. Dee has written twenty Bible studies, the first of which, *Proverbs and Parables*, has been in print for over thirty years. She is a frequent guest on Moody Radio (Mid-day Connection) and Focus on the Family; and also speaks to many large women's conferences yearly. A graduate of Northwestern University, Dee has studied with Covenant Seminary. She is the mother of five grown children and lives in Wisconsin.

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Anderson McQueen Funeral Home wins Lincoln Heritage Funeral Planning Award

ST. PETERSBURG, FL— Anderson McQueen Funeral and Cremation Centers won the 2009 Lincoln Heritage Funeral Planning Distinguished Partner Award during the organization's annual meeting in Costa Rica last month.

Lincoln Heritage's mission is to partner with leading funeral homes nationwide to help families prearrange their final wishes. This award is given annually to a partner funeral home that exhibits a high level of dedication to their field, while compassionately supporting the many families they serve.

"We receive a lot of feedback from families about the services provided by our funeral homes," said **Craig Vogel**, Executive Vice President, Lincoln Heritage Funeral Planning. "We rarely see as much positive feedback as we do consistently with Anderson McQueen."

Anderson McQueen was recognized for the outstanding level of service they provide to families in their community while working diligently to help more families prepare for one of the most challenging times in their lives. Their commitment to service is also evidenced by the various civic, service and religious-based groups of which they are a part.

Anderson-McQueen is a second-generation funeral home and the only private, on-premise crematory serving the St. Petersburg area. Best known for personalized funerals, Anderson-McQueen offers unique services that may include memorial videos, balloon or butterfly releases, live webcasts, and a Harley-Davidson motorcycle hearse. Pet Passages, cremation services for pets, is a growing area of service. Additional information about Anderson-McQueen Funeral and Cremation Centers can be found online at www.andersonmcqueen.com.

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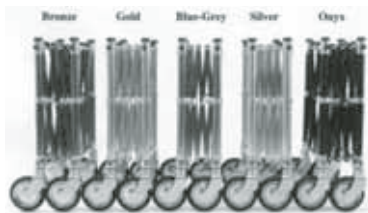
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Survey finds 85% of Families "Not Well Educated" and lack "Credible Referrals" when planning a Funeral

RESTON, VA— In a recent survey, **FuneralResources.com**, the funeral industry's leading family-focused online resource, found that more than 85% of families said they were "not well-educated" on how to plan a funeral, nor did they have any "credible referral sources to turn to" for professional advice or support.

According to **Christopher Hill**, founder of **FuneralResources.com**, "Our research shows there are three main reasons families are searching for information or help with regards to planning a funeral. First, a loved one has recently passed. Second, a loved one has been diagnosed as terminally ill. And third, a family

member wishes to preplan a funeral."

Once a family is faced with any of these three difficult situations, **FuneralResources.com** says the next step for most families planning a funeral is usually searching for answers to the three most common questions, which are; What should I know? Who can I turn to? Where do I start?

Although nobody likes to talk about death or dying, the reality is there are thousands of people every day who are faced with one of the most difficult decisions they can make throughout their lifetime, which is; What next?

To get these answers, more and more families are turning to the internet.

Here are some eye-opening statistics that should make Funeral Directors, Funeral Homes, and Cemeteries adjust their business plans to make sure they include an Internet presence:

- 83% of families today are turning to the Internet when planning a funeral
- There are nearly 200 million funeral-related keyword searches each month on Google
- 87% of people will research a company online before doing business
- 84% of online reviews influence buying decisions
- Last year those ages 50+ accessing the Internet grew by nearly 100%

FuneralResources.com provides families with both the answers they are looking for, as well as easy ways to access the best possible professional help.

How can they accomplish this? First, they have valuable and real-life articles, information, and resources that help families who are planning a funeral to learn, prepare, and become better educated and empowered

Second, if a Funeral Professional chooses to join them as a Member, they have a "Pre-Screened and Qualified"™ process. This exclusive process is designed to ensure that their Members meet specific criteria which will likely increase the confidence families have

determining the credibility of funeral professionals.

And third, they have five different funeral services directories for most of the various funeral services families are searching for when planning a funeral. Each Member listing is equipped with innovative technology that includes important details such as their full contact information, website, services provided, driving directions, send flowers, obituary search, and most importantly, their "Pre-Screened and Qualified"™ Member logo. What this does is offer families the ability to quickly and easily find these "Pre-Screened and Qualified"™ Members and, more importantly, make sure they set themselves apart from the other 20,000 Funeral Homes, Cemeteries, and Crematories.

SCB Selects Funeral Resources

The Senior Citizens Bureau (SCB), the nation's largest non-profit organization for seniors, with nearly 600,000 members, has selected **FuneralResources.com** as the SCB's Exclusive National Partner to create their new Funeral Planning and Support Division. By helping families find the tools, resources, and answers they need, this helps SCB's Members become better equipped and confident regarding the many challenging aspects of funeral planning and preplanning.

LocalAdvisorConnection.com was also selected as SCB's Exclusive National Partner to lead their all new Financial and Retirement Planning Division. This Division will also assist the SCB Members with access to valuable information, education, and Pre-Screened financial professionals. This elite network of financial professionals includes Financial Advisors, Estate Planning Attorneys, CPAs, and Insurance Specialists, covering the areas that matter most to seniors in creating the ideal retirement.

For additional information, please contact www.funeralresources.com at (703) 564-1850, or **Christopher P. Hill** at info@funeralresources.com.



Let's Chat

By Kristan Dean

This month I want to chat about fun! How many different ways can you meet people who want you to join them in their activities? Some activities you will love and others will bring you on new adventures.

For the greater part of nine years I have been working with my family and have found it amazing. Think about it! How often do you get to work in a place where the people you work with truly love you, and sometimes at the end of the day, you even like being with them. If you are like us, every day is a great blessing that comes with many unique challenges.

Leading to the question: If you are with your family, like me, or the people you work with almost every day how do you expand your world? The answers are everywhere!

When I was looking to find a hiking group for me and my new pup, Breezy, I stumbled onto the site meetup.com—an amazing place that takes online community to a whole new level, offline. This is a site that gets you off the computer, out meeting people, and doing things.

Want to find people who are getting together to enjoy your favorite activities or would love to help you explore a new interest? Take a look at meetup.com. The site will get you out of the house to: learn a new skill, try a new restaurant, enjoy movies, explore the outdoors, find fellow dog lovers, expand your knowledge, and so much more.

Looking to connect with people and learn something new in a more structured setting? Take a look at your local college and/or adult education center calendar. Here

in Massachusetts the Boston Center For Adult Education offers classes in: Language, Theater, Art, Travel, Cooking, Music, Technology, Business, Wine tasting, poker, and so much more.

Not into taking a structured class? Maybe networking is more your style. A quick look online and you will find numerous opportunities. Want to connect with people in our industry, former colleagues, and/or people you do business with? Linkedin.com may be the site for you. Looking to be more social? Twitter is all the rage, just ask Oprah. Want to connect with some of your friends from high school? Take a tour of classmates.com, mylife.com or maybe you see yourself on facebook.com or myspace.com.

Want to get out from behind the desk and meet fellow professionals? Your local chamber of commerce is a great place to start. Looking to connect on a more social level? See if your area has a Young Professionals Association. Here in Boston we have the Boston Young Professionals Association, a group that brings those of us who are young and young at heart together to: cheer on our local team, try our luck at poker tournaments, help our community through volunteer opportunities, and so much more.

This month take the opportunity to let people get to know you. I look forward to hearing about your adventures. 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.

Harry VanVliet, IV purchases Gilpatric-Murphy Funeral Home



(L to R) Harry VanVliet, IV and James F. Gilpatric

KINGSTON, NY— Harry VanVliet, IV of Ulster Park, a licensed funeral director and associate of the **Joseph V. Leahy Funeral Home, Inc.**, has proudly announced the acquisition of the **Gilpatric-Murphy Funeral Home**. Previous owner **James F. Gilpatric** will remain available to the funeral home as a licensed funeral director.

VanVliet's acquisition of the Gilpatric-Murphy Funeral Home will secure the professionalism, compassion and care established by Mr. Gilpatric when he acquired the firm from his family over 55 years ago. **The Murphy Funeral Home** was founded in 1872 by **John J. Murphy**, Gilpatric's great-grandfather, and has been in continuous operation since that time. Visit their website at: www.gilpatricmurphy.com.

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Women of Distinction: June R. Williams, Stinson Funeral Home, Detroit

Continued from Page A16

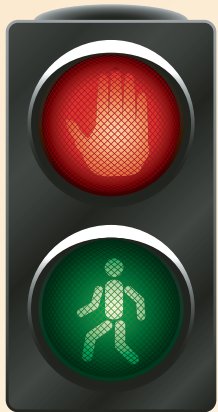
and in 2002 she was offered an opportunity to move to the management level.

The rest is history. June took all of her experience and knowledge to the **Stinson Funeral Homes** of Detroit. Stinson Funeral Home had a rich history in Detroit, as it was founded by a female funeral director, **Suelee Stinson** in 1935. It currently has three locations in the city and June serves as the head of the management team. June loves the funeral service profes-

sion and is honored to be affiliated with this rich history in her great hometown.

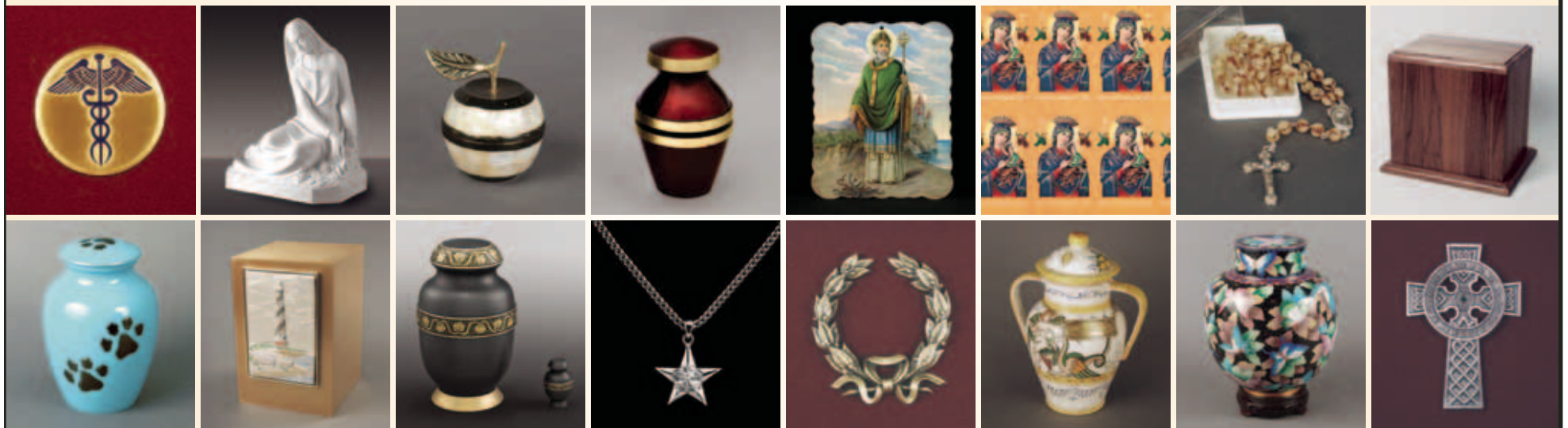
June was honored in 2008 as one of the top 25 females in the industry as a Woman of Distinction Trailblazer. She is affiliated with the **Concord Management Group**, the *National Funeral Directors and Morticians Association* and the *National Funeral Directors Association*. She is the proud mother of two beautiful and gifted children, Aleigha and Wallace, III, and also finds time to

be involved with various civic and community groups throughout the city of Detroit. June is a lady for all seasons. She was the first black female to serve on the Michigan State Board of Funeral Directors and we applaud her relationship with the students and faculty at Wayne State University's Mortuary Science Program. She exemplifies that learning begins with motivation and intention to learn. She uses every experience in life as a learning experience. She is a phenomenal woman. She makes all of us proud!



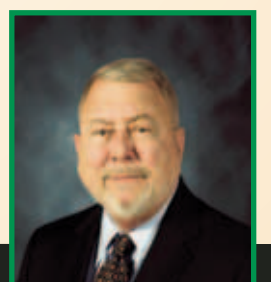
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Turrentine-Jackson-Morrow Funeral Home purchases Fleet of Lincoln Federal Vehicles

McKINNEY, TX— Southwest Professional Vehicles is proud to announce the sale of seven new Lincoln Federal vehicles to long-time client Turrentine-Jackson-Morrow Funeral Home.

The family-owned funeral home based in McKinney, TX recently purchased four Lincoln 120 five-door limousines and three Lincoln Stratford hearses, all built with a commitment to quality and safety by Federal Coach, LLC. According to Federal’s Vice President of Marketing, Randy Garner, “Turrentine-Jackson-Morrow has been a reliable, supportive, long-time client and we appreciate their loyalty.”

Southwest Professional Vehicles has built a reputation for offering the highest level of service and support before and after the sale. This



(L to R) Scott and Bill Turrentine, Jerry Altom, Vice President of Southwest Professional Vehicles, Inc. and Randy Garner, VP of Sales and Marketing for Federal Coach, LLC.

dedication to quality and service has made Southwest the country’s leading professional vehicle dealer for over four decades. The relationship between Federal

Coach, LLC and Southwest Professional Vehicles, Inc. ensures that quality products and excellent customer service are available to any funeral home, regardless of their location.

For more information on

Lincoln 120 five-door limousines and Lincoln Stratford Hearses, please visit www.federalcoach.com and www.spvinc.com. For more information on Turrentine-Jackson-Morrow, visit www.turrentinejacksonmorrow.com.

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New England Burials At Sea offers Scattering and Sea Burial Services

Continued from Page A4



Burials At Sea may be attended by up to six people plus crew and parties of up to 35 people can be accommodated with sister ships from Sebasco, Maine to Delaware. Parties up to 170 people can also be accommodated. The trained crew conducts a dignified and well-thought out memorial service that can be customized to specific needs, wishes, religion or taste. Or, if preferred, a family member or other designated person may conduct all or part of the ceremony.

Ocean friendly wreaths, florals, music, poems, readings, prayers, bag pipers, Taps, doves and other options are available. Sporting enthusiast scattering packages for clients with the love of Boston area sport teams are also available for dual ash scattering events via local airplane and boat in tandem with each other. White also announced that a vintage 1935 38' wooden classic vessel from Maine is now in service and can accommodate up to 24 family members at a time and vessels in Plymouth, MA and Wildwood, New Jersey and Delaware with capacity to 170.

At the close of the service, loved ones receive a commemorative distinguished keepsake burial certificate, indicating the date, time, depth and exact latitude and longitude of the ceremony so that area can be visited at a later date.

CONTINUED ON PAGE A27



Cremation Issues and Answers

By Ronald Salvatore



Start-up of Cremation Equipment

Last month we covered the basics of a cremator installation. After installation, the manufacturer will provide on-site calibration of the cremator and training of crematory personnel. This is an important part of the services manufacturers provide as part of the purchase of cremation equipment. A technician is sent to your location to train crematory personnel in the proper operation and routine maintenance of the cremation equipment. At that time, the technician inspects the installation for compliance with the manufacturer’s requirements, calibrates the burner air/gas settings, and performs other functions to prepare the cremator for operation.

The technician then cremates at least one case with the operators to show them how to run and maintain the equipment. It is a good idea to have two staff members who will be the primary operators present at start-up along with one person from management or ownership.

For the beginner, there is a new vocabulary to learn and a significant amount of information to absorb. It’s difficult to remember everything they are taught, especially operators of lower volume facilities where they may not perform another cremation for some time. Consequently, manufacturers receive many calls from operators regarding normal procedures or occurrences that were covered at time of start-up, but understandably forgotten.

I thought it would be helpful to go over some of the items that are covered at start-up, but commonly forgot-

ten. One of the most common calls to the manufacturer after start-up is for refractory expansion or stress cracks. Like most construction materials, refractories expand at high temperatures. When the cremator is pre-tested at the manufacturing plant, or later at start-up, it is completely normal for cracks to develop. These hairline cracks can develop anywhere, but are most commonly found in the roof. They do not change the structural integrity of the roof as it is supported by specialized refractory hangars. If you are concerned though, take a few digital photos and email them to the manufacturer to review.

Another common question involves the setting of the timer or timers that control the length of a cremation. Unfortunately, there are no universal timer settings for a given case. Every cremator runs a bit differently and no two cremations are alike; cremation is not an exact science and many factors influence how a particular case will cremate. Often the technician adds more time to allow for a slower cremation cycle that is normal with new equipment. Once the cremator has been “broken in,” cremation time will decrease and the operator can make adjustments in the settings. Always remember though to allow more time when cremating large cases or hardwood caskets.

More next month.

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

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

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

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

Simon to honor Fallen Law Enforcement Officers with new Painting for Police Week



COLUMBIANA, OH— Nationally known artist **Ray Simon's** painting entitled "Amor Honoro Officium Sacrificium" was unveiled on Monday, May 11, 2009. Ray Simon along with sponsor **Wilbert Funeral Services** presented a framed, personalized lithograph of this painting to each family to honor their fallen loved one during Police Week which was held in Washington, DC May 13-15.

The painting, "Amor Honoro Officium Sacrificium" translates to "Love, Honor, Duty, and Sacrifice", is a compelling masterpiece dedicated to those who gave their lives in the line of duty to uphold, protect, and defend the laws of this country and its people. "It is an honor to provide a lifetime tribute to the men and woman who have faced adversity, and through their loyalty and strength, have given their lives to protect the freedom we enjoy," said Simon.

The 6'x4' painting will be donated to The National Law Enforcement Memorial and will be displayed at the Welcome Center in Washington, DC.

Through "Amor Honoro Officium Sacrificium" Ray incorporates symbolic elements to express his passion for the subject of his painting—from the Alpha Male Lion and Lioness representing the men and woman of law enforcement to the Memorial wall that honors all the lives that have been given in the line of duty. The bright red rose gently laid across the bronze shield symbolizes the fall-

CONTINUED ON PAGE A31

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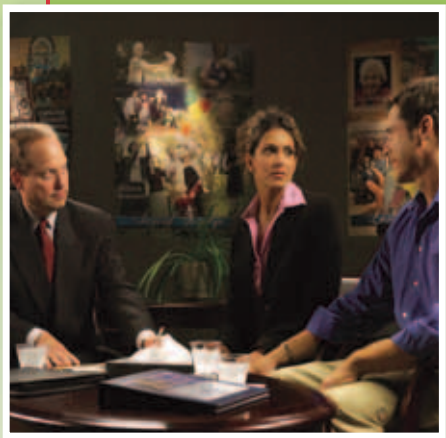
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Michael Rosenthal appointed to the Holocaust and Human Rights Education Center Board of Directors

PLEASANTVILLE, NY— Michael L. Rosenthal, owner and manager of Rosenthal Memorial Chapel, has recently been appointed to *The Holocaust and Human Rights Education Center* (HHREC) Board of Directors. The Purchase-based HHREC is an interfaith, not-for-profit organization serving Westchester, Fairfield and Putnam counties to spread knowledge about the Holocaust and its human rights lessons for today.

Mr. Rosenthal is an expert in Jewish burial customs and traditions, as well as a variety of other funeral-related issues. He manages Rosenthal Memorial Chapel, which he established in 2006 in response to the need for an alter-

native to corporate-owned funeral homes.

"Michael is a wonderful addition to our Board," said Donna Cohen, Executive Director, HHREC. "His dedication to the community supports our mission of confronting hate and teaching tolerance."

Rosenthal, who also sits on the Board of the Men's Club at Westchester Reform Temple and on the Religious Services and Outreach committees, said that serving on the HHREC Board is a natural fit for him.

"We have a challenge in educating the public about tolerance and human rights. I am honored to have been chosen to serve on this prestigious Board and look forward to helping the HHREC make a difference in our community," Rosenthal said.

A graduate of SUNY/Hudson Valley Community College, Mr. Rosenthal holds an Associates of Applied Mortuary Science and lives in Hartsdale, NY. He is a member of



Michael L. Rosenthal

Knights of Pythias, Yorktown Lodge, #859, a fraternal organization dedicated to creating universal peace.

Rosenthal Memorial Chapel, a Westchester County-based private, Jewish-owned and operated funeral home founded in 2006, was established in response to the need for an alternative to corporate-owned funeral homes. Employing a sensitive approach to the individual needs and preferences of families in their time of need, Rosenthal Memorial Chapel serves the Westchester County community with a range of funeral services, including casket selection, advanced planning, and cemetery and clergy coordination.

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provided early final disposition.

During this early period in larger cities like Washington, D.C., the pharmacist practiced methods of preservation in order to transfer remains of foreign diplomats to their homes in foreign countries. It wasn't until the Civil War that the practice of chemical preservation became popular.

In the 1840s bodies were transferred in special doubled tiered coffins from California using ice as the preservative. The service was prepaid and when the ice melted the body would decompose. The coffin would then be emptied along the railroad sidings and the remains left to rot.

Compound based arterial fluids did not come into play until the 1890s (mercuric chloride, arsenic, mercury and zinc). Creation of the first permanent mortuary school in the United States was the College of Embalming in New York City which taught the use of specialized compounded preservatives for preservation of the dead human remains for the funeralization purpose.

Prelude Forty-Seven will deal with the various approaches and concepts of the Art and Science of Embalming leading to containment preservation.

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



Prelude to the Science of Final Disposition (Part 47)

By John A. Chew

Part of the life/death cycle involves a certain amount of vanity which seems to follow individuals into death. We prepare the dead human remains as closely as possible to the natural state so as to create a memory picture.

Temporary retention of the body for the family in a natural state is paramount to the re-adjustment of the bereaved in order to enter into the mainstream of the family unit. Visualization of the body is a part of the healing process.

Throughout history man has cared for the final disposal of the dead in a variety of ways to meet sociological and psychological needs. The preservation process evolved over the centuries as did the many rituals of the church as it became a major player in the funeralization process.

The cleaning of the body by family members following a death was an initial step in order to have a wake. The deceased was dressed in his or her best clothes and positioned in bed or on a reclining couch.

The body was then placed in a coffin and transferred to a church for a service and buried in the family graveyard. It was common place not to chemically treat the body. Early records indicated that the early embalmers were barbers who practiced cavity treatment. Furniture makers were the undertakers and

Zarzycki Manor Chapels, Ltd. presents Annual Scholarships

CHICAGO, IL— Zarzycki Manor Chapels, Ltd. is proud to announce the recipients of their annual educational scholarships awarded at St. Bruno School and Willow Springs School. The funeral home has been presenting the scholarships since June of 1989 and this is the first year at Willow Springs School. Each scholarship is in the amount of \$100 and is awarded to the top two scholastic average graduates at each school. The scholarship is intended to benefit students in their initial year of high school. The two Willow Springs recipients of this award were Alexandra Baczynski and Thomas Jareczek. The two recipients of this award at St. Bruno were Eileen Rivera and Venancio Roldan.

In addition to these honors, additional scholarships were awarded to female graduates. The Agnes Zarzycki Achievement Award is in honor of the foundress of the family owned and operated business 94 years ago. In 1915, Agnes Zarzycki showed

great courage, strength, leadership and independence within her community. Claudia Beczarski of Willow Springs and Christina Gonzalez of St. Bruno each received a \$100 scholarship, for showing these qualities and more.

"We believe that the future lies with the success of our young people," said owner Claudette Zarzycki. "We believe that excellence in our schools is a direct reflection of excellence in leadership and that is why we continue to award our scholarships: an honor designed to identify, recognize, reward and encourage students."

Zarzycki Manor Chapels, Ltd. also awarded scholarships at St. Richard School.

Zarzycki Manor Chapels, Ltd. is a family owned and operated business since 1915. The business is solely operated by owners Charmaine Zarzycki and her daughters Claudette and Andrea. For more information, please visit their web site at www.ZarzyckiManorChapels.com.

Hanlin Funeral Home purchases Cadillac Coach and Limousine



MILLINGTON, MI— Dale Hanlin, of Hanlin Funeral Home in Millington, MI, takes delivery and receives the keys to his new Cadillac Coach and matching Cadillac Six-Door Limousine from Joe Molina of Royal Coachworks, Inc., St. Louis, MO.

Robin Heppell Serves as Tributes' Funeral Service Technology Advisor



Robin Heppell

BOSTON, MA— Funeral Futurist, Robin Heppell, the foremost expert in bringing funeral homes out of the technology dark ages, and Tributes.com, the online resource for local and national obituary news, have entered into a co-marketing and promotional service agreement. Heppell's role is to function as Tributes.com's Funeral Service Technology Advisor helping funeral industry professionals harness the power of technology and the Internet to build their businesses.

Tributes is establishing relationships with funeral professionals across the U.S. to develop a single online national obituary database while helping them enhance their obituary offerings, promote their brands locally and nationally, and develop new revenue streams for their businesses.

"We are highly focused on building online solutions which help our funeral home partners to be successful as we work together to provide families with new and better ways to memorialize a loved one," said John Heald, a funeral director and Tributes VP, Sales and Business Development. Rob is a great addition to help coach funeral directors that are just establishing an Internet presence or evolving more sophisticated web offerings.

As Robin Heppell added, "With the continued rapid shift of information consumption from print to online the death-care industry is ready to embrace an online obituary platform like Tributes.com and ways to

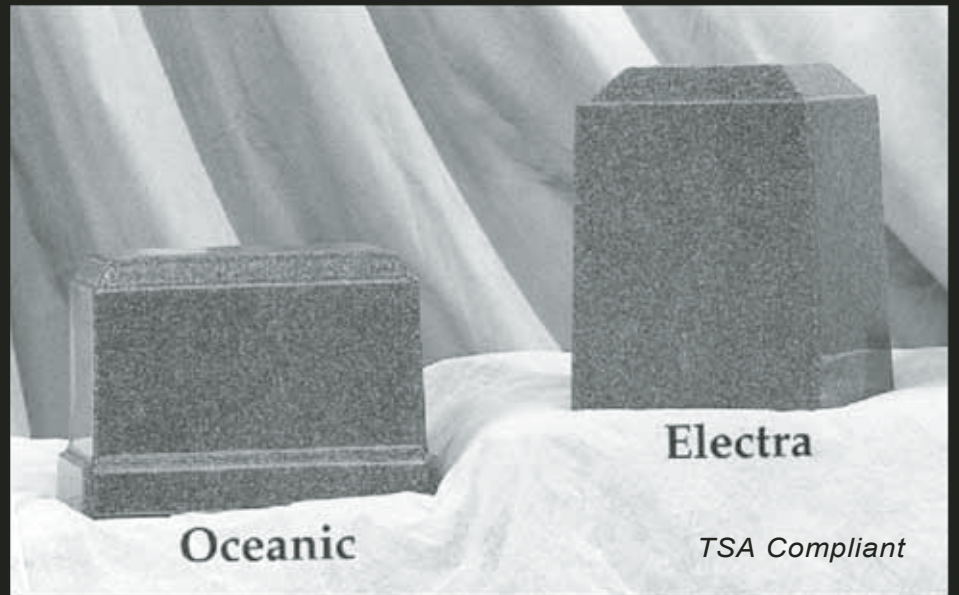
use the web to market their business, offer new products and ultimately to make their services more valuable."

Part of Heppell's coaching includes access to the Tributes.com Interview Series.

Available exclusively on Tributes.com and Heppell's own website, FuneralGurus.com, Heppell delivers a series of interviews with progressive funeral and technology pro-

CONTINUED ON PAGE A26

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Curlew Hill Memory Gardens holds Memorial Day Services



Presentation of Colors at the Memorial Day Services



Curlew Hills Memorial Day Services Event Speakers



A view of the guests at the Memorial Day Services



Keenan Knopke and Congressman Gus Bilirakis

PALM HARBOR, FL— Curlew Hills Memory Gardens of Palm Harbor proudly held its 24th annual Memorial Day Services on Monday, May 25 at 9:30 a.m. The moving observance program took place on a beautifully sunny morning and was attended by approximately 500 guests.

“Our Memorial Day Services are very special to us,” comments Curlew Hills Pres-

ident and CEO **Keenan Knopke**. “It gives us great pride to honor the many brave men and women who have and continue to so gallantly serve our country. We assembled some of the most respected community and religious leaders for this wonderful event.”

Special guest speakers this year included Congressman Gus Bilirakis; Colonel Jer-

ry Custin, USAF, Ret; LTC Richard Vargus, United States Army, Pastor Danny MacDonald of North Bay Community Church and The Very Rev. Canon Richard C. Doscher, Sr. of St. Alfred’s Episcopal Church

As tradition, the local Boy Scout and Girl Scout troops placed the flags on veterans’ graves prior to the event. This is an annual ritual of Curlew Hills’ Memorial Day services and helps the Scout troops achieve merit badges.

Established in 1979, Curlew Hills Memory Gardens is an independent, family-owned funeral home and cemetery. With a 6,500+ square foot funeral home and a pristine 30-acre cemetery, the company provides comprehensive funeral, cremation and burial services to families of Pinellas, Pasco and Western Hillsborough counties. For more information visit www.CurlewHills.com.

Heppell is Tributes’ Technology Advisor

Continued from Page A25

professionals who share their experiences and ideas about new and different ways to leverage technology within the funeral industry.

Heppell and Tributes.com expect to continue to evolve their relationship across a number of different areas focused on helping funeral directors maximize the value of their websites and use of technology including “Ask the Expert” interactive sessions on Tributes.com, audio seminars and a quarterly newsletter.

As part of the Tributes.com Interview Series, Heppell talks with **Buddy Phaneuf** about newspaper obituaries and online obits. View the interview at <http://www.funeralgurus.com/tag/tributescom/>

Robin Heppell (**Heppell Media Corporation**) created his first funeral home website over 10 years ago and has consulted on leading funeral home websites in 31 States and 7 Provinces. He has consulted and presented to funeral professionals on the topics of funeral home websites, the importance of online obituaries, Internet marketing, and funeral-related technologies and trends. Over 20 years of experience in the funeral industry has brought him to owning and operating a successful business planning and consulting company. His own websites include www.FuneralFuturist.com and www.FuneralGurus.com.

Tributes.com is the online resource for current local and national obituary news, lasting personal tributes and online community providing support during times of loss and grieving. Through one centralized national web destination, with over 85 million current and historical death records dating back to the 1930’s, Tributes has made obituary and online memorial service information easily accessible so people can come together online and offline to remember and share the treasured stories of the important people in their lives who have passed away. Monster.com and Eons.com founder **Jeff Taylor** officially launched Tributes.com in February, 2008. Eons, Inc. and Dow Jones & Company are strategic partners in Tributes, Inc. For more information about Tributes.com, please visit www.tributes.com.

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Bryan-Lee Funeral Home purchases S&S Masterpiece



GARNER, NC— Bryan-Lee Funeral Home in Garner, NC recently took delivery of a 2009 S&S Masterpiece. **Mary** and **Alex Lee** of Bryan-Lee Funeral Home are pictured in front of Accubuilt's corporate headquarters.

New England Burials At Sea Scattering and Sea Burial

Continued from Page A22

Requests can be accommodated within 24-48 hours, depending upon the weather and season. The service may be attended or unattended and viewed from the shore. Photography of the service is also available and White recently announced that a live video feed can be simulcast worldwide to family members that may not be able to attend but who can easily log on line to watch the event.

Captain Brad White has been navigating Massachusetts Bay for more than three decades. One of the most sought after charter captains, White has U.S. Coast Guard certifications in RADAR, GPS, Auxiliary sail, towing, SCUBA, CPR, First Aid and Rescue and Sea Survival. Vessels are equipped with state-of-the-art electronics and safety gear aboard ship includes USCG approved life jackets, flares, life rafts, Satellite locator beacons, Satellite weather and other standard safety equipment.

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WEBCASTING CENTRAL

Iowa Veterans Cemetery Honors Those Who Served

Continued from Front Page

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The cemetery was dedicated on July 3, 2008 and is Iowa's first state owned and operated veterans cemetery constructed under funding by the United States Department of Veterans Affairs State Cemetery Grants Program. An active interment



The crowd of over 1,000 visitors assembled around the shelter during the committal service.

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The Lobby of the Veterans Cemetery Administration Building

schedule began four days following the cemetery's dedication. An estimated 275 veterans and eligible dependents are projected to be interred the first year of operation.

The cemetery is located ten miles west of Des Moines, IA just off of Interstate 80. The property covers 100 acres of rolling countryside. Phase 1 accommodates up to 24,000 burials. The cemetery can eventually become the fi-

CONTINUED ON PAGE A29

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Iowa Veteran Cemetery—Honoring Those Who Served

Continued from Page A28



The committal service shelter with the administration building in the background.



The entrance to Iowa Veteran Cemetery with the Avenue of Flags in the background.

nal resting place for up to 80,000 veterans and their eligible dependents.

An estimated 600 plus motorcycles escorted the remains 75 miles from the **Bybee and Davis Funeral Home** located in Knoxville, IA to the cemetery. All along the escort route young and old alike lined the road in small Iowa towns to greet the procession. Flags waved and hearts were crossed as the escort passed.

Once inside the cemetery grounds, over 1,000 visitors witnessed a moving escort of the remains by the honor detail from four military services to the committal service shelter. Bagpipers and a drum corps led the procession. A civil war re-enactment group fired their cannon cueing the service to begin.

Following several brief speeches, including a statement read on behalf of Iowa's Governor Chet Culver, and committal prayers, four

flags were ceremonially unfurled, refolded and presented to four older veterans representing the Army, Marines, Navy and Air Force—the military services the seven veterans represented. All four veterans accepted the flag with a salute and later donated them back to the cemetery to be flown on the Avenue of Flags lining the entrance.

The cemetery's director, **Steve Young**, himself a retired Air Force veteran, stated, "This service will be a significant bookmark in the cemetery's history. I will be forever touched by the out showing of respect and honor bestowed on these veterans."

To learn more about the Iowa Veterans Cemetery go to www.iowava.org/vet-cemetery.



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New Providers join Veterans Funeral Care's rapidly expanding Network

CLEARWATER, FL— Veterans Funeral Care is proud to announce that the following have joined its ever-growing network of providers: **Care Cremation & Funeral Services**, Lexington KY; **Eternity Services Inc.**, Jacksonville, FL; **Hite Funeral Home**, Kendallville IN; **Roth-Lindsey & Smith Funeral Home**, Paducah KY; **Hudson Memorial Chapel**, Delray Beach FL; **Kyker Funeral Home**, Sweetwater TN; and **Moore-Cortner Funeral Home**, Winchester TN.

As members of Veterans Funeral Care, these funeral homes will offer value packaged cremation and burial services to veterans and their spouses.

Established in Clearwater, Florida in 2000, Veterans Funeral Care currently consists of 100 providers throughout 39 states—and that number continues to grow. The network's mission is to help funeral providers grow their business by offering veterans specialized

funeral services at a reduced cost. They are also endorsed by The American Legion of Indiana which is their National Headquarters.

Veterans Funeral Care started off as just one funeral home in Clearwater. "Our area has many veterans and retired military in addition to two National Cemeteries and two VA Hospitals," says **Jim Rudolph**, Veterans Funeral Care's President. "Almost immediately after we opened our Clearwater location, we began to get phone calls from Veterans around the country asking if there was a funeral home in their area that offered services like ours."

Seeing there was a need to advocate for more Vet-

eran-friendly funeral services throughout the country, Veterans Funeral Care decided to expand its network. Today, the network continues to grow at a rapid pace.

Funeral providers benefit enormously from becoming Veterans Funeral Care licensees. Once they join this prominent network, funeral homes typically enjoy an increase in local veteran interest and a boost in sales.

One feature that makes Veterans Funeral Care unique is that network providers strongly encourage families to choose a Veterans Cemetery. All veterans, their spouses and dependent children are entitled to free burial at any Na-

tional Cemetery, including concrete graveliners, perpetual care and an upright or flat grave marker.

Veterans Funeral Care also offers a caregiver referral plan and a church funeral plan. These comprehensive funeral packages include a high-quality casket, professional funeral director and staff services, visitation, a church or graveside service and a funeral coach with costs ranging from 20% to 30% less than traditional funeral packages.

To find out how you can become an exclusive Veterans Funeral Care licensee, contact: Russ Cable at 1-800-467-7850 or visit www.VeteransFuneralCare.com.



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Graves Funeral Home purchases Coaches and Limousines



NORFOLK, VA— Federal Coach 24e Six Door Limousines and Oval Window Funeral Coaches were delivered to **Graves Funeral Home** in Norfolk on April 7, 2009. Pictured, left to right, are **Ms. Lorraine Graves, Mr. Jason Graves, Mr. and Mrs.**

Tommy Graves, Sr., Mr. Tommy Graves, Jr. and Mr. Tommy Graves, III, representing three generations of the family owned and operated Graves Funeral Home. Delivery was made by **Bill McKeithan of Crain Sales, Mt. Gilead, NC.**




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The copy and the photo were not retouched. Jim actually floated in the pool!

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Marks Mortuary receives keys for their new Cadillac Coach



WOOD RIVER, IL— Marty Marks of Marks Mortuary in Wood River, receives the keys of his Cadillac Coach with Oval Glass Window from Joe Molina, Royal Coachworks, Inc., St. Louis, MO.

Simon to honor Fallen Law Enforcement Officers with new Painting for Police Week

en officer, and the droplet of water on the rose petal is a tear shed by our grateful nation when an officer's life is taken while defending our nation. The stars represent the eternal light that will forever burn in our hearts as a final reminder of the price that was paid for all of us. The stars, even though silent, will never fade, just as their memories will always remain. Although removed from this world, their sacrifice will long re-

main a part of our lives. Their watchful presence will continue to protect us each hour of each day. Silence will never dissolve their memory.

Ray Simon is nationally known for his Tribute Paintings for popular sports figures, and has become famous for his military lithographs that have become treasured heirlooms. In 2003 Ray Simon and Wilbert Funeral Services teamed up to create The Operation Iraqi Freedom Fallen Soldier program

Continued from Page A23

which provides customized military art lithographs to the families of soldiers of U.S. Armed Forces who have paid the ultimate price for freedom. The paintings become a treasure that can be passed down through the generations as a permanent reminder of their loved one's sacrifice. Over 2400 lithographs have been presented since inception. For more information, contact Shellie Patrick at Ray Simon, Inc. 330-482-5819 or visit www.raysimon.com.

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Educational NEWS

EMCC's Mu Chapter of Sigma Phi Sigma Holds Annual Banquet



Jessica Romanowski (Right), in one of her last duties as President, prepares to pass the gavel to incoming President Andrew Dearman.

SCOOBA, MS— Immediate Past President **Jessica L. Romanowski** of Franklin, WI was presented the President's Plaque during the Spring Banquet held on the **East Mississippi Community College** campus on April 24, 2009 for her 2008-2009 tenure as President of the Mu Chapter of Sigma Phi Sigma. During her freshman year, Jessica won the Restorative Art Award and was honored by her classmates by being elected as President of



EMCC Alumni Dexter Ritter (Left) representing the MFD&MA joins Johnnie West at the Sigma Phi Sigma Banquet in recognition of her 2009 scholarship.

the Mu Chapter of Sigma Phi Sigma for the 2008-2009 term. Additionally, Jessica maintained a 3.5 plus GPA in all of her coursework during her enrollment at EMCC and was presented a Merit Award at the banquet activities for her academic achievements. Jessica successfully took the National Board Examination (NBE) and following graduation on May 9, 2009 accepted a position with **Prasser-Klecicka Funeral Home** in Milwaukee where she will serve her Funeral Directing apprenticeship for the state of Wisconsin. One of her last duties as President was to pass the gavel to **Andrew Dearman** as part of the gavel exchange ceremony.

Andrew "Drew" Dearman was installed as President of the Mu Chapter of Sigma Phi Sigma following his elec-



Don Webb (Right) FST Director presents the 2009 Freshman Of The Year Award to Rachel Schultz.

tion by fellow classmates in the Funeral Service Technology program at EMCC. A native of Laurel, MS Drew enrolled at EMCC in the Fall Semester of 2008. He was inducted into the Eta Upsilon Chapter of Phi Theta Kappa and he has successfully campaigned for President of the Mu Chapter of Sigma Phi Sigma. Drew is scheduled to graduate in the Spring of 2010. Currently, Drew is affiliated with the **Robert Barham Family Funeral Home** in Meridian, MS.

Zedrick Fondren of Oxford, MS, a fourth semester sophomore, was nominated as the *Mississippi Funeral Directors & Morticians Association* "Student Of The Year" for 2009 at the Association's Annual Spring Conference in Jackson, MS on March 16, 2009. **Dexter Ritter**, an Alumni of EMCC's Funeral Service Technology program represented MFD&MA as Zedrick was recognized for his accomplishments. Zedrick has completed the Funeral Service program at EMCC in Scooba, has successfully

CONTINUED ON PAGE A33

EMCC Funeral Service Graduates



EMCC Funeral Service Technology 2009 Graduating Class. (L to R) Seated: Amie Sykes, Monica Davis, Ashley Welch, Jessica L. Romanowski and Christi Ewing. Standing: Elliott Newton, Zedrick Fondren, Shayron Carr and Jordan Davis.



Graduating with Special Honors are (L to R) Christi Ewing, Zedrick Fondren, Jessica L. Romanowski, and Elliott Newton.

SCOOBA, MS— Nine Sophomores of the Funeral Service Technology program at **East Mississippi Community College** in Scooba, participated in the commencement exercises on Saturday, May 9, 2009 in the Keyes C. Currie Coliseum located on the Scooba campus.

Participating in the ceremonies were **Shayron Carr** of Houston, MS; **Jordan Davis** of Nettleton, MS; **Monica Davis** of West Point, MS; **Christi Ewing**, graduating with Special Honors, of Fulton, MS; **Zedrick Fondren**, graduating with Special Honors, of Oxford, MS; **Elliott Newton**, graduating with Special Honors, of Columbus, MS; **Jessica L. Romanowski**, graduating with Special Honors, of Franklin, WI; **Amie Sykes** of West Point, MS; and **Ashley Welch** of Stringer, MS.

The Funeral Service Technology program at East Mississippi Community College, located on the Scooba campus is the oldest Mortuary School in the state, having been established

in 1975. Students throughout Mississippi and neighboring states desiring to attend mortuary college choose to enroll in the Funeral Service Technology program at EMCC in part due to the unique Block Class schedule which enables students to attend classes only two days per week for four semesters, thereby allowing them to work full time the remaining five days of the week at a funeral home establishment or other job which can accommodate their class schedule. The program is accredited by the American Board of Funeral Service Education (AB-FSE), and is recognized by the International Conference of Funeral Service Examining Boards (ICFSEB). Additional information about the Funeral Service Technology program can be obtained by contacting **Don Webb** at (662) 476-5100 or **Octavia Dickerson** at (662) 476-5101. Or you can visit www.eastms.edu/career_tech/FuneralServices.php.

EMCC Student Posthumously Awarded

SCOOBA, MS— **Dawn Woods** had spent much of her life helping people. Having served as a nurse and bringing comfort to the sick, she decided she wanted to go one step further in the profession of caring by being able to bring closure to those who had suffered the loss of a loved one.

In August 2008, Dawn enrolled in the Funeral Service Technology program of **East Mississippi Community College** located on the Scooba campus. During her first semester, she excelled, having won the First Place Recognition in the Restorative Art Class where students build a life-like waxed head of a pre-selected subject. Chosen for having constructed the best model, Dawn was scheduled to be presented the "2009 Restorative Art Award" at the FST's Sigma Phi Sigma Spring Banquet in April.

Unexpectedly, Dawn Wood passed away on March 24, 2009. At the invitation of the Funeral Service Program Director **Don Webb**, Dawn's mother, **Mrs. Grace Boles** of Enterprise, MS, and Dawn's daughter, **Lyndzie Warren**, of Meridian, MS attended the Banquet on April 24 and received the award posthumously for Dawn.

On the day prior to Dawn's passing away, she had signed up as a candidate for Treasurer of the Sigma Phi Sigma, the Funeral Service Technology fraternity. Because of her popularity, no other candidates had signed up. Following her death, the Sigma Phi Sigma membership voted to elect Dawn posthumously and to keep the office "vacant" for the year of 2009-2010 in her honor.

Dawn was a native of Wisconsin, but had spent her youth in Quitman, MS. She was the daughter of the late Frank D. Warren. In addition to her mother and daughter, Dawn was survived by a son, James Jordan Woods and by her grandson, Landon Warren.



Andrew Dearman, President of the Mu Chapter of Sigma Phi Sigma presents the "Certificate Of Election" for Dawn Woods to her daughter, Lyndzie Warren and her mother, Grace Boles.



Dawn Woods shown with her First Place Restorative Art Project

Educational NEWS CONTINUED

EMCC's Sigma Phi Sigma Banquet

Continued from Page A32



Thomas Lee, Sr., speaks at EMCC's Sigma Phi Sigma Banquet



Elliot Newton (Right) is congratulated by Octavia Dickerson, FST Science Instructor following his being named as 2009 Student Of The Year.



Don Webb (Right) FST Director presents the 2009 Exemplary Student Award to Kimberly Pierce.

taken the National Board Examination (NBE), and graduated from EMCC on May 9, 2009. He is currently associ-

ated with **Robertson Funeral Home** of Ponototoc, MS. **Johnnie M. West** of Meridian, MS was nominated and

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received the 2009 Scholarship Award from the Mississippi Funeral Directors & Morticians Association. The scholarship is presented annually by the Education Committee of the MFD&MA to a deserving student enrolled in a funeral service technol-

ogy or mortuary science program. A native of Meridian, Johnnie enrolled in the Funeral Service Technology program at EMCC in the Spring, 2008 and is associated with **Bishop's Enterprise Funeral Home** of Meridian. Johnnie

CONTINUED ON PAGE A34

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Educational NEWS CONTINUED

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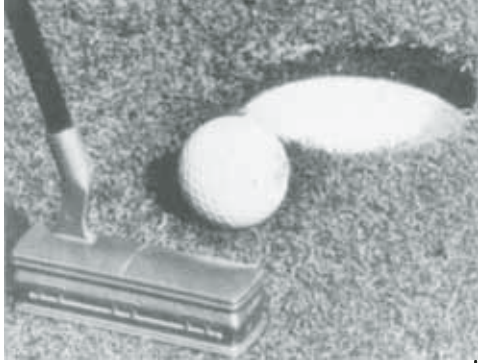


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EMCC Funeral Service Class attends NFDA Convention



SCOOBA, MS— Students enrolled in the Funeral Service Technology Program at **East Mississippi Community College** in Scooba, pose for a group photo with **Dr. Tom Taggart** (third from left, front row) the Director of the Mortuary Science Program

of **Mesa Community College** in Mesa, AZ at the "Central Headquarters" of the 2008 *National Funeral Directors Association* Convention in Orlando. The students were able to attend the Convention by raising their own funds from area funeral homes,

alumni, and supporting friends to finance their trip. They were honored by having Dr. Taggart to meet and speak with them while attending the Convention. Dr. Taggart is a former Director of the Funeral Service Technology program at EMCC.

EMCC's Sigma Phi Sigma Banquet

Continued from Page A33

is scheduled to graduate in Spring, 2010 and will sit for the National Board Examination (NBE). Upon completion of a Funeral Service Residency, she will be eligible for licensure as an Embalmer and Funeral Director by the Mississippi State Board of Funeral Service.

Thomas Lee, Sr., a licensed funeral director and owner and operator of **Lee-Sykes Funeral Home** in Columbus, MS was the guest speaker. Lee, a native of Columbus, had made entry into the funeral profession after having worked for over

20 years in sales with Sears. He purchased the former **Sykes Funeral Home** in 1992 and later purchased a branch chapel of the **Cockrell Funeral Home** in Macon, MS and made it a second location for Lee-Sykes Funeral Home.

He admonished the students to "not give up and don't be scared to fail, because it happens." He left the student with several guiding points. (1) Value the confidentiality and the trust your families have placed in you. (2) Keep customer service the focus at

CONTINUED ON PAGE A35



Have a blast while giving back at the 2009 FSF Golf Classic!

Join your friends, fellow funeral directors and valued clients on one of the best courses in the metro-Boston area for some good-natured competition and great times at the 2009 Funeral Service Foundation Golf Classic. Stow Acres Country Club boasts two of the best championship layouts in New England, and was recognized by *Golf Digest* as one of the top 50 public golf courses in the U.S.

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Educational NEWS CONTINUED

EMCC Mu Chapter Banquet *Continued from Page A34*

all times even if you're having a bad day. "Remember, the family is having a worse day than you are." (3) Have effective communication with your boss. Sit down with him or her on a regular basis to see what you may need to do to help the business be more successful. (4) Keep up with the latest innovations. Drop by other funeral homes to learn how they serve their families so you can serve your families better. In conclusion, he challenged the



EMCC Alumni Dexter Ritter (Left) representing the MFD&MA joins Zedrick Fondren at the Sigma Phi Sigma Banquet in recognition of his Student of the Year nomination.

Life Appreciation Training offers Weekend Intensive Schedule

MIAMI BEACH, FL—The **Life Appreciation Training** Mission is to empower just ten funeral directors at a time with a proven system to consistently create powerful personalized funeral events. Today's funeral events are so dissimilar to what is normally thought of as a "funeral" that they are recognizable only as a moving and unique experience to say goodbye to a friend or loved one. Baby Boomers want creative funeral events. Life Appreciation shows you how to build that market share and watch revenues average twenty five percent higher than traditional funeral revenues.

The intensive Weekend Training begins Friday evening at 7:00 PM for two hours. It continues Saturday at 8:00 AM with breakfast and runs through dinner on Saturday. Sunday begins at 8:00 AM and concludes no later than 3:30 PM. Life Appreciation is currently offering 2-for-1 tuition. This offer ends ten days before the start date of each training session.

Upcoming Dates and locations for 2009 are: Saskatoon, Saskatchewan July 4-5; Kitchener, Ontario July 11-12; Portland, OR July 11-12; Calgary, Alberta July 18-19; San Francisco, CA July 25-26; Santa Fe, NM August 29-30; Vancouver, BC August 22-23; Syracuse, NY September 5-6; Atlanta, GA September 12-13; Chicago, IL September 19-20; and Kansas City, MO September 26-27.

Life Appreciation Training has been praised on four continents as the successful leader in dynamic funeral personalization training since the early 1970s. It will change the way you work with families for the rest of your life. For more information call 305-420-6744, email info@lifeappreciation.com or visit www.lifeappreciation.com

students to take advantage of the educational opportunities that the Funeral Service Technology program at East Mississippi Community College had afforded them. Following his

presentation, Lee was honored by being made an honorary member of the Mu Chapter of Sigma Phi Sigma and was treated to the ceremonial pinning with the FST Crest.

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Educational NEWS CONTINUED

The Ninth District of GFSPA awards Scholarships

ATLANTA, GA— The Ninth District of the **Georgia Funeral Service Practitioners Association** has a history of outstanding commitment to education. Its scholarship program was established to annually provide awards to outstanding mortuary students. The selection is competitive and applicants must be full-time students enrolled in accredited mortuary schools with a minimum 3.0 grade point average.



(L to R) Kelsa Jones, Appolinair D. Miller, Presenter Floyd E. Hurley, Jr., and Walter Files.

At the 41st Annual Awards Banquet in Atlanta in December 2008, scholarship committee member, **Floyd E. Hurley, Jr.**, CFSP presented \$3,500 in scholarship awards to three outstanding academic scholars.

The first scholarship was presented to **Kelsa L. Jones**, a native of Sacramento, CA who earned her Bachelor of Arts degree in Political Science and Public Service from the University of California at Davis. As a result of her superb academic achievements, she became the Valedictorian of the February 2009 graduating class of *Gupton Jones College of Funeral Service*.

Appolinair D. Miller was the second scholarship recipient. He is a native of

Winston-Salem, NC and a graduate of Appalachian State University. He was Salutatorian of the February 2009 Gupton Jones College of Funeral Service graduating class.

The third scholarship was awarded to **Walter Files**, a native of Franklin, VA who holds a Bachelor of Science in Electronic Technology from Virginia State College. He graduated from Gupton Jones College of Funeral Service in February 2009.

David Jones serves as chairperson of the Ninth District of GFSPA, Inc. Other Scholarship Committee members are **Elois Wyche Saucer**, CFSP, Chairperson, **Carol T. Williams**, CFSP and **Carl Williams**.

The Academy at The Outlook Group offers NFDA members savings on Preneed Training

BROOKFIELD, WI— To help **National Funeral Directors Association** (NFDA) members enhance their skills and better serve families who want to plan for funeral service in advance of need, **The Academy** at the **Outlook Group, Inc.**, announced that it will offer an exclusive savings to NFDA members who enroll in their Advance Funeral Planning consultative sales course.

This interactive four-day training course focuses on selling with integrity, teaching effective techniques for working with the new generation of preneed consumers. It will be held in Franklin, OH, July 21-24, 2009, and January 19-22, 2010. The discounted course fee for NFDA members includes tuition, materials, four-nights' lodging at the Hampton Inn & Suites, and daily lunch.

In making the announcement, The Outlook Group, Inc., founder, CEO and President **Charles W. Anderson** said, "Funeral directors now, more than ever, need to separate themselves from their competition and we want to help give them that advantage." Anderson added, "The Outlook Group, Inc.'s, most important goal is to assist in continuous improvement of the preneed services funeral directors currently provide to families, while identifying new and cost-saving approaches for the future."

NFDA member **Julie Kaiser** of **Schoedinger Funeral and Cremation Service** in Columbus, OH, recently attended the Advance Funeral Planning course and

said she's "never attended better and can't say enough wonderful things about The Academy!"

NFDA CEO **Christine Pepper** said: "Gaining more knowledge in the area of preneed is an advantage to all funeral directors. We are pleased to announce that NFDA members have an opportunity to receive such significant savings on exceptional preneed training."

NFDA members interested in information on the savings available for the Advance Funeral Planning course should contact **Te-meika Love** at The Outlook Group, Inc., by calling 800-331-6270.

The Outlook Group, Inc. is a national leader in the preneed sales and marketing field and has earned the trust of funeral directors for more than 24 years. Founded in 1985 by Ohio funeral home owner and industry entrepreneur Charles W. Anderson, The Outlook Group, Inc. has been in the business of consistently and effectively providing funeral home owners unique and creative funeral service solutions to everyday business problems.

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Educational NEWS CONTINUED

FINE Mortuary College Announces Dean's List for the Spring 2009 Term

NORWOOD, MA— FINE Mortuary College, LLC: A Private Two Year College, located at 150 Kerry Place in Norwood, is proud to announce the Dean's List for the Spring 2009 Term.

Lindsey Ballard, Mark Robinson and Andrew Sweeney earned High Honors as full time students. Susan Burke, Brian Folsom, John Gentile, Fred Gifford, Gail Graham, Marguerite Gustafson, Robert Iannotti, Timothy Keefe, Jeffrey Remick, Rob-

ert Stockwell and Dan Thompson all earned Honors as full time students.

Part-time students who made High-Honors are: Katelyn Estes, Amanda Lambert, Amy Lyons, Christine Miller, Maureen Monahan and Linda Plonowski-Bollea. Part-time students who made Honors are: Bethany Antunes, Tara Berriault, Sean Bowen, Autumn Cardello, John Clougherty, Amanda Foss, Jessica Gabriele, Louis Hebelinck, Tammy Hill,

Evan Hlasny, Jacqueline Iacovelli, Kyle Kokosa, Thomas Mayo, Thomas McNamara, Angelo Nardolillo, Jonathan Spagnolo and Joseph Stevens.



FINE congratulates all our FINEst students for their tremendous achievement.

Jacqueline C. Iacovelli (Left) Project Manager, Human Resource Administrator and Apprentice Funeral Director at Dyer-Lake Funeral Home in the Village of Attleboro Falls, North Attleboro, MA is in the process of obtaining her Associate Degree in Applied Science in Funeral Service while still maintaining her current roles and responsibilities at Dyer-Lake Funeral Home. She joined the firm in September 2005 as a data entry specialist and has received several promotions to excel to her current position.

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Matthews announces second annual Pet Loss Business Conference—Opportunity Unleashed

APOPKA, FL— Matthews Cremation (Division of Matthews International Corp), with the support of the Cremation Association of North America and Kates-Boylston Publications is proud to announce their second annual, Pet Loss Business Development Conference — Opportunity Unleashed.

This one-day educational forum, hosted in Chicago, Philadelphia and Orlando, brings together some of the most advanced experts within the pet death care industry. The presenting faculty will share their unique expertise through Funeral, Cemetery, Veterinary and Grief Support networks that focus on building meaningful memorial services that connect with today's pet parent.

This year's conference will feature new faculty members plus pet loss suppliers who will showcase their specialty products and services. The invitation to participate is open to anyone interested in learning more about this dynamic service opportunity. Go to www.matthewscremation.com/pet09 or call 1-800-327-2831 to discover how you can secure your seat(s) for one of the fastest growing service trends within North America.

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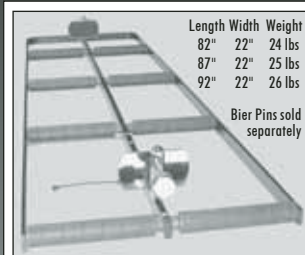
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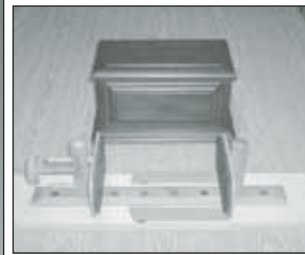
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Educational NEWS CONTINUED

Spring Professional Embalming Seminar held on Long Beach Marina

By Shun Newbern, CFSP



(L to R) Bro. Anthony S. "Ted" Felder, CFSP, Soror Danette M. Moore, National Treasurer, Epsilon Nu Delta, and Glenn Bower, Cypress College, Director of Mortuary Science Program.



Soror LaQuinta Howard, Inglewood Cemetery Mortuary and Bro. Dr. Brian Porteous, West Side Memorial Services - The Porteous Family.

LONG BEACH, CA— The Western Region of **Epsilon Nu Delta Mortuary Fraternity, Inc.** held its annual professional development embalming seminar, at the Seaport Marina Hotel Conference Center, May 8, 2009. The talented Nu Chapter, of Los Angeles has endeavored to reach licensed embalmers, mortuary science students, funeral directors and arrangers who desire to improve their skills.

This spring several members of Nu Chapter shared their experiences and skills with the standing room attendees. Attendees found the insight on proper communication skills with families on common issues with decedents very helpful. One attendee said, "I was once embarrassed and reluctant to explain embalming over the phone, because I am not an embalmer. Now when a family asks, I will feel more comfortable."

Western Region Vice President, **Bro. Kevin Weaver, Anderson-Ragsdale Mortuary, San Diego, CA** explored "How to Get the Job: Connecting the Students to Funeral Service". As the manager of Anderson-Ragsdale, Bro. Kevin explained, "Getting your foot in the door is the most difficult part of landing that first funeral home job. For some the fact that you have no experience is



Attendees at the END Embalming Seminar



Bro. David Sessions



Bro. Kevin Weaver

great to allow the firm to mold you; granted that they have the staff to train you. Then there are the managers who only want persons with experience due to requirements for the position. Two main challenges neophytes face are the increase of more direct service firms and the use of trade embalmers and no full-time embalmer to offer apprentices the needed training." He is licensed in several states as his career transformed over the years. Bro. Kevin remained open to all opportunities as they came, including working in the West Indies. He encouraged both students and apprentice embalmers to follow their passion and be open to various opportunities for employment outside their counties, the state and the country.

"How to Improve Relationships between the Embalmer, Funeral Director and the Family" was the topic for Nu Chapter President, **Bro. Anthony S. "Ted" Felder, CFSP, Spalding Mortuary, Los Angeles, CA.** Needless to say, Bro. Ted's session was the most entertaining and stimulating as he opened his heart on germane issues, the eyes of the attendees became open to new concepts. "We must never forget that everything that we do is for the benefit of the family. When the funeral director and the embalmer fail to communicate needed details, we warp the family's memorable experience. During the arrangement we do hear of the unrealistic expectations. For example, why would you allow a family to leave three dresses, three pairs of undergarments and three wigs and expect the embalmer make the best choice for the family. Arrangers should consider the time element of the prep room staff and make those decisions for the embalmer."

Bro. Ted as well explained the importance of protecting your license and making wise, cautious decisions every day. He is a graduate of *Gupton Jones College of Mortuary Science* and has been with Spalding Mortuary for 29 years. This well rounded seminar speaker is asked by name by nearly half of the families that they serve.

Bro. David Sessions, Sessions Embalming Service and Bishop Mortuary, Lemon Grove, CA delivered a great presentation on "Embalming Procedures – the Complications for Multi-Cultures". The community demographics have changed so quickly near Bishop Mortuary that they don't see traditional church funerals as often. "In my 25 years of embalming, I am seeing more traditions becoming non-traditional. As people as-

CONTINUED ON PAGE A39



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Educational NEWS CONTINUED

Professional Embalming Seminar

Continued from Page A38

similate around the country, particularly in metropolitan areas, they are selecting funeral homes based greatly upon locality and convenience; therefore, it is imperative that each of us recognize the needs of that culture, do what we can to meet those needs, and accommodate that family so they will return for future services." Bro. David prepared a handout that explained various religious and cultural expectations for preparation (domestic and international shipping), casket selection, and body positioning. He is drawn to the more difficult and challenging cases. As a technical speaker, trainer and consultant, his passion to develop new techniques and strategies is never ending.

Epsilon Nu Delta National Chairman, **Bro. Shun Newbern**, CFSP, **Rose Hills Mortuary**, Whittier, CA shared on the overlooked and often misunderstood "Value of Embalming – the Complications and the Rewards".

"We are slowly eliminating ourselves," said Bro. Shun. "The battle has started but few of us are defending our profession as green funerals, self-serve in-home preparations as the media highlights all the knucklehead funeral directors who lack one ethical bone in their body. This profession began when the sum total of what we had to offer was our technical skills. We must continue to



Bro. Shun Newbern, CFSP

educate our embalmers on advance techniques and our support staff (funeral directors and embalmers) on the true value of good embalming. As long as value is a part of good embalming experience – viewable head trauma restored jaundice condition or reduced facial swelling from therapeutic drugs – there will be plenty of embalmings and open casket funerals. Sadly, there are owners and managers who do not believe in the advantages of viewing; this defeats the mission of perpetuating our profession."

He highlighted some basic and more detailed advance techniques on preservation, reducing swelling and leak proof bone/tissue harvest treatments. Bro. Shun is one of the key embalmers with Rose Hills and has been called upon as an expert witness for embalming matters nationwide, in addition to speaking in convention settings.

One of Nu Chapter's newest members, **Bro. Dr. Brian Porteous**, **West Side Memorial Chapel – The Porteous Family**, Taft, CA spoke on "Methods to Improve Cosmetic Applications". Wow what a session! "I am more than an embalmer, I am a restorative artist." proclaimed Bro. Brian. "We must take out the time to properly embalm loved ones and use correct cosmetic techniques to achieve the colors that compliment the decedent. As a reminder: red conceals green, yellow conceals purple and orange conceals blue. Please remember to accent your work with attending the details, such as cotton behind the earlobes after embalming, replacing missing eyelashes, eyebrows, fingernails and buttons on clothing. We have to be like the character from the movie *Jerry Maguire* and aim at quality and not quantity. When possible, we should become an integral part of our family's lives. This is when the value of service returns and families will be more than willing to 'show us the money.'" As a funeral director, embalmer and the owner of West Side Memorial Services, he brought more than 30 years of experience to this great education session. His ability to communicate in an easy and comfortable style made him a very popular speaker for this spring seminar.

"As a student you often feel overwhelmed by seminars and workshops," said one of the *Cypress College* students. "Still, each of the speakers were unique in their delivery and were very open with their experiences and answers to questions. I will continue to come to Epsilon events to rub elbows and to gain more knowledge. What a fun and informative group of embalmers."

The education session represented diverse mortuary representatives from three states, eight California Counties, in addition to students from Cypress College Department of Mortuary Science and staff members of **One Legacy** and **RTI** donor services. Epsilon Nu Delta was most grateful to all the co-sponsors who go beyond the call of duty: **Anderson-Ragsdale Mortuary**, **Nomis Publications**, and **The Dodge Company (George Turner)**.

Special thanks to all the Nu Chapter members from the broad Western Region who traveled to support the professional development seminar and continual education each year. Not an ordinary organization, the support of the membership shows their tremendous commitment to the science of embalming and the service to needy communities. Each event sponsored by this relentless Nu Chapter attracts non-members and first time attendees who leave with valuable knowledge. The spring seminar concluded as Nu Chapter announced the spectacular Fourth Annual Undertakers Scholarship Ball in November 2009. To request additional information on any Nu Chapter events in California you may contact Nu Chapter member Bro. Shun Newbern by email at shun.newbern@laverne.edu.

Georgia Funeral Service Practitioners Association awards Scholarships

SAVANNAH, GA— The **Georgia Funeral Service Practitioners Association** has a history of fostering an atmosphere of professionalism and commitment to education. In an effort to promote its commitment to life-long learning, a scholarship fund was established and annual awards are presented to deserving full-time mortuary students enrolled in accredited mortuary colleges. These students must have at least a 3.0 grade point average. Written essays, interviews, grade point averages and letters of recommendations are evaluated by the scholarship committee to determine recipients.

During the 84th Annual Convention and Exhibition in Savannah, GA in May 2009, \$5,000 in scholarship awards were presented by the Scholarship Chairperson, **Elois Wyche Saucer**, CFSP at the Annual Mortician of the Year Banquet.

The first scholarship was presented to **Cecile D. Rowe**, a native of Los Angeles, CA and an honor student at *Gupton Jones College of Funeral Service* in Decatur, GA where she is a member of Pi Sigma Eta Mortuary Fraternity. She will graduate in August 2009.

The second award was presented to **Iris Vanessa Melton**, a native of Ben Hill



Scholarship Committee and Recipients. (L to R) **Floyd E. Hurley, Jr.**, CFSP, **Renata Boston**, **Iris Melton**, **Cecile Rowe**, **Elois Wyche Saucer**, CFSP, and **Sammie Nelson**.

County, GA. She received her Bachelor and Masters Degrees from Valdosta State College in Valdosta, GA and will graduate in June 2009 from *Ogeechee Technical College* in Statesboro, GA.

Members of the GFSPA are very proud of the outstanding academic achievements of these students and know that

they will be assets to the funeral service profession. **David Hirt** is president of the Georgia Funeral Service Practitioners Association, Inc. The scholarship committee members are **Floyd E. Hurley, Jr.**, CFSP, Co-Chairperson, **Renata Boston**, **Sammie Nelson**, **Willie Mays** and **Carol T. Williams**, CFSP.

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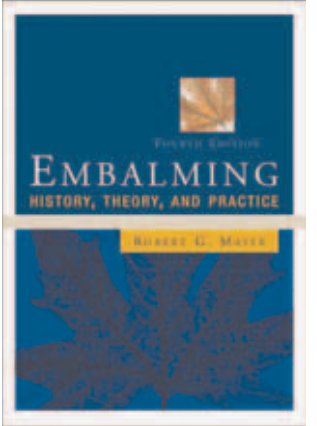
Educational NEWS CONTINUED

"Embalming: History, Theory, and Practice" now available on UndergroundHumor.com

WILTON, CT— UndergroundHumor.com is pleased to announce that *Embalming: History, Theory, and Practice*, by Robert G. Mayer, Adjunct Professor at *Pittsburgh Institute of Mortuary Science*, Pittsburgh, PA, is now available in its bookstore.

There is no other book on the subject that is as complete and up-to-date in its coverage of the art and science of embalming, restorative arts, and mortuary cosmetology for students and practitioners. Known throughout the industry as the authority and complete reference on the history, theory, practice, and technique of embalming, this new Fourth Edition represents a thorough guide to traditional practice as well as new trends.

According to **Ralph L. Klicker, Ph.D.**, President of **Thanos Institute** in New York, "The latest (fourth) edition of *Embalming: History, Theory, and Practice*, written by Robert Mayer and published by McGraw-Hill Medical, is not only an excellent textbook for students, but can also prove a valuable addition to any funeral director's professional library. Reading this book for the first time, or re-reading it after graduation, can prove as worthwhile as attending an advanced embalming seminar.



"My advice to every embalmer is to get a copy of this book and read it with the attitude of "What can I learn if I used an earlier edition of this book in mortuary school?" or "What new information can I discover that will help me improve my present level of embalming knowledge?" When you read Mayer's book, you will probably have a similar experience to me because you will learn a great deal. If your mind is open, you will be amazed at how much more there is to embalming than what you currently know or do, especially if you have fallen into the routine of using the same fluids and techniques for all your cases."

Klicker continues, "One of the differences used to distinguish "technicians" from "professionals" is that the latter possess a greater depth of knowledge about their chosen specialty. Mayer's book can give you that greater depth of embalming knowledge about topics such as pre-embalming analysis; what happens with cells and tissues when they come in contact with pre-injection and arterial fluids; different methods of treating organ and tissue donors; the advantages and disadvantages of different methods of injection and drainage; and embalming for delayed viewing.

"This book also provides a very good section on restorative art. What I like about this section is the step-by-step instructions for performing deep-cavity restorations and treating discoloration of skin conditions, tissue building, treating swelling, and suggestions for the application of cosmetics."

"Also included in *Embalming: History, Theory, and Practice* are brief but interesting chapters on the history of embalming and restorative art. Although these chapters will not improve your embalming, they can prove useful as you prepare a public talk on the history of our profession. Based upon my experience, I have found that the public enjoys talks that include the more interesting aspects of our history," Klicker continued.

"The final chapter offers a compilation of 23 selected readings on different aspects of embalming, in which Mayer brings in professionals other than himself to discuss topics that are relevant and interesting to current practitioners.

"Finally, I wish to mention that I found *Embalming: History, Theory, and Practice* easy to read. Mayer has done an excellent job of using graphs, photos, bullet points, shaded summaries and diagrams to clarify the main points as he explains them," Klicker concluded.

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By Ralph L. Klicker, Ph.D.

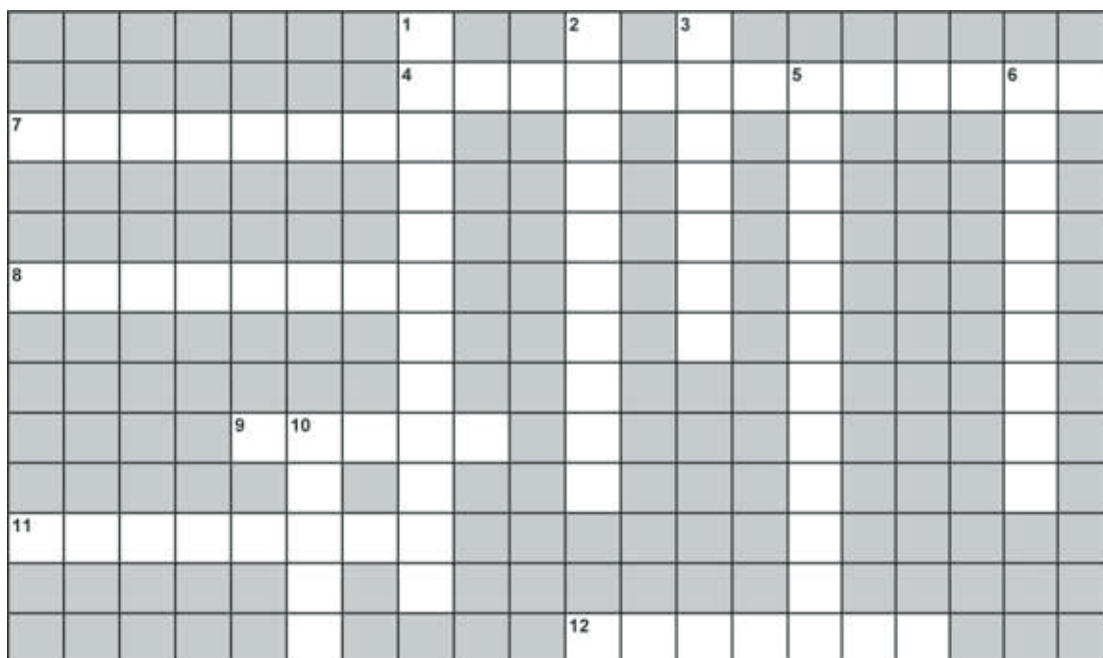


Ralph L. Klicker, Ph.D., has authored the books *A Student Dies*, *A School Mourns...Are You Prepared?* and *Kolie and the Funeral*. He has also written the textbooks *Funeral Directing & Funeral Service Management and Ethics in Funeral Service*, and his newest textbook *Restorative Art & Science*.

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.

ANSWERS ON PAGE A44



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|---------------------------|--------------------------|----------------------|---------------------------------------|
| ACROSS | 9. Allah's religion | DOWN | 5. Redirect emotions to other targets |
| 4. Cash Advance | 11. Funeral pyre | 1. Pallbearer | 6. Funeral rites |
| 7. Orthodox vigil service | 12. Feeling other's pain | 2. Money for service | 10. Hinge cover |
| 8. Reflected lighting | | 3. Mood or feelings | |

Association NEWS

Kavod moves forward Learning and Educating with a Successful Meeting

FAIRFIELD, CT— Kavod - The Independent Jewish Funeral Chapels are proud to announce another successful meeting that moves the organization forward as a consultant on Jewish funeral services. Held in York, PA and sponsored by **Matthews Casket Division**, half of Kavod's membership attended and were treated to a personal tour of the **York Wood Plant** by **Bill Shaffer**, **Lisa Anderson**, and **Ray Hughes**. The membership felt that the tour gave them a better understanding of the construction of a wood casket and more of an appreciation for the product.

Besides the meeting of members, Kavod continued their discussion on the Future of Funeral Service with **Doug Gober** focusing on a family's perception of the funeral director. Also in attendance representing Matthews were **Joseph Bartolacci**, President and CEO, Matthews International, **James Doyle**, Group President, Matthews International, **Jay Diaz**, Seminar Coordinator/Marketing, Matthews Casket Division, **Yves Allard**, Manager of Quality



Control, Matthews Casket Division, and **Richard Adlman**, an Honorary Member of Kavod and "AWC" Market Manager, Matthews Casket Division. Now Kavod has begun their countdown to

their Fall Meeting to be held Wednesday October 28th in Boston as part of the NFDA International Convention and Expo.

Founded in 2002, the *National Independent Jewish Funeral Directors* are providers of Jewish funeral services. We formed this group to create a network of independent family owned Jewish funeral providers to support one another in this changing environment and where many have expressed a need to have an individual service provider who is independent and will facilitate as an advocate for the families that we are all privileged to serve. In 2006, the organization changed its name to KAVOD - The Independent Jewish Funeral Chapels. KAVOD... honor, respect, esteem, strong moral principles, and a source of pride. It is with these ideals that this organization has dedicated itself to having only the highest level of family owned Jewish firms as part of its' organization. The organization became recognized by other national organizations, including the *National Funeral Directors Association*, *Selected Independent Funeral Homes*, the International Conference of Funeral Service Examining Boards, and the *International Order of the Golden Rule*, as consultants for Jewish funerals. Membership to KAVOD is by invitation. For more information about KAVOD, please visit our website at www.kavodjewishfunerals.com.

Allnutt staff participates in SIFH Meeting

FORT COLLINS, CO— **Rick Allnutt**, **Brad Bishop** and **Pat Tessari** were among the many members of **Selected Independent Funeral Homes** attending the association's group meeting in Denver, CO. **Allnutt Funeral Service** has locations in Fort Collins, Greeley, Loveland, and Estes Park, CO and Kimball, NE.

"This meeting focused on creating meaningful, personalized services for bereaved families," said Allnutt. "We gained valuable insight and information by networking with our independent funeral director colleagues and by attending workshop sessions that will help our funeral homes serve the families of our communities with an even higher level of compassion and care."

During the meeting, acclaimed management advisor **B. Joseph Pine II**, author of the best-selling book, *The Experience Economy: Work Is Theatre & Every Business a Stage*, and *Authenticity: What Consumers Really Want*, explained that today's consumers expect authentic and memorable funeral experiences that engage them in a personal way. In a day-long workshop, he showed participants practical, new ideas to implement in their funeral homes.

Meeting participants also participated in a "best practices" exchange in which members shared successful ideas, programs and

strategies that have helped their firms improve in areas such as aftercare, grief support, community outreach, customer service, eco-friendly practices, business management and technology. In addition, a Roundtable discussion session provided an opportunity for members to openly share questions and ideas in developing new approaches for better serving client families and operating successful businesses.

Selected Independent Funeral Homes was founded in 1917 and is the world's oldest and largest association of independently owned funeral homes. Its members represent the "best in class," and the association actively promotes the use of the best practices by its members in providing consumers with the finest care available.

"One of the many ways our members demonstrate commitment to providing quality funeral service is through adherence to the association's Code of Good Funeral Practice," said **Robert J. Paterkiewicz**, Executive Director of Selected Independent Funeral Homes. "They understand the enormous responsibility they have to the families and communities they serve. We are pleased that Allnutt Funeral Service is continuing this long tradition by representing themselves at one of this year's Group Meetings."



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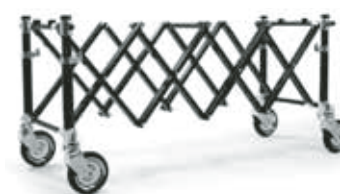
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Association NEWS CONTINUED

South Dakota Funeral Directors Association welcomes Matt Smith

RAPID CITY, SD— On Tuesday, May 12, **Matt Smith of Frigid Fluid Co.** was invited to speak to a group of funeral directors from South Dakota and Nebraska on the topic of Severe Edema and Pleasant Expression creating the “SMILE.” In attendance were **Dwight Edstrom**, *South Dakota Funeral Directors Association* President and **J. Michael Krill**, CFSP, the 2008-2010 NFDA At-Large Representative.

The funeral directors and embalmers received five CE hours with Smith's seminar and learned new techniques for reducing and removing the unsightly condition commonly seen after embalming a body affected with Severe Edema. Also in the presentation, Mr. Smith showed new ways to close the mouth and set the features to give a symmetrical look that includes a slight smile, doing away with



(L to R) President Dwight Edstrom, Frigid Fluid's Matt Smith and J. Michael Krill, CFSP, 2008-2010 NFDA At-Large Representative.

the more common unpleasant “frown.” SDFDA and Mr. Edstrom are quickly moving forward by educating their licensed funeral directors, embalmers and mortuary science students.

Mr. Smith will be traveling to Arizona for the *Arizona Cemetery, Crematory & Funeral Association* State Convention and later to Missouri where *The American Society of Embalmers (ASE)* is hosting a two day seminar with **Vernie R. Fountain**, Restorative Specialist. If you have a question on any topic concerning the seminars or societies please contact Matt Smith and he can guide you in the right direction. Matt can be reached at msmith@frigidfluidco.com or toll free at 866-774-4746.

Newly Formed Association exists to Serve Women in Funeral Service

SAN FRANCISCO, CA— During a recent conversation, **Kim Stacey**, the founder and CEO of the newly-formed **Association of Women Funeral Directors**, shared the origins of her deep commitment to support women in this field.

“It all started when—as a freelance writer—I chose to write Web site copy for funeral home owners which showcases and grows their business.”

“During these past six years I've come to know the challenge faced by professionals of both genders; but I was particularly drawn to the issues presented by the women in the field. As the number of women in funeral service grows, I want to be there to provide the resources they need to create richly-rewarding lives.”

In January of this year, Kim began gathering remarkable strategic partners to help her; people within the fields of self-development and self-care as well as those experts within funeral service - entrepreneurs, web site and software developers, and educational leaders.

Membership is open to both licensed professionals and mortuary college students. “Our goal is to strengthen the presence of women in funeral service. We hope to do that through

building mentoring relationships, hosting online educational events, and promoting women in the field through our Women in Funeral Service Locator,” Kim revealed.

“Those who are looking for a woman to help them care for their loved one can turn to the online listing of AWFD members in their area. For centuries women have provided midwifery services, and many people are just more comfortable with the nurturing ways of women, in times of transition.”

A listing in the Women in Funeral Service Locator is just one of the benefits of membership. Other benefits will be added in response to member requests, but Kim has more than one idea of her own.

“I really believe that every funeral home should have a female director on staff; their energies truly complement those of the male owners and employees. I think it would be wonderful to provide outreach for women professionals, so that they can be easily found and recruited by prospective employers.”

To learn more about the Association of Women Funeral Directors, please visit their Web site at www.wfdconnect.com.

Cremation Arranger Certification Program at ICCFA 2009 Convention

STERLING, VA— The **International Cemetery, Cremation, and Funeral Association**, for the first time, offered its Cremation Arranger Certification program as part of its Annual Convention & Exposition, April 23, 2009, in Las Vegas, NV. Usually available only as a part of the College of Cremation Services at the *ICCFA University* each July, the one-day program was attended by 139 funeral professionals.

Attendees who participated in the program were awarded Cremation Arranger Certification as well as six hours of continuing education credits. Six one-hour educational sessions led by industry leaders provided training on how to arrange and create meaningful tributes and memorialization for cremation families and how to best communicate those options to them.

“I was pleased to see so many cemetery and funeral service professionals attend the program and to hear their positive comments,” said **Julie A. Burn**, CCRÉ, CSE, director of cremation services for the ICCFA. “As more and more families

are choosing cremation for a loved one, it is of vital importance that arrangers have the necessary skills to promote tribute and memorialization.”

Jim Starks, CFuE, CCRÉ, dean of the ICCFAU College of Cremation Services, facilitated the program and urged attendees to continue their education and to obtain their Cremation Operator Certification and Cremation Administrator Certification by attending this year's ICCFA University, July 17-22 at the Mid-South Convention Center and Veranda Hotel in Tunica, MS.

For information on the ICCFAU's College of Cremation Services and all of its six colleges, visit www.iccfa.com.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 7,400 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

OGR Annual Conference strikes a Positive Chord with Attendees



Board of Directors (L to R) Director John M. Kreidler; President Koven L. Brown, CFSP; directors Catharine A. (Cathie) Tattie and Michael S. Lewis; Secretary/Treasurer Jeffrey S. Wages; and directors J. Tyler Pray, Donald I. Green and Cari Spence. Not shown: Kevin Opsahl, president-elect. Photo by Robert Levy Photography

ST. LOUIS, MO— “Learning the Score, Measuring Success” proved a prescient theme for the **International Order of the Golden Rule's (OGR)** recent Annual Conference, held April 22-25, 2009, at the Gaylord Opryland in Nashville, TN. Tailored for the independent-minded funeral home professional, attendees found answers they were seeking at sessions that confronted some of today's most compelling issues.

During ceremonies held at the conclusion of the conference the 2009-2010 Board of Directors were installed. **Koven L. Brown**, CFSP, owner of **K. L. Brown Funeral Home & Cremation Center**, Jacksonville, AL, was sworn in as president. Other officers installed were president-elect **Kevin Opsahl**, **Opsahl-Kostel Funeral Home & Crematory, Inc.**, Yankton, SD; and Secretary/Treasurer **Jeffrey S. Wages**, **Wages & Sons-Gwinnet Chapel**, Lawrenceville, GA.

Continuing on the board as directors are: **Michael S. Lewis**, **Lewis Funeral Home, Inc.**, Milton, FL; **J. Tyler Pray**, **Pray Funeral Home Inc.**, Charlotte, MI; **Catherine A. (Cathie) Tattie**, **William J. Smith & Son, Inc.**, Warren, RI; **Donald I. Green**, **George Irvin Green Funeral Home, Inc.**, Munhall, PA; **John M. Kreidler**, **Kreidler Funeral Home, Inc.**, McAllen, TX; and **Cari Spence**, **Spence-Miller Funeral Home**, Grove City, OH.

A graduate of the *Kentucky School of Mortuary Science*, Brown has owned the K. L. Brown Funeral Home and Cremation Center in Jacksonville, AL, for 30 years, and 10 years ago founded the **Brown and Kughn Memory Chapel** (presently, **K. L. Brown Memory Chapel**) in Aniston, AL. In addition to serving OGR on the board, on committees and as a Regional Chairperson, he created the Koven L. Brown Scholarship in 2005 to support mortuary school students in need of financial assistance.

Brown has traveled extensively on service missions, most recently to Ecuador helping to complete construction on a day care center. His community volunteer activities include serving as vice chairman of Jacksonville State University's International House, an organization that promotes cultural understanding, and sitting on the board of the Northeast Alabama Regional Medical Center. In 1996, Brown was named Small Business Leader of the Year by the Jacksonville Area Council of the Calhoun County Chamber of Commerce, and in 2007 he received the Leadership Calhoun County Roy Crow Award.

Additionally, Brown is an enucleation technician, a former trustee at the Alabama Eye Bank in Birmingham, and serves in the Region IV DMORT program, for which he assisted following the Korean Air crash in Guam in 1997 and hurricanes Katrina and Rita.

“This is a person who inspires others to make a difference,” said **Dianne Hughes**, CAE, OGR executive director. “Koven's convictions and service record show a rare strength of character. He brings significant skills to the board and a keen

understanding of funeral service. We are fortunate to have Koven leading the association this year.”

“I am truly honored to have been given the privilege of serving the membership as president,” said Brown. “Being an OGR member means being part of something bigger than yourself, something that can impact the entire industry, other independents and the local community in ways large and small. It's not business as usual anywhere these days. And I expect to see societal changes reflected in how we, as an association, adapt. It's an interesting time for our profession and for OGR. I look forward to a challenging and rewarding year.”

“Everyone came away feeling they knew the score,” said Brown, about this year's program. “The annual conference always reinforces members' commitment to their profession and to OGR. When you can bond with so many independents at once, from across borders, you gain new perspectives that are vital in today's environment, perspectives one simply cannot find on their own.”

“The meeting succeeded in its goal to make attendees smarter, more well-prepared and ready to tackle their business challenges,” adds **Jeffrey S. Wages**, OGR secretary/treasurer, who chaired last year's education committee. “We measure success by our members' evaluations, which were most positive.”

“Plus, the conference brought attendees face to face with some thorny topics,” Brown added. “We wanted to take them out of their comfort zones and expand their imaginations. I think we accomplished that.”

Sessions featured industry gurus and leading authors, including: **Ann Bastianelli**, **Anthology Consulting**, on what families value; **Chris Kuhnen**, **The Outlook Group**, on the boomer market; **Alan Creedy**, **Trust 100**, relaying Warren Buffet's strategies to the funeral business; **Dan Grumley**, **Event by Wire**, on webcasting; and **Edward E. Gordon**, Ph.D., **Imperial Consulting**, on staffing shortages.

Panelists discussed preneed, views of the young professional, and supplier solutions. An auction rallied attendees to “do unto others,” raising \$23,000 for OGR's Awards of Excellence Scholarship Fund. Plus, ceremonies were held honoring winners of OGR's 2008 awards and scholarships; member anniversaries; and the new board of directors. Details on the 2010 conference will be announced soon.

The mission of the International Order of the Golden Rule (OGR) is to make independent funeral homes exceptional. As one of the world's largest professional associations of local, family owned funeral homes, members are dedicated to offering reliability, fair pricing, and dignified, caring service to families. For more information, contact **Janet J. Protzel**, director of communications, (800) 637-8030, x108, jprotzel@ogr.org, or visit www.ogr.org.

Atty. Harvey I. Lapin to present at CANA

NORTHBROOK, IL— Atty. Harvey I. Lapin, P.C. will be a feature presenter at the 2009 **Cremation Association of North America** Convention in Denver, CO on August 21, 2009. The topic will be "Avoiding Cremation Liability and Litigation" with **Mike Nicodemus**, CANA Third Vice President, **Hollomon-Brown Funeral Home** and **Lynnhaven Crematory**, Virginia Beach, VA.



Harvey I. Lapin, P.C.

The CANA convention will be held August 19-22, 2009, at the Marriott City Center in Denver. The convention will feature the cremation industry's leading educational programs. Attendees will make invaluable new contacts and take home innovative new ideas and solutions to map their way to success.

Harvey I. Lapin, P.C., is a member of the Illinois Bar and Florida Bar. He is a member of the faculty at the John Marshall Law School in Chicago and is presently teaching the subject of Tax Exempt Organizations. He has written numerous articles on the subject of taxation, funeral and cemetery law.


A prolific industry figure, Mr. Lapin writes extensive articles on subjects of interest to the industry in a newsletter, the *Cemetery and Funeral Service Business and Legal Guide*. In addition, he pens the monthly column "Legal Speak" for the *Funeral Home & Cemetery News*. He also prepares material for **CB Legal Publishing Corporation**, including Release and Hold Harmless forms for industry firms. For more information, contact Cheryl Lapin, CB Legal Publishing, PO Box 1327, Northbrook, IL 60065-1327, fax to (847) 509-1027 or call (847) 509-0501.

Founded in 1913, CANA is an International organization of over 1,300 members, composed of cremationists, funeral directors, funeral home operators and owners, cemeterians, industry suppliers and consultants. CANA members believe that cremation is preparation for memorialization.

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Association NEWS CONTINUED

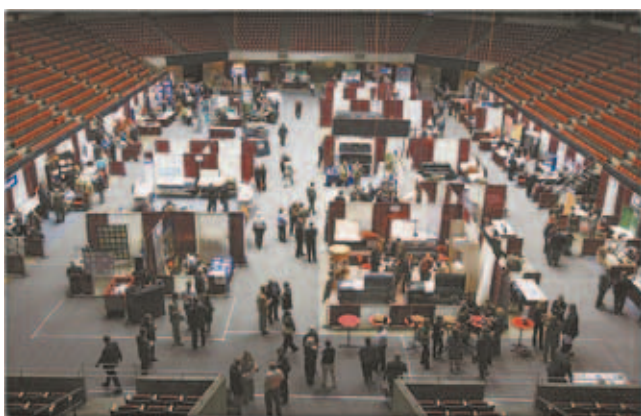
Iowa FDA brings in record numbers at Annual Convention



Funeral Services of Iowa (FSI) Board. (L to R) Board Member Dean O. Boeckman, Treasurer Lynn E. Ochiltree, Board Member David L. Schutte, Vice President Robert J. Kraus, Board Member Allan P. Duhn, Board Member David E. Beidelman and President Bradley J. Smith.



IFDA's Board of Governors and Executive Board. (L to R) Past President Craig W. Kramer, District 5 Governor Michael Patrick Jones, District 7 Governor Doug Carlsen, IFDA President Jay R. Woodhouse, District 8 Governor Abby Brown, President-Elect Dean O. Boeckman, District 2 Governor David M. Fry, Immediate Past President Daniel L. Eckhoff, Policy Board Representative Bradley J. Smith, District 4 Governor Karl M. Hertz and NFDA At-Large Representative Bob Rosson.



DES MOINES, IA— The 2009 Annual Iowa Funeral Directors Association Convention in April saw record attendance numbers this at the Iowa State Center and Gateway Hotel in Ames, IA. Attendees had a chance to obtain up to 15 hours of top-notch preapproved continuing education hours.

This year's Annual IFDA Convention featured highly regarded local and national funeral service speakers who presented current information on bereavement education, business and management practices, regulatory updates, technical skills and training and additional topics related to the funeral service profession. The Annual IFDA Convention provides funeral directors with a forum to receive and exchange information so they may return home with new ideas that will allow them to better serve the families in their communities.

The fun started on Monday, April 13, with the 5th Annual IFDA Golf Outing at Coldwater Golf Links. Not all who signed up for the golf outing were able to golf due to the less-than-desirable weather conditions, but a little over half stayed to make the most of it. Coldwater Golf Links created a wonderful opportunity for the others who did not stay by handing out rain checks to use on another date, which were also good to use as cash in their merchandise shop. Foreshadowing possible rainy conditions, IFDA had lightweight pullover hooded jackets for all attendees.

Tuesday morning's opening ceremonies kicked off the 2009 Convention, followed by the Keynote Speaker **Ron Rosenberg** with his seminar "The Inner Secrets of Outrageous Marketing." The annual IFDA Business Meeting followed the keynote presentation and after that was **Linda Darby-Sempsrott's** seminar "Don't Let Your Attitude

CONTINUED ON PAGE A47

THE NEXT STEP

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BRENDA CAROL BISHOP of Greenfield, IL died May 11, 2009 at the age of 67. She, with her husband, graduated from *Worsham College of Mortuary Science*, in March 1963, where she was first in her class. She and her husband owned and operated the **Shields-Bishop Funeral Home** in Greenfield, where she was a licensed funeral director for over 40 years.

JOHN LAUREN CLARK, JR. of Cairo, GA died May 21, 2009 at the age of 78. He was owner and operator of **Clark Funeral Home**, which was founded by his parents in 1935. A member of the *Georgia Funeral Directors Association* and a graduate of the *Cincinnati College of Embalming* he was also a licensed funeral director in the state of Florida.

CHARLES S. RAYNES of Buffalo, WV died May 11, 2009 at the age of 81. He was the owner and Licensed Director of **Raynes Funeral Home** in Buffalo, which was founded by his father in 1920. He was a member of the *West Virginia and National Funeral Directors Associations* and was a 1949 graduate of the *Cincinnati College of Embalming*.

JOHN M. RAYMER, JR. of Cornelius, NC died May 21, 2009 at the age of 70. He was the owner and operator of **Raymer Funeral Home** in Huntersville, NC, and a graduate of *Cincinnati College of Mortuary Science*.

STEVE COMI of Trinidad, CO died May 5, 2009 at the age of 89. At the age of 14, he began his career in the funeral industry washing cars for the **Mullare Funeral Home**. He eventually purchased the establishment where together with his wife, **Catherine**, worked until 1981. In 1985, Steve and his daughter, **Kitsy Winter**, opened the **Comi Funeral Home** where he worked until his retirement at the age of 80. He served for many years as Deputy and Las Animas County Coroner. He was also a member of the *Colorado Funeral Directors Association*, where he held his MSP Emeritus certificate from the Colorado Funeral Service Board.
Courtesy Colorado Funeral Directors Association, Highlands Ranch.

WILLIAM GAYLE "BILL" HILES of Lexington, KY died May 25, 2009 at the age of 86. He began working for **Kerr Brothers Funeral Home**, Lexington, in 1949 and worked there until his death.

TRUMAN L. SLOAN of Lakeview Village, KS died May 7, 2009 at the age of 85. He purchased **Floral Hills Funeral Home and Cemetery** in 1964 and soon became a licensed funeral director. He expanded the business to include 12 funeral homes and 3 cemeteries. He retired, selling the business in 1984 to **D.W. Newcomer and Sons**.

EDWARD ALVIN SMALL of Colonial Heights, VA died May 28, 2009 at the age of 92. He was founder and president of **E. Alvin Small Funeral Home**, which began service in 1952, until his semi-retirement in 1990. He had previously worked with **Bennett Funeral Home** in Richmond, VA, **L.C. Christian Funeral Home** and **Henry W. Woody Funeral Home**. He was a past president of the *Central District Funeral Directors Association* and a member of the *Virginia Funeral Directors Association*.

PHILIP JOHN JEFFRIES of Weatherly, PA, died May 3, 2009 at the age of 90. He owned the **Jeffries Funeral Home** in Coaldale, PA from 1950 to 1959. In 1959 he moved his family to Weatherly where he bought the **Warner Funeral Home**, which he operated as the **Philip J. Jeffries Funeral Home** until his retirement in 1985. A graduate of *Eckels School of Mortuary Science*, he was also a Deputy Coroner for Carbon County.



MARGARET H. "MEG" MOUNTCASTLE, CFSP, of Triangle, VA died May 30, 2009 at the age of 52. She was co-owner of **Mountcastle Funeral Homes** in Dale City, Woodbridge and Alexandria, VA, where she worked for more than 30 years. A graduate of *John Tyler Community College*, she was the first female president of the *Virginia Funeral Directors Association* and served on the policy board of the *National Funeral Directors Association* for six years. She was a member of the Virginia Board of Funeral Directors and Embalmers, appointed by the governor, eventually serving as its president.

HUGH A. BAUMGARDNER of Kinsman, OH died May 29, 2009 at the age of 72. He was a fourth generation funeral director with **Baumgardner Funeral Homes** in Andover, OH. In 1964, he and his wife expanded the business to an additional location in Kinsman. A 1962 graduate of *Pittsburgh Institute of Mortuary Science*, he had served on the Kinsman Cemetery Board since 1967. He was also a member of the *National, Ohio and Tri-County Funeral Directors Associations*.
Courtesy Tri-County Funeral Directors Association, Warren, OH.

DAVID R. BENAMATI of Hughesville, PA died May 31, 2009 at the age of 42. Since 1993 he had been employed with the **McCarty-Thomas Funeral Home**, Hughesville, as a licensed funeral director and embalmer. He graduated from *Pittsburgh Institute of Mortuary Science* in 1992, and was a member of the *National Funeral Directors Association, Pennsylvania Funeral Directors Association*, and was serving as second vice president of the *Central Pennsylvania Funeral Directors Association*.

Correction

RONALD DALE JOHNSON of Rochester, Minnesota died April 16, 2009 at the age of 50. He worked as a funeral director and owned **Johnson Funeral Home**, Rochester. In the June 2009 issue, Mr. Johnson was incorrectly noted as being from Rochester, New York.

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Iowa FDA brings in record numbers at Annual Convention

Continued from Page A45



Run OffTrack... Smile!" The Wilbert Luncheon was served in Scheman to get everyone recharged for the Exhibit Hall Grand Opening in Hilton Coliseum.

To mark the beginning of the Exhibit Hall this year, then-president **Dan Eckhoff** put on his conductor hat to lead us all to "Get on Board" with IFDA and signaled the opening with a train whistle. With that, the crowds poured into the Exhibit Hall to take advantage of the floor jam-packed with suppliers.

Tuesday evening started with the Celebration of Life honoring IFDA members and their family who passed away within the last year. Representatives of the deceased were presented with a candle fashioned with a picture of the deceased as a memento of the evening. Following that was the Presidential Banquet and Awards Ceremony, which honored the achievements of IFDA members throughout 2008. Those honored included IFDA scholarship recipients, 40-, 50-, 60 and 75-year

licensees and Award of Excellence recipients. NFDA At-Large Representative **Bob Rosson** was present to induct the new officers and district governor for the 2009-2010 term.

Wednesday came early with the Roundtables starting at 7:00 a.m. in Scheman. The day was full of continuing education seminars and the final day of exhibits. The seminars moved to Gateway for the evening to conclude a day full of educational opportunities.

Thursday's two concurrent morning seminars brought the 2009 IFDA Convention to a close.

The Iowa Funeral Directors Association "promotes and supports funeral service excellence®" by representing over 650 Iowa licensed funeral directors and promotes high standards within the field of funeral service through continuing education programs, legislative representation and service to Iowa communities. For consumer information regarding funeral service, please log on IFDA's Web site at www.iafda.org.

NFDA Leadership Conference offers Road Map for Success

Continued from Page A44

The keynote speaker at NFDA's Leadership Conference will be association management expert **Karen Tucker Thomas**. During a two-part workshop, Thomas will discuss the challenges inherent as volunteer boards and association staff work together to build strong, productive relationships. She will share information about what successful associations have done to create and maintain success; discuss the characteristics of a strategically-focused board's role and responsibilities; and the importance of trust and transparency. This interactive program will help funeral service association staff and volunteer leaders clarify the board's role and strengthen its capacity to govern.

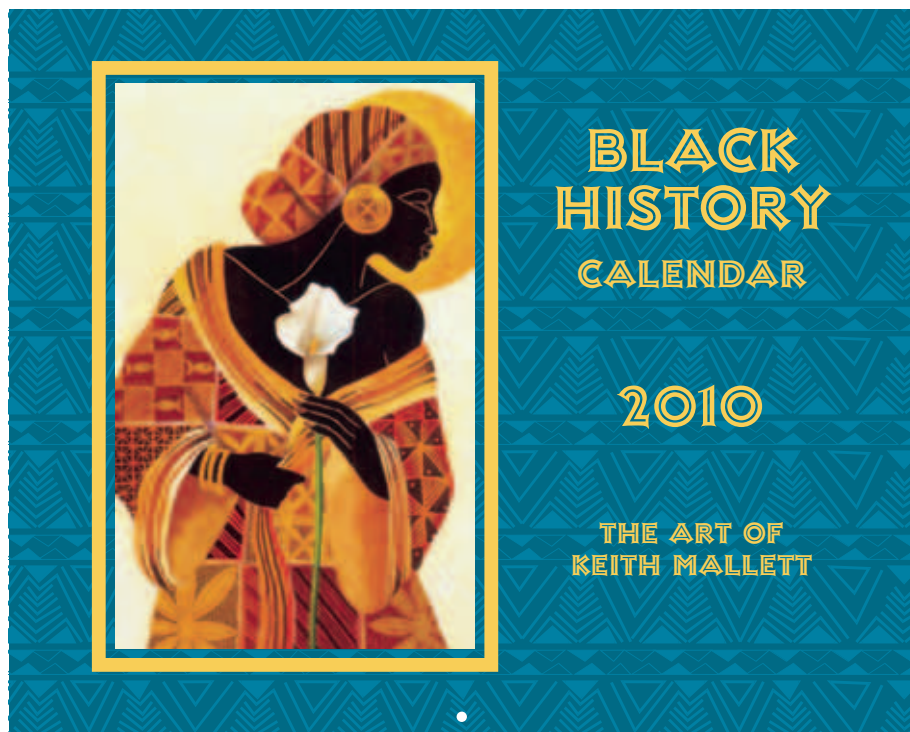
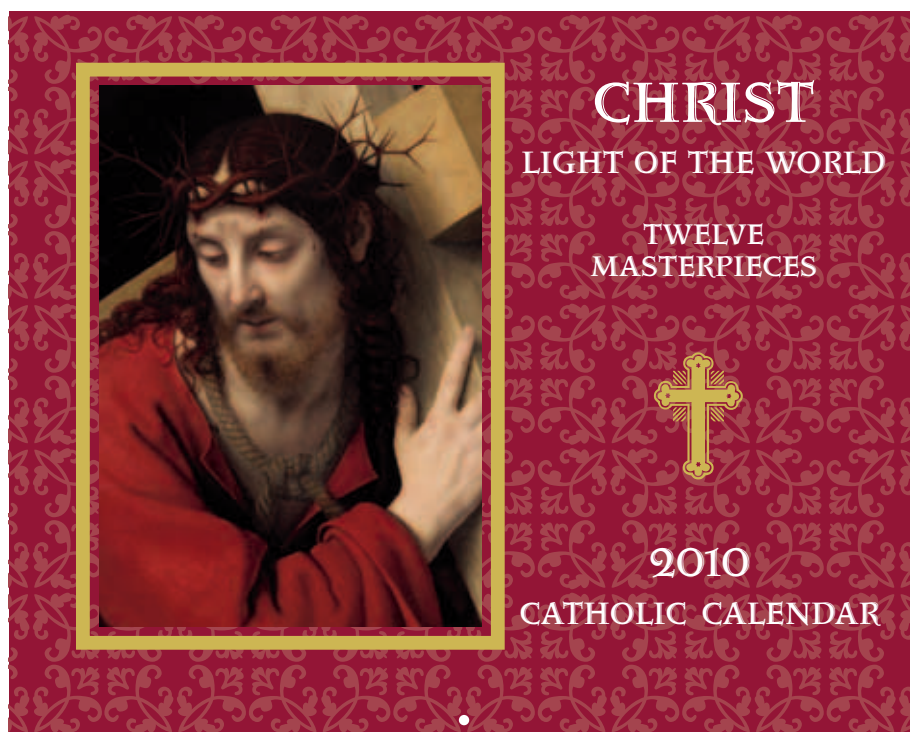
Additional programs at this year's NFDA Leadership Conference include: "Scott's Rules of Order," presented by NFDA General Counsel **T. Scott Gilligan**; "Association Law Basics," presented by **Paula Cozzi Goedert**, Barnes & Thornburg, LLP; and "Preneed: How Does Your State Rate?" also presented by NFDA General Counsel T. Scott Gilligan.

In addition to these and other invaluable educational programs, you can exchange information and share wonderful experiences with your friends and colleagues during the many optional tours and excursions NFDA has arranged in beautiful Branson. From golf to shopping to wine tasting, this event offers something for everyone. De-

tailed descriptions of each of these outings can be found on the NFDA Website, www.nfda.org/leadership.

To register, visit www.nfda.org/leadership and click on "Registration Information."

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



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